

Diversity Committee Announces Second Annual Essay Contest

The CPCU Society's Diversity Committee is proud to announce the launch of its second annual Diversity Essay Contest. Intended to gather ideas and guidance about the many-faceted subject of diversity, and how it is or should be represented in our insurance industry, last year's contest drew a tremendous response and elicited many interesting points of view.

This year's topic is: "What specific solutions can you offer to address the substantial challenges that the CPCU Society and our industry face in recruiting and maintaining a diverse membership?" We are particularly looking for suggestions and recommendations that could be used in an action plan to address these challenges.

Consistent with last year's rules and the Society's desire to increase "levels of support for ever-increasing professionalism throughout the property-casualty insurance industry," the Diversity Essay Contest is open to all potential entrants, not just Society members. The deadline for submissions is Friday, **April 30, 2010**.

With the economy and expense management measures still in the



Diversity Committee Co-Chair **Martin H. Alpert, CPCU, J.D., ARM**, is vice president, environmental claims, at Hinz Claim Management Inc. in Chicago, Ill. He has served as the committee's co-chair since 2008.

headlines, Society members and others will find the three levels of prizes enticing:

- First prize — fully paid registration for the winning entrant and a guest to the Society's Annual Meeting and Seminars in Orlando, Fla., Sept. 25–28, 2010, plus \$500 cash.
- Second Prize — fully paid registration for one to the Orlando Annual Meeting.
- Third Prize — \$300 cash.

Essays will be judged on both style and content. Judges will look for writing that is clear, articulate and logically organized. The winning essays must:

- Demonstrate an outstanding grasp of the challenges intrinsic to building and maintaining, at all levels, a diverse membership in

the CPCU Society and a diverse workforce in the insurance industry at large.

- Include steps to follow that can overcome these challenges to achieve the stated diversity goals.

Essay submissions will be evaluated in a three-round judging process. Judges will be individually selected by the Diversity Committee members, based on a demonstrated knowledge and understanding of diversity.

Entry forms, rules and procedures are available at the Society's Web site, **www.cpcusociety.org**. Essays may be submitted to diversityessaycontest@cpcusociety.org with a completed entry form attached. Winners will be notified in mid-July 2010.

Interest Group News

Two Interest Groups Collaborate on Innovative Research Project

The International Insurance and Underwriting Interest Groups have begun a research project that ultimately will produce a user-friendly, interactive Web-based tool. The tool will assist underwriters, agents, insurance administrators, producers, consultants and risk managers in understanding and addressing the international insurance needs of their U.S.-based customers or employers.

This tool will provide a basic, up-to-date analysis for those

insurance professionals who do not deal with international insurance issues on a regular basis. Based on the user's input, the tool will develop a score from which general recommendations, including a description of their advantages and disadvantages, will be made.

Practical answers from many different points of view will be provided. Cultural backgrounds and some hints on appropriate and effective international program communication will also be included.

Sampling of Recent Articles

- "Seniors Make Important Contributions to Maryland Chapter," by **Ralph J. Monaco, CPCU, AAI**, and **Charles E. Whitmore, CPCU, AIM** — December 2009 Senior Resource Interest Group newsletter.
- "Striking the Balance in Personal Auto Policy Issuance — The Customer Experience and Premium Precision," by **Robert A. U'Ren, CPCU**, and **John E. Cantwell** — November 2009 Personal Lines Interest Group newsletter.