



October 2005 Issue
Volume 19, Number 2

In This Issue...

- Program Speaker Bio
- President's Notes
- Career Center/Job Network
- 50th Anniversary Invitation
- New ARM Program
- Officers & Directors
- Good Works & Sunshine Club
- Upcoming Events

"Success is understanding that life is choices, not chances."

~Peter J. Daniels

PRESIDENT: Kevin Norton, CPCU
EDITOR: Karen O'Carroll, CPCU

Central Arizona Chapter
of CPCU Society

50 YEARS

Central Arizona Chaptergram

October Program

October 19, 2005

October's luncheon speaker is Douglas J. Zogby, CPCU, President/Lead Consultant of **Got Game! Consulting**. Before starting his consulting practice, Doug Zogby had spent 25 years in the Property and Casualty insurance industry, holding numerous management positions in marketing, underwriting, and operations. Throughout his management career Doug has focused on the benefits of using Game Theory as a strategic management tool.

In addition to his consulting practice Doug participates in a volunteer consultancy benefiting non-profit organizations in and around his current home in Phoenix, AZ.

Doug graduated from the State University of New York in 1978. He earned his CPCU designation in 2003, and is an active member of the local and national CPCU organizations. In addition, Doug teaches CPCU courses to aspiring candidates in the Phoenix area.

Doug is currently working towards his Masters of Science Degree in Insurance Management through Boston University.

Doug's consultancy practice helps organizations maximize change through two unique platforms. First, businesses can

take advantage of his 25 years of operational and administrative management experience through the traditional methods of specific problem resolution, strategic planning, process, and change management. Second, *Got Game! Consulting* also specializes in the introduction and development of Game Theory in today's business environment. Through the introduction of *Got Game! Theory* Doug helps organizations obtain the intellectual gear needed to battle the high costs of indecision. The goal of **Got Game! Theory** is to improve one's strategic instincts and decision making skills for use in strategy development, negotiating, contracting, and bidding.

Doug has expanded the traditional benefits of understanding Game Theory to include the understanding of the Gamer Generation. Born after 1970, this group is moving up in the business ranks. *Got Game! Theory* will help leaders identify the issues that make this generation tick. Although working well as individuals, "Gamers" work well in teams, are creative, and understand that there is a passion that accompanies winning. *Got Game! Theory* teaches you what the Gamer Generation already knows; unexpected and inconsistent results are frequently the norm in competitive environments.

October is the month for cooler weather, shorter days, and the CPCU Annual Meeting. This month, Deanna Chew, our Past President, Byrd Horner, our Vice President, and myself will be representing our Chapter at the CPCU Annual Meeting in Atlanta, Georgia. The Annual Meeting is an excellent time to network with colleagues, old and new, attend continuing education seminars and celebrate with the New Designees. The Central Arizona Chapter will be well represented with 22 New Designees.

These New Designees were welcomed into our Chapter with a luncheon in their honor on October 5, 2005 at Sam's Café. The New Designees were welcomed into our Chapter and informed about Chapter activities and committees. They will be officially recognized at the I-Day luncheon in November.

Next month I will give a report on the Annual Meeting.

I hope to see many of you in Atlanta!

Kevin Norton, CPCU
Chapter President, 2005-2006

The CPCU Society web site has many valuable resources at your disposal.

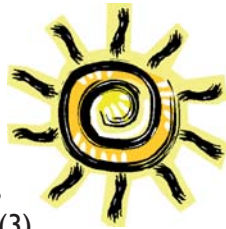
One of their resources is the Career Center/Job Network. The Society's National Job Network is a place to conduct successful job searches, find job opportunities, and house your resume. In addition to the National Job Network, the site provides an array of support and information for career networking assistance.

You will find the link to the Career Center/Job Network on the society's homepage at www.cpcusociety.org.

Officers and Directors

BOARD POSITION	NAME	WORK PHONE	FAX	EMAIL ADDRESS
President	Kevin Norton	480-834-8139	480-844-2166	knorton@desertviewinsurance.com
Vice President	Byrd Horner	623-215-1379	480-556-9384	bhorner@mahoneygroup.com
Secretary	Anita Johnson	480-293-6512	480-293-7938	anita.z.johnson.bcfl@statefarm.com
Treasurer	Danette Key	480-293-7083	480-293-7931	danette.key.biux@statefarm.com
Past President	Deanna Chew	480-563-9087	480-563-9087	deache@safeco.com
Education Director	Chris Behymer	480-905-5059	480-951-9722	cgbehymr@aol.com
I-Day Director	Lisa Ronzo	480-365-3455	480-596-3531	ronzol@scottsdaleins.com
I-Day Chairperson	Ken Sanders	480-705-4093	775-942-8289	kensanders@insuranceinstitute.com
ChapterGram Editor	Karen O'Carroll	602-286-7399	602-286-7109	karen.ocarroll.c21a@statefarm.com
Membership Director	Martin Beavers	480-948-8008	480-948-8192	martinb@azcalinsurance.com
Good Works Director	Diana Dean-Spurgeon	480-365-3460	480-596-3501	deand2@scottsdaleins.com
Webmaster	Mike Magick	602-863-8208	602-863-8586	mmagick@cox.net
Public Relations Director	Kara Murray	602-216-0469 x41399	877-538-7101	kara.murray@thehartford.com
New Designee Director	Lynne Lovell	623-215-1397	602-629-8431	lovell222@aol.com
Continuing Educ Director	Veronica Smith	480-922-4441	480-922-4442	veronica@usrisk.com
Regs & Legs Director	Linda Grubbs	602-390-8819	480-844-8754	lmgrubbs@cox.net
NLI Task Force Chair	Dorothy Harvey	602-468-2324	602-866-2709	dorothy.harvey@cox.net
Anniversary Task Force	Katherine Herrington	480-443-9051	480-443-9054	herrinkl@nationwide.com
Candidate Development Co-chair	Sandy Masters	480-895-0109	480-895-0764	masters@cpcuiia.org
Candidate Development Co-chair	Julia Tallent	623-580-2041	877-658-2634	jtallent@chubb.com
Research Chair	Rob Novak	480-365-3499	480-596-3534	novakr@scottsdaleins.com

