

**The Central IL CPCU Society Chapter  
presents....**



# **51<sup>st</sup> Annual CPCU Insurance All Industry Day**

**Thursday, November 8, 2012  
Braden Auditorium, Illinois State University**

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**Coffee: 7:15 a.m.  
Program: 7:45 a.m. – 12:00 p.m.  
Luncheon: 12:00 p.m. – 2:20 p.m.**



## **General Session and Conferment:**

### **“Recent Weather Extremes:**

#### **Their Causes and What Our Future May Hold”**

Marcus Bailey, WMBD Chief Meteorologist

### **“The Disaster Safety Movement –**

#### **Making America a More Disaster Resistant Nation”**

Leslie Chapman-Henderson, FLASH® (Federal Alliance for Safe Homes)

### **“Too Big for Duct Tape: Keeping Your Business Together When Severe Weather Strikes”**

Kevin Wisniewski, State Farm Insurance®

### **“Leadership Matters: In Disaster Recovery”**

Peter Potemkin, Adjusters International®

### **“Disasters: The Red Cross Responds”**

Brad Bryant and Lorraine Pflaumer, American Red Cross



**Gold Circle of Excellence Presentation:**

Cindy Baroway, CPCU Society Vice President  
Jennifer McFarland, Central IL CPCU Society Chapter President

**Conferment of New Designees:**

Cindy Baroway, CPCU Society Vice President  
Jennifer McFarland, Central IL CPCU Society Chapter President

**Luncheon**

Bone Student Center Ballroom – 12:00 p.m. – 2:20 p.m.

**Luncheon Speaker**

Tom Mabe, Public Speaker & Comedian  
“The Comic with a Cause”



**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 2011 - June 2012 CPCU Completers

### **COUNTRY® Financial**

Amy Aeschliman  
Lucas Aupperle  
Elizabeth A Bradley  
Steven M Chu  
Donald E Claunch  
Eric Elliott  
Patrick A Hartley  
Lee P Hedman  
Aaron N Hillebrandt  
Michael P Lishka  
Ardella L Maxwell  
Brett Sides  
Shannon Smith  
Ashley R Willoughby  
Ryan Young

### **Pekin Insurance®**

William C Bosch  
Royce R Fults  
Scott D Homa  
Diane Johnson  
Christopher H Smith

### **RLI® Corporation**

Roberta Fisher  
Timothy Flanagan  
Daniel C Mikos  
Miranda Newman

### **State Farm Insurance®**

Shalandra Alexander  
Brett Backlund  
Darwin Beachy  
Blake Boyer  
Al Buhler  
Jennifer Criswell  
Drew Crouthamel  
Nicole Anne Denniston  
Chad Edwards  
Nina Michelle Einck  
Ina L Frost  
Kevin Hankemeier  
Michael Harrison  
Randy Hartman  
Jim Havens  
James E Hensey  
Ryan Jeakins  
Adam Lance Johnson  
Linda L Jones  
Jamie Keist  
Josh Kissinger  
Derek Kletz  
Suzanne Knipp  
Susan S Lash  
Bethany Liston  
Jennifer Lootens  
Kristin Madden  
Bonnie J Martinez

Robert Mather  
Beth Maubach  
Mike McHenry  
Ben Moody  
Lisa Nicholas  
Kurt O'Connor  
Jason Osborn  
Madhushankar Ramamurthy  
Scott Reno  
Sally Salegna  
Kirk Sampson  
Dian Savage  
Breanna Schmitz  
Dan Schultz  
Jeffrey Scott  
Debbie Sheehan  
Emily Shoopman  
Lynnette Sorensen  
Nancy M Sprague  
Sue Szabo  
Mollie Trease  
Shauna Whitmar  
Amy Wiens  
Ray Wilkinson  
John Mark Woelfel



## Continuing Professional Development (CPD)

Michael S Alumbaugh  
Kathy Arbogast  
Mike Ausili  
Shanda Bass  
David M Benson  
Kenneth P Bergeron  
Susanna Berna  
Daniel L Blodgett  
Andrew Blumhardt  
Angela M Breen Null  
Sarah Bruner  
Christopher R Butler  
Leah Carroll  
Ryan Cassady  
Colin C Cattaneo  
Amanda Christensen  
Bethany Cleary  
Matt Corbin  
Carrie Darlington  
Lawyer Davis  
Andrew Dawson  
Ryan Dean  
Casey Doran  
Azsure Dorton  
Jason Dotterer  
Derek D Dunnagan  
Wendy Sue Dwinal  
Tricia Fazzini  
Stacy Fitzgerald  
Kristen Flachsbart  
Kristal Freeman

