
44TH ANNUAL CPCU

INSURANCE
ALL-INDUSTRY
DAY





Program

Continental Breakfast: 7:15 AM West Lounge and Circus Room
Program: 7:45 AM – 12:00 PM Braden Auditorium

General Session

Michael S. Smith, CPCU (Moderator)
Past District Governor
Toastmasters International

“Relationship Marketing”
Steven A. Taylor, Ph.D.
Professor of Marketing
Illinois State University

“Branding”
James Lou
Director of Account Planning
DDB Chicago

“Target Marketing”
Teri Lucie Thompson
Marketing Director
State Farm Insurance Companies

Conferment of New Designees

Kenneth R. Dauscher, Ph.D., CPCU, AIM
Senior Vice President
American Institute for CPCU and Insurance Institute of America

Luncheon

Bone Student Center Ballroom – 12:00 PM – 2:15 PM
Invocation – Kurt Litwiller, Pastor, Boynton Mennonite Church

Keynote address –
“The Customer of the Future – Will Tomorrow’s Customer Be Yours?”
Christine Corelli
Business Consultant and Author





AS A CHARTERED PROPERTY CASUALTY UNDERWRITER, I SHALL STRIVE AT ALL TIMES TO LIVE BY THE HIGHEST STANDARDS OF PROFESSIONAL CONDUCT. I SHALL STRIVE TO ASCERTAIN AND UNDERSTAND THE NEEDS OF OTHERS AND PLACE THEIR INTERESTS ABOVE MY OWN, AND I SHALL STRIVE TO MAINTAIN AND UPHOLD A STANDARD OF HONOR AND INTEGRITY THAT WILL REFLECT CREDIT ON MY PROFESSION AND ON THE CPCU DESIGNATION.

Congratulations to July 2004 – June 2005 CPCU Completers

Raja K. Adaikalam
HTC Global Services, Inc.

Carrie Ann Baumann
COUNTRY® Insurance & Financial
Services

Steven Beyer, Esq.
State Farm Insurance Companies®

Matthew R. Bordner
COUNTRY Insurance & Financial
Services

MaryBeth Brang
State Farm Insurance Companies

Brad Busing
State Farm Insurance Companies

Jody I. Buzick
COUNTRY Insurance & Financial
Services

Donald Michael Coy
State Farm Insurance Companies

Jacob E. Davis
COUNTRY Insurance & Financial
Services

Douglas J. Ellerman
COUNTRY Insurance & Financial
Services

Deena Elyea
State Farm Insurance Companies

Francesca Erb
State Farm Insurance Companies

Claire K. Frick
State Farm Insurance Companies

Mike Gibbs
State Farm Insurance Companies

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RLI Corporation

Michelle Mancias
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Sam Marcum
State Farm Insurance Companies

Brandy L. McNalis
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John W. Merkle
COUNTRY Insurance & Financial
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Rob Moser
State Farm Insurance Companies

Andrea O'Connor
State Farm Insurance Companies

Tom W. Pickett
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Christopher L. Price
State Farm Insurance Companies

Christina Redeker
Pekin Insurance Company

Juliann Richter
State Farm Insurance Companies

Kathleen I. Schlueter
COUNTRY Insurance & Financial
Services

Carol A. Smith

Steven Sosa
State Farm Insurance Companies

Tania M. Whitby
Pekin Insurance Company

Eric D. White
Pekin Insurance Company

James M. Williamson
State Farm Insurance Companies

Jean Yeomans
State Farm Insurance Companies

Michael A. Zabinski
Pekin Insurance Company

Zhonghua Zhang
RLI Corporation

Continuing Professional Development (CPD)

