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Visit your Chapter website at: <http://www.philadelphiacpcu.com>

CHAPTER CPCU CELEBRATES "ETHICS AWARENESS MONTH" BESTOWS "FRANKLIN AWARD" TO ROBERT SELTZER, CPCU

The Philadelphia Chapter, as part of their "Ethics Awareness Month" celebration, bestowed the 18th annual "Franklin Award" to Robert S. Seltzer, CPCU on March 23rd at the DoubleTree Hotel in Philadelphia. The keynote speaker was Ron Jaworski, former star quarterback of the Philadelphia Eagles and broadcast journalist with ESPN. 226 chapter members and friends of the recipient attended. Among the honored guests were past recipients Pennsylvania State Representative Roy Reinard (1999), Eugene Fidell (1988), Gordie Heile (1990), Norman Baglini, Ph.D., CPCU (1995) and James Bryson (1991).

Chapter President Pete Palestina, CPCU, himself a recipient of the Franklin Award back in 1996, opened the ceremony by explaining to the audience the importance of ethics playing a part in professional associations such as ours and in the lives of those who receive the Franklin Award. With signs around the room referencing Ethics Awareness Month, Palestina noted "you may have noticed the signs we displayed here and there informing everyone that March is Ethics Awareness Month, a national insurance industry education event which marks its 10th anniversary this year. It began in 1990 as a means to raise awareness and generate discussion of ethical issues facing the insurance and financial services industries. The goal of the campaign is to help professionals to better define their own personal ethics, understand the importance of ethical training, and apply ethical standards and thinking in corporate America. This Franklin Award also takes into consideration ethical standards met by the award recipient Bob Seltzer".

Palestina then read a Proclamation from the City of Philadelphia's Mayor John Street paying tribute to the CPCUs for their professionalism and their many charitable and civic efforts in the Delaware Valley. This was followed by the Award presentation itself conducted by Josephine Battisti, CPCU, Chairman of the Franklin Award Committee. Noting Mr. Seltzer's lifestyle which helped in his being selected for the award the following were acknowledged: he has dedicated his life to the improvement of the insurance industry both inside and outside his firm; is a great believer and supporter of continuing education; is an advocate of getting involved, personally having served many organizations in various capacities such as the Council of Independent Insurance Agents and Brokers, IIAA, Insurance Services Office and the Insurance Society of Philadelphia; served the community via the Federation of Allied Jewish Agencies, the Jewish Y's and the Deborah Heart and Lung Foundation.

Bob accepted the award with a look back to his CPCU teachers and how the industry has changed over his long insurance career. Bob was also celebrating his 65th birthday and still going strong.

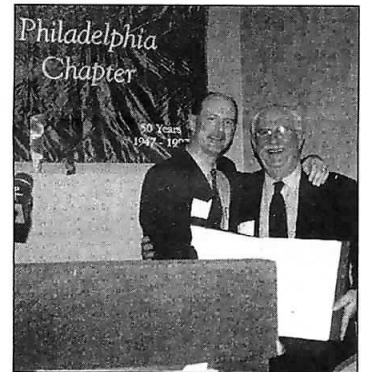
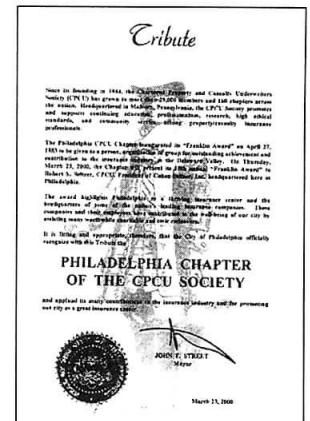
A special gift was presented to Bob by son Dan. It was a binder containing many congratulatory letters written by many of his friends and associates that he has made over the years.

Our keynote speaker was Ron Jaworski, former Eagles Quarterback. Ron, also celebrating a birthday, made us laugh with a look at Philadelphia fans. They can go from love to hate in one quarter and then back again. He commented on his coach and friend, Dick Vermeil. Dick's philosophy for his players was centered on this acronym:

- E - enthusiastic
- A - aggressive attitude
- G - gentlemanly conduct
- L - leadership from every team player
- E - endure through difficult times

The message to all of us was to never, never quit and to follow the "EAGLE"

The ceremony concluded with Palestina encouraging everyone to attend the April 20th CPCU meeting at the DoubleTree starting with an 8:00 am breakfast where the subject of Ethics will be continued through the month of April. That the topic would be "Ethics in Business" with speaker Wes Porter, CPCU of the Insurance Institutes and mentioned that the public is always invited to attend. He also mentioned that there will also be participation by the CPCU Chapter in the Philadelphia Special Olympics on May 6th and that further information on these and the many other functions that the Chapter is involved with can visit the Chapter's website www.philadelphiacpcu.com.