Good Works and The Sunshine Club



October's Charity is "Packages from Home." Based in Glendale, AZ, Packages from Home is a 501(c)(3) charitable organization run by an all-volunteer group and formed for the sole purpose of providing food, personal care, seasonal comfort items and recreational items to our military troops abroad. As of March 2005, an average of 1,000 packages per month has been shipped to our heroes. The health, well being and morale of every U.S. soldier are of the utmost importance in fulfilling their goal of sending packages to our troops. All money donated to this charity goes towards mailing and postage costs. The Raffle Prize for October will be a gift certificate to Home Depot.

The Sunshine Club is here to serve you! We will send greetings or condolences for such things as anniversaries, birthdays, death, promotions, accomplishments, or other special occasions of a fellow CPCU member deserving recognition. Please send an email to snoopyur@aol.com or contact Ann Kellogg at 602-512-2275 with the pertinent information.

Is Your Membership Contact Information Current?

Did You Get Your Chaptergram in the Mail or via Email?

Don't wait for the U.S. Post Office to deliver your Chaptergram. Review your contact information at www.cpcusociety.org and get your Chaptergram the minute it's sent!

New ARM Program Focuses on Contemporary Risk Management Issues

Malvern, Pa.—The Insurance Institute of America's newly revised Associate in Risk Management (ARM) designation program teaches risk management and insurance professionals practical and relevant skills designed to help them manage a variety of contemporary and complex risks at all levels of an organization.

The updated curriculum for ARM 54—*Risk Assessment* covers topics including risks related to corporate governance and workers' compensation, as well as loss

Central Arizona Chapter's 50th Anniversary Party



**We are having a party, and you and a guest are invited!
Please join us to celebrate the 50th Anniversary of**

The Central Arizona Chapter of CPCU
Wednesday, November 16, 2005 • 5:30 – 9:30 pm

Arizona Historical Society
Museum at Papago Park
1300 North College Avenue
Tempe, Arizona 85281
(outdoors, weather permitting)

During the celebration, you will have the opportunity to visit the museum's various exhibits and galleries at no extra charge.

It will be a fun-filled evening of food, music, games, activities, door prizes and recognition of our Chapter's accomplishments.

Catering by Macayo's, which will include a mini buffet, beer, margaritas, and a chocolate fountain!

For all this, the cost is only \$15 per person/\$25 per couple.

Invitations were sent out the beginning of October. If you did not receive an invitation, please contact:

Anita Z. Johnson, CPCU
480-293-6512
anita.z.johnson.bcfl@statefarm.com

We look forward to seeing you at this fun filled celebration that you will not want to miss!

forecasting and cash flow analysis. ARM 55—*Risk Control* addresses environmental risk control and disaster recovery planning, in addition to examining the management of newer and potentially catastrophic risks like terrorism and workplace violence. A complete list of topics covered in the updated curriculum and ARM 56—*Risk Financing* can be found on the Institute's Web site, www.aicpcu.org.

Richard Berthelsen, director of curriculum for the ARM program explains, "For a risk management program to succeed, the elements of risk assessment, control, and financing must be fully integrated.

For additional information about the ARM program, visit their website at www.aicpcu.org, contact the Insurance Institute of America at (800) 644-2101, or e-mail cserv@cpuiia.org.



Phoenix, Arizona 85064
PO Box 44196

Central Arizona
CHAPTER

SOCIETY



Educate Celebrate Collaborate!



Join us for our All Industry Day!

Date: Thursday, November 17, 2005

Place: Scottsdale Hilton
6333 N. Scottsdale Road
Scottsdale, AZ

Keynote Speaker: Dr. Robert Hartwig, CPCU,
Insurance Information Institute

Breakout Sessions:

- The 8 Characteristics of Awesome Insurance Professionals
 - Carl Van, President & CEO of International Insurance Institute, Inc.

- Who do You Trust? Insurance Broker Selection, Evaluation, and Compensation
 - William J. Kelly, Director PricewaterhouseCoopers LLP Insurance Risk Management Solutions Practice.
- Evidence Based Approach to Treating Injuries
 - Dr. Preston Long, PhD, Chiropractor, and author of Insider's Guide to Combating Quackery and Winning the War Against Pain.
- Cyber Risk
 - Michael J. Highum, CPCU, Vice President of Operations for McGowan Insurance Group.

Luncheon Speaker: Kevin McCabe, FSN Arizona sportscaster

AFTERNOON CE PROGRAM on Personal Lines
1:00 – 4:00 PM.

Visit <http://www.azcpcuiday.org> for more information and registration form. We will be offering the use of credit cards for payment this year.

Upcoming Events

October 19, 2005

Noon – Luncheon Meeting
Phoenix Country Club
Speaker: Douglas J. Zogby,
President, Got Game Consulting

November 16, 2005

Central AZ Chapter's 50th
Anniversary Party
AZ Historical Society
1300 N. College Ave.
Tempe, AZ

November 17, 2005

All Industry Day!
Scottsdale Hilton
6333 N. Scottsdale Road
Scottsdale, AZ

Visit Our Chapter's Website www.azcpcu.org