Raja K. Adaikalam	John E. Fuchs	Sam Marcum	Thomas Robert Scott
Martin L. Angel	Melissa D. Geiser	Timothy William Marron	Angela Scroggins
Cecil Autry	Mike Gibbs	Keith E. Marxkors	Sandra S. Sharp
Dixie L. Axley	E. Todd Glover	Randall Charles Mattoon	Nathan Shaw
Bruce Frank Babcock	J.B. Goff	Jennifer O. Mayes	Raymond T. Sheldon
Carrie Ann Baumann	William T. Graden	William E. McCloskey	Mary Skelley
Steve Beyer, Esq.	Shawn R. Gravelle	Jennifer S. McFarland	Michael S. Slotter
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Angela Marie Blair	Kimberly J. Griffin	Rodney L. McKimson	Lisa Smith
Daniel L. Blodgett	John R. Gustus	Brandy L. McNalis	Steven Sosa
Larry James Bockman	Alan L. Hall	Brian M. McNulty	Lisa Spachman
Matthew R. Bordner	Harvey J. Harms	Jennifer L. McNulty	Angela K. Sparks
Mary Beth Brang	James T. Harrison	Jon McWhirter	Lynn T. Splittstoesser
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Timothy Robert Brunton	Andrew Henrichs	Beverly Miller	Shawn Suchman
Jessica Bryant	Lori Herrling	Scott Anthony Minichiello	Paula S. Sutton
Craig Bryce	William James Hinderks	John Monsanto	Susan L. Swigert
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Herbert Edward Burdett	Laurie D. Hockenberry	Rob Moser	David Taylor
Brad Busing	Robert J. Hrouda, Jr.	Robbi Muir	Kathleen A. Taylor
Jody I. Buzick	Kristine M. Humphrey	Kimberly Susan Novacek	Karen Fulton Terry
Brent Malik Bynum	Christian T. Hunt	Andrea O'Connor	Karyn L. Therman
Michael P. Carroll	Daphne Ingles	J. Wesley Ooms	Jason Thomas
Gary L. Carson	Becky Jackson	Jeffrey S. Page	Les N. Usiak
Kathleen Carver	Dione Jenkins	Lori G. Palmer	Tammy Van Egtern
Eric G. Ciesielski	Donna Lee Johnson	Pamela Pardridge	Anthony D. Wahls
Marsha Ann Clark	Lawrence P. Johnson	Theresa A. Parlette	Vanessa A. Walker
Elaine R. Clem	Susan J. Johnson	Curt Pederson	Jason Wallace
Donald Michael Coy	Susan K. Johnson	Russell Perkins	Robert L. Watkins
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Deena Elyea	Kelli C. Lane	Greg Reynolds	Yong Ying
Michael R. Emme	Brad Lanier	Juliann Richter	Marcy Young
Francesca Erb	Mindy Laub	Colin D. Rosendahl	Michael A. Zabinski
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Claire K. Frick	Lori Manning	Glen R. Schmidt	

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Anne Kasson
Terry K. McReynolds
Greg Reynolds
Glen Schmidt

About the Speakers (in order of appearance)

Michael S. Smith, CPCU, ARM, AIAF, ALCM, DTM is a graduate of Indiana University and the University of Washington. In his thirty years in the insurance industry he held the positions of commercial underwriter, broker, consultant, surplus lines broker, teacher, manager, regulatory and quality control officer, and risk manager. He is past President of the Pacific Northwest Chapter of Chartered Property Casualty Underwriters in Seattle and served on the national Society of CPCU's Research Committee for six years. He is currently the Executive in Residence at the Katie School of Insurance and Financial Services at Illinois State University. He is the retired Director of GROWMARK's Safety and Insurance Services Department in Bloomington, where he worked for eleven years. He is Past President of Sunrise Speakers Toastmaster Club and Delightful Greeters Advanced Toastmasters Club, and he presently serves as Immediate Past District Governor for District 54 Toastmasters. He holds the highest designation Toastmasters International bestows, Distinguished Toastmaster.

Steven A. Taylor, Ph.D. is a Professor of Marketing who joined the faculty of Illinois State University (ISU) in the Fall of 1992. He received his Ph.D. in Marketing from Florida State University (1992). Dr. Taylor's areas of expertise include Services Marketing, Relationship Marketing, and eBusiness with an emphasis on how the service quality, value, satisfaction, and loyalty constructs operate in brand and customer equity management. Professor Taylor has published close to 30 refereed academic journal articles in his short academic career. In addition to regularly serving as an ad hoc reviewer for numerous major marketing journals, he also serves as Co-Editor of the Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior, and has been a long-term member of the Editorial Review Boards of the Journal of Service Research and the International Journal of Service Industry Management. Most recently, Dr. Taylor was invited to be a founding member of the SPSS Academic Advisory Board (2004), and was named a University Statistical Fellow at ISU (2003). He has consulted across a wide variety of industries, including recent projects for insurance, health care, and manufacturing concerns.