MORE PHOTOS ON
PAGE FIVE



Seltzer family poses with Bob, l to r: back row, wife Ellen, son Dan, Bob Seltzer, daughter, Deborah, son-in-law Gregg Cosell, daughter-in-law Liota. Front row; grandchildren Alex, Alon, Emily and Jessica.



Head table at the luncheon left to right are: Chapter President Pete Palestina, CPCU keynote speaker Ron Jaworski, Franklin Award Chairman Josephine Battisti, CPCU and Franklin Award recipient Robert Seltzer, CPCU.



MIX AND MINGLE A GREAT SUCCESS

The April 26th Mix and Mingle social held at the Dock Street Brasserie, 18th and Cherry Streets. In Philadelphia was a tremendous success. The idea was pretty much conceived by the Membership Committee back in December and Chapter director and liaison for membership, Rina Williams brought forth the idea to the full Board who unanimously approved.

The function was done as a joint venture with the Philadelphia Casualty Underwriters Club who's co-chair for the event was Tim Foy, CPCU who is also a Chapter member. All members of both organizations were invited to attend free of charge. The only expense was the cash bar. In addition, anyone in the insurance industry who were interested in pursuing the CPCU designation, or wished to become involved with either organization, were also invited. Special invitations also went to CPCU Society officials (thanks to John Kelly and Barry Midwood for attending) as well as the Senior sections of our membership. It also offered an opportunity for our new designees to become acquainted with the professional insurance community.

The session went from 5:30 pm to 7:30 pm and 63 people attended. Brochures and flyers were displayed throughout the area promoting the Society seminars, Anti-Fraud campaign, Scholarship Golf outing, the May Special Olympics and the upcoming May meeting where Society May Special Olympics and the upcoming May meeting where Society President Marsha Egan will be the guest speaker.

Chapter President Pete Palestina made welcoming remarks halfway through the session as did Casualty Underwriters Club V.P. Tim Foy. Each thanked their membership for a great idea and great event. They also took the time to encourage the attendees to become more involved and encourage those they interface with each day to become educated in insurance matters.

As always, Chapter President Pete Palestina took the opportunity to sell some Chapter hats and mugs, the proceeds of which go to our Scholarship Fund.



Tim Foy, Val Katz, Pete Palestina and Annette (forgot last name, sorry) at the Mix and Mingle.



Reliance CPCUs Bill Richardson, Patricia Rakowski and Gary Lovett with Chapter President Pete Palestina.



CPCU Society Sections liaison John Kelly (center) was mingling with the attendees as was Barry Midwood.



Casualty Club VP Tim Foy (l) gives attendees some humorous remarks about Pete Palestina being able to get these pictures on the web by the weekend. Guess what? He did.

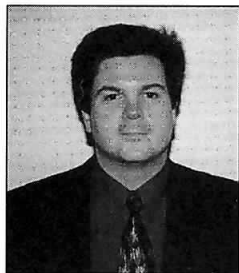


Pete Palestina and Jim Jones display the Chapter hats and mugs on sale at the Mix and Mingle.



Rina Williams enjoys remarks made by Dan Jackson of American Re.

“PA & NJ Insurance Legislation -the Legislator’s Viewpoint”



BY: LAWRENCE J. CRAWFORD, CPCU

February 17, 2000 - The Philadelphia CPCU Chapter help it's February breakfast meeting at the DoubleTree Hotel today. Forty-eight people gathered to listen to both Pennsylvania State Representative Roy Reinard (R-178th District), and New Jersey Assemblyman Louis Greenwald (D-6th District), share their legislative perspective on some of the insurance issues challenging both Pennsylvania and New Jersey in the coming year.

Assemblyman Greenwald, the youngest member of the assembly, and partner in his own law firm, began the discussion with remarks reflecting some of the goals common to both industries emphasize the pooling, or sharing of resources to minimize risk. Assemblyman Greenwald cites his experience as a businessperson in the private sector as invaluable in his role as legislator. He feels very strongly about “reinventing government” to respond effectively to public needs while balancing the interests of business.

A serious concern shared by Greenwald and many of his constituents is the rising cost of healthcare, especially for senior citizens and others on limited incomes. Greenwald acknowledges that government bears some of the responsibility because of the many mandates passed on to the healthcare industry. These unfunded mandates increase the cost of coverage directly, and indirectly through assessments to HMOs as well as taxpayer subsidy of insolvencies like the HIP debacle.