Mike Fuller  
Ryan D Gammelgard  
Steve Glazebrook  
Megan Goshorn  
Stephen R Grady  
Mark Haag  
Natalie Hagen  
Alexis Lea Hairston  
Matthew Hardy  
Michael W Harris  
Cory L Heim  
Kelly J Heim  
William James Hinderks  
Maria Howland  
Elizabeth Lisa Huffman  
Kelly M Huls  
Wesley C Hunt  
Daniel Husser  
Marcy A lunghuhn  
Michael Joseph Jagadich  
Brian R James  
Ian Janvrin  
Rebecca Kletz  
J'Amy Kluender  
Jane E Krischel  
Kelli C Lane  
Kirstin Lane  
Kenneth L Large  
Taunia K Leffler  
Lynn Legner  
Stacy Lemenager

Elizabeth Letsky  
Todd A Lindsey  
Patrick Mahoney  
Christopher Elliot Marks  
Jordan Martens  
Megan Martin  
Lara Tennille McBride  
Marshall McDowell  
Les Meyer  
John Miglin  
Angela Miller  
Kristy Moody  
Kimberly Moore  
Raymond C Morris  
Jeff A Nelson  
Tim Pantaleone  
Brittany Peterson  
Sherry Plummer  
John Poppe  
Shawna Poppe  
Andrew G Rader  
Joey Reina  
Philip Reuter  
Marenthe Rosenberg  
Kelly Rudin  
Dale Sabo  
Kari Schick  
Jeffrey K Schultz  
Thomas Robert Scott  
Sean Scranton  
Ann Sery

Nicole Shake  
Patricia H Sharp  
Sandra S Sharp  
Lynn T Splittstoesser  
Paul Stahlschmidt  
Shelly Steck  
Matt W Storm  
Kevin J Stuff  
Laura Swan  
Kileen Taylor  
Sharon B Taylor  
Steve Taylor  
Terrin Thies  
Jeremy Tonniges  
Wally Tucharadt  
Carri A Tullier  
Vanessa A Walker  
Kenneth Watkins  
Dave Weintraub  
Deb Wheeler  
Molly Wilkey  
S David Wise  
Debra G Wozniak  
Drew Zagaroli

**All 2012 CPCU New  
Designees also qualify for  
Continuing Professional  
Development (CPD).**

## Officers of the Central IL CPCU Society Chapter

### Executive Board

President – Jennifer S McFarland, State Farm Insurance®

Treasurer – Allison Stuepfert, State Farm Insurance®

Secretary – Bret Eckberg, State Farm Insurance®

Past President – Michael Milligan, State Farm Insurance®

### Board of Directors

Member Development – Tricia Fazzini, State Farm Insurance®

Chapter Growth – Angela Blair, State Farm Insurance®

Member Events – Bill Baird, State Farm Insurance®

Member Activities – Connie Reum, State Farm Insurance®

Communications and Marketing – Vickie Hodges, State Farm Insurance®

Internal Affairs – Jim Jones, Katie School of Insurance, Illinois State University

Education – Mary Skelley, State Farm Insurance®

Director at Large – Jeff Gendron, COUNTRY® Financial

Director at Large – Michelle Rushing, State Farm Insurance®



## 2011 – 2012 Committee Chairpersons, Co-Chairpersons, and Vice-Chairpersons

### Continuing Professional Development

Steve Grady, COUNTRY® Financial

### All Industry Day

Lynn Legner, State Farm Insurance®

Sharon B Taylor, State Farm Insurance®

### Workshop

Scott Gould, State Farm Insurance®

Dan Brown, State Farm Insurance®

### CPCU Annual Meeting Youth Sponsorship

Patty Wisner, State Farm Insurance®

### Chapter Planning

Jennifer S McFarland, State Farm Insurance®

Michael Milligan, State Farm Insurance®

### Scholarship and Library

Ken Bergeron, State Farm Insurance®

### Member Feedback

Julie Beres, State Farm Insurance®

### Pekin/Peoria Connections

Jim Ruth, Pekin Insurance®

Heather Acerra, RLI® Corp.

