



Southwestern Michigan CPCU
Society Chapter

October 7, 2015
State Farm Kalamazoo Operations Center
Portage, MI

- **Welcome – Kathy Zuhl**
 - Welcomed guests of chapter members
 - Antitrust Preamble

- **Chapter business Update**
 - Dues
 - Increased in July 2015 from \$30 to \$80 per member
 - Based on CPCU Mission Statement and results of treasurer report showing our surplus funds could be depleted by 2018
 - National CPCU does not recommend small increases over time
 - Member benefits include being able to add value to our members by increasing networking opportunities and sending our chapter leaders to learning events. Can also increase committee activities.

 - **Committees**
 - We now have Twitter and Facebook accounts.
 - Education Committee: Screening and reviewing CPCU webinars from the National Society to determine how to advertise and utilize these. 2016 hopefully will have 3 or 4 of these available.
 - Membership Committee: Loafs & Fishes Good Works Event in August was a success. New event is on November 4 after work at Airway Lanes. The Chapter will provide appetizers and soda (additional food or food will be available for individual purchase). Flyer is coming soon. We will be adopting a family at the holiday. There will be another event in the spring.
 - Volunteer, Recruitment, and Development Committee: Have been working with Toastmasters to encourage members to consider CPCU as personal development. Also, would like to work with Olivet College to have more of a partnership between their program and our Chapter. Kim had the chance to talk to a group of the students last year and is planning on it again this year. The topic is how we can help them and what we can do for them. Our vision is that we would act as mentors for them as they finish their education and look forward to a insurance career.
 - Marketing: Contacted Mid-Michigan Chapter who is having an I-Day event. We have 5 people attending to participate and build connections with their Chapter. Building bulletin boards in State Farm office locations to encourage CPCU participation.

 - **Financial**
 - Budget is on track for 2015.
 - Copies of financials are available from John Estes
 - Fund balance: \$6,670 as of 9/30/15

 - **Looking to 2016**
 - December meeting: Vote on the \$500 Loman Foundation Scholarship for 2016. We have supported this for two years and need to determine if we want to continue offering this to a person who is pursuing an internship and needs moving or clothing for this role.
 - Chapter leadership opportunities: Vice President, board members, and committee members. If interested or know of someone receiving CPCU designation in 2016 who would be interested, please contact Kim Bragg, Cathy Smith, or Kathy Zuhl

- **Guest Speaker - Jeffrey Hadley, Kalamazoo Chief of Police**
 - Risk within Public Safety
 - Law, Policy, Process
 - These have to remain current to be successful
 - These relate to our industry as well
 - Culture is also a large part of these aspects. Things can't totally change until the culture changes.
 - Change Leadership is about influence and modeling behavior with consistent messaging

- **Closing**
 - Panera Gift Card: Larry Longwell
 - CPCU Owl: Lauren Kowal
 - Next meeting will be in December. More information to follow.