A closely related issue in New Jersey is the growing cost of charity care, the expenses incurred by hospitals for the treatment of the “working poor” and those whose employers cannot afford coverage at all. Greenwald cites the 6th District, which he represents, as an example. Four of the top five employers in Camden County are healthcare systems. Across the state, 90% of all healthcare systems lost money in 1999. Greenwald suggests that the \$400 million in charity care costs incurred by those healthcare systems in 1999 played an important role in those losses. Greenwald indicates that the state reimbursed the providers for roughly \$250 million, leaving \$150 million in costs unpaid. Specifically, he cites the Virtua system, which last year incurred \$10 million in charity care costs, while receiving only \$180,000 in reimbursements from the state.

In order to make healthcare more affordable, and universal, Greenwald suggests that the state go beyond the proposed creation of an “insurance ombudsman”. He raised the possibility of adopting a “real word” test for new mandates, in which the state would have to pay for the mandated coverage for the first year, giving it hard data on the cost to the market of the mandate. He went on to suggest that the state utilize some of the \$7.6 billion in proceeds from the recent national tobacco settlement to fund the charity care program and increased health educational programs.

Representative Reinard, 1999 winner of the Philadelphia CPCU Chapter “Franklin Award”, added his view as a long-time member of the Pennsylvania House of Representatives. Reinard, who has served on the House Insurance Commission for eighteen years, feels that Pennsylvania shares the same concerns about the rising cost of healthcare. Like Greenwald, Reinard is a businessperson. He partially owns and operates an insurance agency in addition to his duties in the legislature. One of the most important functions he and the other members of the insurance commission carry out is to serve as gatekeepers, restraining the flood of new legislation. Though many propo-



PA State Rep. Reinard (l) and NJ State Rep. Louis Greenwald addressed the February audience on their latest insurance legislation in the respective states.



Some of the audience at our February meeting.

sals never move out of committee, he cites several recent examples of important legislation that have been passed. Among those examples are the recent managed care reform and patients rights bill, the mandate for coverage of post-mastectomy reconstructive surgery, and mandated mental health care coverage changes.

Reinard is aware of the burden placed on both the healthcare industry, and the consumer by these mandates. He observed that there are presently as many as twenty-three state mandates on each Pennsylvania healthcare policy. Reinard pointed out that Pennsylvania's response to the rising cost of healthcare includes the creation of the Healthcare Cost Containment Council. The Council's role is to review, and to estimate the fiscal impact caused by any new mandate before they are imposed. According to Reinard, the Council has had the effect of slowing down the imposition of new mandated coverages.

One of the unintended results of the many mandated coverages imposed upon Pennsylvania health plans has been the growing trend toward self-insurance. Self-insured funds have the benefit of being ERISA exempt, and thus not subject to many of the mandates. Thus, legislators find that future mandates are being imposed upon an ever-diminishing pool of insureds who must bear an increasing share of the burden.

Finally, Representative Reinard spoke about Governor Ridge's proposal to extend the popular Children's Health Plan, which funds healthcare for uninsured children. Governor Ridge proposes using part of Pennsylvania's \$20 billion tobacco settlement to fund an expansion of the plan to cover uninsured adults. Representative Reinard predicts quick passage of the plan, which has drawn little opposition to date.

The Philadelphia CPCU Chapter meets throughout the year, with the next breakfast meeting scheduled for April 20th at the DoubleTree Hotel, Broad and Locust Streets, Philadelphia. The topic will be “Ethics in Business.”

April 12th Risk Management, Insurance and Actuarial Science Awards for Excellence Held at Temple University

The Philadelphia Chapter was represented by Chapter President Pete Palestina, CPCU in honoring scholarship and award winners at Temple University's Twelfth Annual Risk Management, Insurance and Actuarial Science Awards for Excellence Luncheon held on April 12 in Mitten Hall on Temple's Main Campus. Eight sophomores who have decided to major in risk management and insurance will receive \$500 scholarships as a result of the Golf Scholarship Funds sponsored by the Philadelphia and Greater Valley Forge CPCU Chapters. Four students will receive scholarships in honor of long time Temple professor and loyal Philadelphia Chapter member Dr. Bob A. Hedges, CPCU who died in January 1999. Four other students will receive scholarships in honor of Ernest Gaugler, CPCU of Harleysville Insurance Group, a member of the Greater Valley Forge Chapter who also passed away last year.

The CPCU Harry J. Loman Foundation provided funds to match the Chapters' scholarship funds that are raised annually through a fun filled golf outing for members of both chapters.