James Lou is one of the country's leading planning directors, joined DDB Chicago as Director of Account Planning in March 2005. His philosophy on the job of the planner is the notion that our clients' customers are unique and dynamic. So, to help our clients' brands develop and sustain a lasting relationship with their customers, we must continuously discover key insights about the relationship customers have with the brand, the world they live in and their aspirations. It is in this relationship between our clients' brand and the customer that planners work, helping build rewarding brands and in turn creating loyal profitable customers for our clients. Prior to joining DDB, James put this philosophy to work at McCann-Erickson in San Francisco where he served as department head and Worldwide Account Planning Director on the Microsoft business for five years. Previously, he served as Director of Account Planning at Grey Worldwide and earlier as a planner at Lowe Worldwide, DDB New York and J. Walter Thompson. His work has won myriad awards for clients such as General Motors, Charles Schwab, Sun Microsystems, Michelin Tires and Eddie Bauer.

Teri Lucie Thompson is Director of Segment Marketing for State Farm Insurance Companies, where she has worked in a variety of positions for the past 11 years. In this capacity, Teri oversees the Company's multicultural initiatives, as well as segment initiatives focused on young adults, women, and Life Events. At State Farm, Teri has held a number of positions in Marketing, Agency, Public Relations, and Market Research. Teri spearheaded the Company's efforts in marketing to women, which has resulted in a dedicated microsite, www.sfredportfolio.com, agent training on gender sales acumen, direct mail campaigns, an increased focus on the role of women in the Company's advertising, and new sponsorships, including Oprah's "Live Your Best Life" tour. She holds a B.A. and M.S. in English/Business, as well as certification in New Product Development from the University of Michigan.

Christine Corelli is best known as "The Competitive Edge Expert" and author of the popular book, *Wake Up and Smell the Competition*. She has been a featured guest on numerous radio and TV appearances and has been published in a multitude of business journals and trade publications worldwide. As founder and president of Christine Corelli & Associates, Inc. a Chicago-based firm, she works as a professional speaker, consultant, and facilitator for companies and associations internationally. With hundreds of presentations to her credit, she is a true veteran of the platform and maintains an active speaking calendar. Her impressive client list includes prominent organizations such as Caterpillar, Xerox, Chrysler, GE, Bayer, Growmark, United Van Lines, Reynolds Aluminum, Honda, and the Harvard Business School.

Antitrust Compliance Statement

MARCH 4, 1996

From time to time, program speakers will appear at chapter meetings and present points of view with which the chapter's members and leadership do not agree. The Central Illinois Chapter of CPCU would like to make it clear that, as an educational organization, it fosters the exchange of views on subjects which are of interest to its members and the insurance industry. At the same time, the Chapter must guard jealously its neutral status on matters that may have a very material impact on their member sponsoring companies.

The chapter will not allow speakers, members, or guests to advocate any conduct which may encourage the violation of antitrust and other regulatory laws applicable to insurers here in the State of Illinois. Any indication that the Chapter facilities are being used for an improper purpose will prompt the chapter, through its leadership, to disavow any illicit activity. That may even include a call to adjourn. Examples of possible violations include the exchange of proposed rates, underwriting guidelines, and dealings with suppliers providing goods and services used in the resolution of pending claims.

Members employed by companies having more explicit statements dealing with these issues are encouraged to refer to them for further guidance.

Special Thanks To:

- State Farm Illinois Operations Center Public Affairs Department for its financial contribution to today's event.
- Steve Gallick of the State Farm Illinois Operations Center Public Affairs Department for his time developing the logo and printing the programs, tickets, and fliers for today's event.
- Bill Budde, Sr. Photographer, State Farm Creative Services for photography during today's event.
- Frederick B. Hoyt, Ph.D., Associate Professor of Business Administration at Illinois Wesleyan University, for serving as an alternate speaker.

Suggestions/Comments

If you have any suggestions or comments for our 2006 All-Industry Day Program, please contact:

Dan Blodgett

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