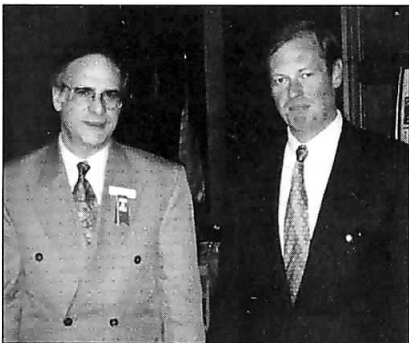
At the Awards Luncheon hosted by Tyler Matheson of CNBC, over 70 outstanding students were honored out of the more than 300 who are majoring in risk management, insurance or actuarial science. It is believed that Temple has the largest number of insurance majors of any business school in the world. Fifteen full time faculty teach courses at the bachelors, masters and doctorate levels.

There was a moment of silence to remember 1993 Franklin Award winner Dr. H. Wayne Snider, CPCU, who passed away unexpectedly on December 31, 1999. Dr. Snider established the risk management and insurance department at Temple in 1968.

Chapter Scholarship Golf Outing Committee Chairman Bill Mayo, CPCU was also on hand at the Awards luncheon. Hopefully, you will have done your part by supporting your chapter's scholarship fund raising efforts and by joining your fellow CPCUs on May 19th at the Bala Golf Club for a day of golf. Not only will it have gone a long way in attracting bright young people to a career in insurance and risk management, but you will have had a good time as well.



Philadelphia Chapter President Pete Palestina congratulating Jennifer Paretchan of Broomall, one of more than 300 students majoring in risk management, insurance or actuarial science at Temple University's Fox School of Business and Management.



Philadelphia Chapter President Pete Palestina Chapter Scholarship Golf Outing Chairman Bill Mayo were on hand to honor students majoring in risk management, insurance or actuarial science at Temple.

Philadelphia Chapter Officers and Directors Elected for the 7/1/00-2001 Year

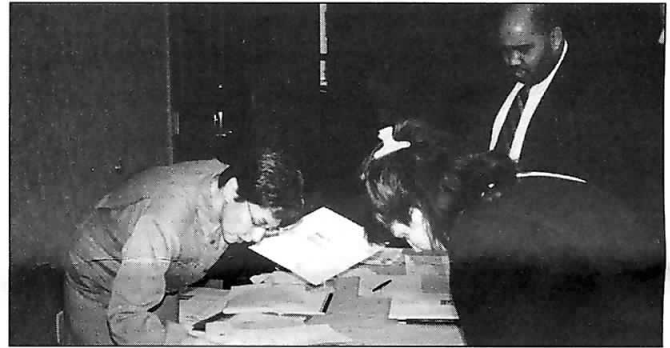
The following Directors and Officers were elected at our April 20th meeting. The term of office will begin July 1st and they will be sworn in at the chapter's June annual business meeting.

President Val-Ullman-Katz, CPCU
 First Vice President Ann Myhr, CPCU
 Second Vice President Larry Crawford
 Secretary Lilly Cowan, CPCU
 Treasurer Richard J. Lee, CPCU
 Director (2 Year Term) Rita Hoffstein, CPCU
 Director (2 Year Term) Rina Williams, CPCU
 Director (2 Year Term) Cindy Wolkiewicz, CPCU

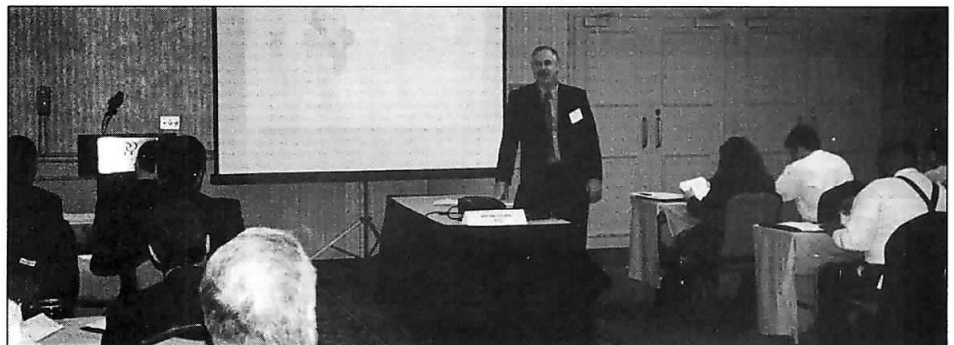
We have three Directors who have one year remaining on their terms: Arthur C. Hanebury, CPCU, Josephine Battisti, CPCU and Kathleen Frenzel, CPCU.



March was Ethics Awareness Month and chapter President Pete Palestina spoke of ethics of CPCUs at the March 23, 2000 Franklin Award ceremony.



Chapter sponsors seminars are always a good way to get educated in your industry, deal with your customers and obtain CE credits. Here Chapter seminar coordinator for the March 1st workshop on "The New ISO Property Forms" Lilly Cowan is busy at the registration desk.



Educating the folks at the March 1st workshop on the new property forms.



"Jaws" with the Prez.



A proud Bob Seltzer flanked by Chapter President Pete Palestina and Franklin Chair Joe Battisti holds the award with Ron Jaworski.



Some light humor offered by Ron Jaworski.



The girls all seem to go for "Jaws", well at least Val Katz (left) and Jo Battisti below do!!



Some of the 226 on hand at the Franklin Award



Previous Franklin Award Recipients

Edwin S. Overman, Ph.D., CPCU	1983
Mariellen Whelan, Ph.D.	1984
Thomas Finley	1985
George Head, Ph.D., CPCU, CLU	1986
John Topoleski, CPCU	1987
Eugene Fedell	1988
MADD (Mothers Against Drunk Driving)	1989
H. Gordon Heile, ARM	1990
James H. Bryson	1991
Robert A. Clair, AAI	1992
H. Wayne Snider, Ph.D., CPCU, CLU	1993
Curt Weldon (US Representative)	1994
Norman A. Baghini, Ph.D., CPCU, CLU	1995
Peter F. Palestina, CPCU	1996
Lawrence G. Brandon, CPCU, AIM	1997
Gerald Isom	1998
Roy Reinard, III	1999

UPDATED 2000 CLASS OF NEW CPCUs

Congratulations to the following 26 individuals who have passed either the September 1999 or the January 2000 final exam and who are listed to receive their CPCU designation at the October 2000 annual meeting in San Antonio. We welcome and encourage them to come to our meetings and become active Philadelphia Chapter members.

NEW DESIGNEE	COMPANY	NEW DESIGNEE	COMPANY	NEW DESIGNEE	COMPANY
Patricia H. Adams	Harleysville	Callum M. Duncan	Reliance Insurance	Daniel B. Norris	Simkiss Agency
Timothy C. Brockett	NAC RE Corp	Carolyn Meier Eliason	Colonial Penn Group	Sean T. O'Hara	Graham Company
R. Brian Buckman	AIG Marketing	Edward M. Halligan, Jr.	GMAC Re	Matthew V. O'Malley	ACE USA
Amy L. Byrne	Marsh, Inc.	Coleman V. Henry	Professional Underwriters	Elizabeth B. Ondra	Allstate Insurance co.
Patricia T. Callinan	ACE International	Mario L. Incollingo	State Farm	Nancy M. Rankin	Penn America group
Stephen D. Campbell	American International U/W	William H. Luce	CGU International Marine U/W	Eric B. Silberman	Reliance Insurance Co.
Stephen Crofton	Liberty Mutual	John J. Mangan, Jr.	ACE USA	R. Jayne Weiner	Princeton Insurance Co.
Craig J. Dalfarra	State Farm	Cynthia J. Mazur	AIG	David A. Young	Aon Risk Services, Inc.
Clare Donnelly	Harleysville Insurance Co.	Schuyler G. Meeks	Innovative Re Insurance Group		



CPCU Chapters Join Grassroots Campaign to Fight Insurance Fraud

BY: MARSHA D. EGAN, CPCU, API, CPIW
1999-2000 PRESIDENT, CPCU SOCIETY

Will your chapter join the fight against insurance fraud? Along with Society chapters across the United States and our strategic partner, the National Insurance Crime Bureau, we're launching an exciting and aggressive grassroots campaign to educate consumers about the cost and implications of this increasingly serious problem.

As an insurance professional, especially if you're on the front lines as a claims representative or adjuster, you know what a tremendous challenge insurance fraud represents. A disaster of the magnitude of Hurricane Andrew cost the industry more than \$17 billion in 1992, yet fraud costs \$20 billion each year. That is a sure sign that something is wrong.

As with any problem, in order to solve it, we have to help people understand it. And that's where the CPCU Society comes in. Our challenge is to educate the public about the extent of the problem...tell them how much money fraud takes out of their pockets each year...tell them how they can avoid becoming victims...and give them an opportunity to act when they suspect fraud.

You are probably aware of other fraud fighting initiatives-the Coalition Against Insurance Fraud, and Pennsylvania's Insurance Fraud Prevention Authority are two well-known examples. They're well funded, and they're highly visible in specific geographic areas. You might wonder how Society chapters, with fairly limited financial resources, can have a significant impact of their own.

UNIQUE PERSON-TO-PERSON APPROACH

You've heard it before, but it bears repeating. The strength of the CPCU Society resides in its members. You represent the lifeblood of this organization. And with your help, the Society can make a real contribution to the fight against fraud. The National Society office in Malvern has supplied each chapter president with an information kit containing a variety of resource materials to help your chapter position itself to plan and implement an effective, multi-year program. Here are some ways that your chapter can contribute to the campaign:

- Launch a local media relations campaign using material provided by the National Society.
 - Write a letter to the editor of your local paper on the fraud problem.
 - Send a series of news releases on various aspects of fraud, from common scams, to how government and industry are fighting back.
 - Contact editors or reports of offer services of chapter members as expert resources for articles.
- One of the elements of the information kit is a set of talking points to help get your thoughts organized.
- Send "pitch" letters to get articles bylined by chapter members placed in the local business press.
- Schedule local speaking presentations at schools and to various community groups on the subject of insurance fraud. You may use a new insurance fraud speech and supporting visuals developed by the CPCU Society.
- Distribute a new fraud awareness brochure prepared by the CPCU Society and NICB. The brochure is free to consumers, and is available from the Society to chapter members at no charge for distribution during speaking engagements.
- Place brand new cooperative advertisements in the local media that gain visibility for your chapter while raising awareness about insurance fraud.
- Schedule one of the NICB's field agents as a chapter meeting speaker to raise fraud awareness among the members of your chapter.
- Develop your own creative approach to educating your community, and share your ideas at the National Leadership Institute and through the CPCU News.

GET INVOLVED NOW

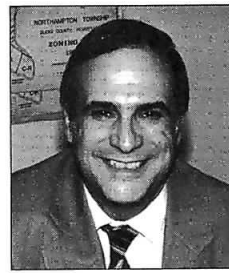
The Society has launched a national media campaign on insurance fraud awareness that will support your work on the local level. I urge you to get involved in this worthwhile effort that gives us a chance to get the truth about fraud to policyholders. You know that many folks place the blame squarely on insurers for the high cost of insurance premiums. One of the real benefits of this initiative is that while we educate the public about insurance fraud, we can also enhance the industry's image by focusing on its effort to reduce fraud and pass savings along to consumers.

Please call Larry Crawford, CPCU at 215-665-5127 to lend your expertise to your chapter's anti-fraud initiative. I urge your chapter to form a special ad hoc committee on the "Educating Against Insurance Fraud" campaign and marshal your chapter's resources in this fight.

Remember - the CPCU Society is 30,000 members strong, and working together, we can make a real impact.

Interested in CPCU Society Service?

If any Chapter member is interested in serving on any of the CPCU Society's Standing or Section Committees they should contact the Society's Member Resource Center and request an application for Society service at 800-932-CPCU. You may also be interested in volunteering for a Society Task Force for which an application appeared in the February CPCU News. You may also contact Philadelphia Chapter President Pete Palestina 215-364-3000 or e-mail him at petepal@aol.com for assistance. You may also contact our Membership Chairperson Patricia Rakowski 215-864-1193 or via e-mail patricia.rakowski@relianceinsurance.com.



The President's & Editor's Corner

BY: PETER F. PALESTINA, CPCU

I must confess that this has been the busiest and quickest time-flies-by year that I have ever experienced. I became your Chapter President back on July 1, 1999 and my term will end on June 30th when Val Ullman-Katz, CPCU will become President. I was President once before, back in 1982 and I have to say that most things have definitely changed. Today, there are many more products and services, financial responsibilities and sources of investing, more pressure on raising a family and more pressure with our jobs. That makes volunteering in today's climate very difficult. Unless you have a sympathetic employer, or spouse and children for that matter, one hardly finds the time to be able to give up that special effort called volunteering. Fortunately, today as well as in 1982, we had many individuals who gave up their time and effort to become officers, directors, committee chairpersons and committee members of our Chapter. Without a doubt, this is the best Chapter in all the CPCU Society. We have accomplished more this year than in any other year of our Chapter's history and for that, I thank all of our volunteers and you, our members, for the successful year.

I would like for as many of you as possible to attend our June 15th annual business breakfast meeting at the DoubleTree. We will make our annual reports available at that time and our new Board will be sworn in. In addition, we will have a great program updating you on "Road Rage and Teen Driving" with speaker and Chapter Secretary Clint Gillespie, CPCU. We will also be giving out recognition awards and bestowing our first Scholarship Grant to a worthy individual. We will be recapping the entire year in the September issue of the Chaptergram and I promise, you will be impressed.

Although I will be leaving you as President, I hope to continue as your Chaptergram Editor and Website Administrator along with any other role Val and the Board may want me to become involved with. Finally, I ask you to continue to be professionals making use of your CPCU designation and use it with pride. Always encourage others to seek the designation and eventually become a member of an elite group...the CPCU Society. Enjoy the summer and God bless all of you. Thank you all for making this a great Chapter and a great year.



Chapter President Pete Palestina wearing the new Chapter hat at the April breakfast meeting where it was introduced and put on sale for \$10 with the proceeds going to our Scholarship Fund.

Interested in Chapter Service?

If any Chapter member is interested in serving on any of the Philadelphia Chapter's many Committees they should contact President Pete Palestina 215-364-3000 or e-mail him at petepal@aol.com. You may also contact any of our officers, directors or committee chairperson shown throughout our Chapter's website at www.philadelphiacpcu.com. Simply go to the "Committees" Page and then follow link to the Committee you may be interested in. You can also go to the "Contact Links" and e-mail a contact direct from there. We are always looking for good Chapter members to become actively involved.



The Governor's Corner

BY: SCOTT BROWN, CPCU

Congratulations to your chapter at the close of a very successful year. I was impressed with the goals you established at the beginning of the year. The degree to which these goals were accomplished should be a source of pride to each member of the Philadelphia Chapter.

Sadly, a series of unforeseen and hopefully non-repeating circumstances precluded my presence at more of your activities. My recommendation to your next governor will be to spend as much time as possible with you, a splendid group of insurance professionals. Your dedication to the mission of CPCU is truly inspiring.

I hope to see many of you at the National Leadership Conference and at the Annual Meeting

Candidate Recruitment and Development

BY: RITA HOFFSTEIN, CPCU & VAL ULLMAN KATZ, CPCU

Our committee is charged with the responsibility of finding and keeping candidates for the CPCU designation. Sounds easy, but it is a daunting task. Knowledge for itself is a noble quest in any circumstance. In the industry today, knowledge must be absorbed at an alarmingly fierce pace. As industry professionals, we are required to understand the operations of our companies and industry as well as assimilate the changes in financial services, applying that insight to every segment of our industry.

We must have a secure foundation to build the understanding and industry knowledge needed to stay afloat in our careers, companies and industry. The CPCU designation does just that: CPCU provides the foundation for career growth. Each one of us must try to ensure the preservation and respect the CPCU designation affords us. Bring in one new candidate; encourage one existing candidate. Share experiences with candidates, share tips that you found helpful during your pursuit of the designation.

Encourage those who are in the industry to pursue the designation and just as importantly, keep learning. File for CPD credits and submit your CPD application to the Society.

Please visit our page on the www.philadelphiacpcu.com website. Practical tips are most welcome and needed!

Contributions Sought for Chapter Scholarship Fund

If you are interested in contributing to a worthy cause in addition to helping your Chapter help others, your contribution to our Scholarship Fund is appreciated. Simply cut out and complete the form below and mail it with your contribution check payable to "Philadelphia Chapter CPCU Scholarship Fund." For more information in the Scholarship visit our website at www.philadelphiacpcu.com

Philadelphia Chapter CPCU Scholarship Fund Contribution

Yes, I would like to help build the Chapter's Scholarship Fund. Enclosed is my contribution in the amount \$_____ payable to "Philadelphia Chapter CPCU Scholarship Fund."

Your (or Company) Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Mail to: Rick Lee, CPCU, c/o DVIT, 1015 North York Road, Willow Grove, PA 19090

File for CPD Status

Many of our members have held the distinction of being recognized for voluntarily acknowledging the need for continuing professional development. They have joined with thousands of CPCUs in the Continuing Professional development program, which is jointly sponsored by the CPCU Society and the AICPCU. Those that have attained CP status have set an example for their colleagues.

On December 31st of each year, the 2 year period for an individual's CPD certification expires. If yours expires this year, please make sure you renew on time. For those members who have not yet been certified, why not give it a try? It's easy and you will be doing yourself, as well as your chapter, a professional favor. Applications may be obtained from the Society.



Welcome to Eric Fitzgerald, CPCU of Marshall Dennehey and a new arrival member of the Philadelphia Chapter. Eric introduced himself at the April 20th meeting and offered to become more involved in the Chapter. Eric was formerly with the Rochester Chapter where he was also active. Welcome Eric!

What Can the Chapter Do For You?

BY: VAL ULLMAN KATZ, CPCU

This article was penned during the Passover and Easter Holidays. It was a time of renewal in the Judeo-Christian world, a time of family gatherings and a time for reflection. Some of this time was spent pondering my role in the Chapter. I would like to share my reflections with you. I attend most of the breakfast meetings because I am proud of my designation. Yes, it is hokey. When I started in this industry, almost a quarter of a century ago, a CPCU was considered the guru of insurance, a person of great understanding and industry knowledge. The CPCU not only knew the industry, but if he or she did not know the answer to a question, they knew where to find the answer or as importantly, who in the industry would know. My little mind sowed that seed away. Today, I attend the meetings, listen to the seminars, (some are really good and some are not-I can offer that critique having been responsible for a few of both) but, my objective is to learn not only the subject material but who has information and knowledge that I may be able to tap.

I met some very interesting industry people. I exposed myself to some new concepts, especially those concerning the future of our industry. I put my foot in my mouth once or twice, and took it out as well.

My penultimate point is that the CPCU designation and our Chapter is as strong as we make it, support it, and direct it. Where do we go? How do we get there? For what should our Chapter be known?

Now, my ultimate point: What do you, the CPCU Philadelphia Chapter member, want the Chapter to do for you? How will you support it? You may e-mail me at valraykz@erols.com with your suggestions.

Ethics in Focus

BY SCOTT BROWN, CPCU

April 20, 2000-March was "Ethics Awareness" month for the CPCU Society and the Chapter not only celebrated it during March via various activities, but also extended Ethics Awareness through April as well. Today, the Philadelphia Chapter of the CPCU Society considered the importance of ethical discussion making it its monthly breakfast meeting, held at the DoubleTree Hotel.

S. Wesley Porter, CPCU, Director of Educational Services and Training for the AICPCU/IIA, spoke on the importance of having the proper tools for evaluating and making what often proves to be difficult choices. Mr. Porter gave a multi-media presentation based on *Navigating the Waters*, a new interactive training tool developed by the Institute for Global Ethics, The Insurance Institute for Applied Ethics, and Met Life Auto and Home Insurance Company.

Navigating the Waters provides a foundation to assist business people to make ethical choices, by giving them the tools to analyze ethical dilemmas. While most people feel comfortable making choices when they are confronted with "Right vs. Wrong" situations, fewer people feel as comfortable when forced to choose between two or more courses of action that both achieve valuable aims. These "Right vs. Right" dilemmas are much more common in today's world.

Mr. Porter describes "Wrong" actions as those that include:

1) A violation of law; 2) A departure from the truth; 3) A deviation from generally accepted moral standards.

He then described the ways many people evaluate these decisions:

1) Applying a legal test - does it violate a law?; 2) Checking your gut - does the decision feel right?; 3) The front page test - would I want this decision to make the front page of the newspaper?; 4) The role model test - would my mom do this?

Given a situation that presents clear choices, most people can use these tools to arrive at an ethical decision. But what about the situation in which the many choices we face will each serve a different and valuable purpose? How do we make ethical choices when our core values are in conflict? Mr. Porter suggests that there are four common "Dilemma Paradigms" that illustrate these "Right vs. Right" conflicts:

1) Truth vs. Loyalty - when we know the truth can harm our friends; 2) Individual vs. Community - when the best choice for one person is not the best for most people; 3) Short Term vs. Long term - when a decision that helps today can harm down the road; 4) Justice vs. Mercy - when the rightful consequences of an act run counter to our impulse to show mercy.

Mr. Porter then goes on to suggest a framework in which to evaluate these dilemmas in order to make an ethical decision. He describes three principles that can guide our decisions. These three "Resolution Principles" include:

1) Ends - Based Thinking - in which we shape our decision to maximize the benefit for the most people; 2) Rules - Based Thinking - in which we rely on our highest principles and let the chips fall where they may, or by asking, what if everyone acted this way, would it be a good thing?; 3) Care - Based Thinking - in which we try to view the dilemma from the others' perspective, and apply the golden rule.

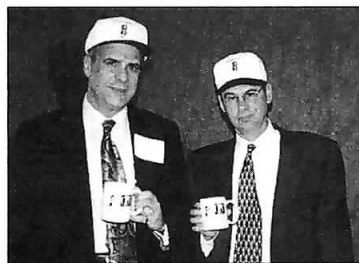
As he led the group through several "real-life" examples, Mr. Porter showed how an analysis of the type of dilemma we face helps us to apply all three principles: "Ends, Rules and Care-Based Thinking" together to make choices that can satisfy everyone's needs.



Wes Porter, CPCU spoke on Ethics in a Business Environment at the April meeting.



Wes Porter fields a question from the audience at the April Ethics session.



Left: Chapter President Pete Palestina and Treasurer/Scholarship Chairman Rick Lee hold the new chapter mugs and wear the new Chapter hats at the April 20th meeting just before the membership arrival and then set up the table (bottom) where they went on sale.



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