### Company Connections

Jennifer S McFarland, State Farm Insurance®

Michael Milligan, State Farm Insurance®

### Programs

Thomas Holmes, State Farm Insurance®

Laura Swan, State Farm Insurance®

### Facilities

Craig Bryce, State Farm Insurance®

### Database and Reservations

Ian Janvrin, State Farm Insurance®

Marcia Hammerstrand, State Farm Insurance®

### Good Works

Colleen Wilson, State Farm Insurance®

### New Designee

Amy Schmidt, State Farm Insurance®

### Summer Activity

Doug Ellerman, COUNTRY® Financial

### Website and Visibility

Andrew Blumhardt, State Farm Insurance®

Dave Weintraub, State Farm Insurance®

### Speakers Bureau

Angela Slama, State Farm Insurance®

Jacquie Bristow, State Farm Insurance®

### Audit

Richard Fritz, State Farm Insurance®

### Laws and History

Bill Roth, State Farm Insurance®

### Ethics

Debbi Wolford, State Farm Insurance®

Becky Shealy, State Farm Insurance®

### Candidate Recruitment and Development

Nicole Shake, COUNTRY® Financial

Justin Veach, State Farm Insurance®

### Mentoring

Michelle Rushing, State Farm Insurance®

Melanie McClure, State Farm Insurance®

### Review Day

Joanne Ohler, State Farm Insurance®

### Insight Committee

Jennifer S McFarland, State Farm Insurance®

Michael Milligan, State Farm Insurance®

## 2011 All-Industry Day Committee Members

Lynn Legner, Chair

Sharon B Taylor, Vice-Chair

### Program Committee:

Sharon B Taylor, Chair

Lori Burrone

Jeannette Cook

Bret Eckberg

Kim Osterbrock

Michael C Nibbelin

Sarah Tomkinson

Alice Ruegsegger

### Marketing Committee:

Kim Novacek, Chair

Kimberly Behl

Mary Bonczkowski

Mary Lynn Edwards

Cassandra Lewis

Sherry Parker

Janice Poppen

Sandra Sharp

### Facilities Committee:

Connie Reum, Chair

Tracey Vincent

Pam Russell

Diane Kidd

Joye McHale

Jane Wurtsbaugh

### New Designee Committee:

Amy Schmidt, Chair

Ann Sery

Samantha Fahrner

Stacy Lemenager

## About the Speakers (in order of appearance)

### **Marcus Bailey, WMBD Chief Meteorologist**

Marcus Bailey is excited to be a part of the WMBD 31 Weather team. Marcus was born and raised in Muncie, Indiana, and his passion for weather led him to Ball State in Muncie, where he graduated with a BS in Meteorology and Climatology.

After graduation he began his career as a meteorologist at WOHL, WLQP and WLMO in Lima, Ohio, where he worked weeknights. His career led him to WMBD in June of 2008.

When he's not reporting the weather, Marcus enjoys playing golf and basketball, playing guitar, and going to concerts. He's also a diehard Indianapolis Colts, Indiana Pacers and Cleveland Indians Fan.

Marcus was recognized by the Illinois Broadcasters Association as "Best Downstate Weathercaster" in 2010.

### **Peter Potemkin, Adjusters International®**

Mr. Potemkin is an Industrial Scientist, with emphasis in risk management, insurance, and disaster recovery. He has his B.S. in Social Sciences from Northern Arizona University, his M.S. in Industrial Science from Colorado State University, and his Associate in Risk Management (ARM) designation from the Insurance Institute of America.

Mr. Potemkin devoted 25 years to public risk management and the insurance industry. He worked for 5 years as a "Technical Assistance Contractor" for the Federal Emergency Management Agency (FEMA). Mr. Potemkin is currently Director, Integrated Services, for Adjusters International®, Disaster Recovery Consultants. He has served in that position since 2006.

Mr. Potemkin is widely recognized in public sector risk management, having worked, lectured, and published on a national level. After retiring from the insurance industry in 1997, Mr. Potemkin was recruited to participate in the World Trade Center disaster recovery initiative. Mr. Potemkin continued providing technical assistance to FEMA as a contractor, in support of disaster recovery efforts, throughout the United States and the Caribbean, under the FEMA's Public Assistance Program. In his current position with Adjusters International®, he markets and oversees disaster recovery consulting services provided to public sector clients in the United States and with US protectorates.

### **Leslie Chapman-Henderson, FLASH® (Federal Alliance for Safe Homes)**

Leslie Chapman-Henderson is President and CEO of the Federal Alliance for Safe Homes (FLASH®), the country's leading consumer advocate for strengthening homes and safeguarding families from natural and manmade disasters.

Ms. Chapman-Henderson and FLASH® have championed the cause of disaster-resilient

construction methods through the creation of groundbreaking consumer awareness programs like StormStruck: A Tale of Two Homes® at INNOVENTIONS at Epcot® at the Walt Disney World® Resort; and Blueprint for Safety®, a popular integrated educational program on disaster-resistant construction techniques for homebuilders, homeowners and design professionals.

Ms. Chapman-Henderson's civic, community and professional recognition include the 2010 designation by Cable News Network as a member of the CNN *New Guard of the South* – an elite group of leaders from academic, business, entertainment, government, nonprofit, philanthropy and sports fields. She and FLASH® have received myriad awards including: the 2011 National VOAD Partner of the Year Award, 2011 Governor's Hurricane Conference Governor's Award, 2009 Governor's Hurricane Conference Corporate Award for StormStruck®, 2008 National Hurricane Conference Outstanding Achievement in Mitigation Award, 2008 Governor's Hurricane Conference Corporate Award, and many more.

FLASH® program successes include television appearances on *CNN*, *Good Morning America*, *MSNBC* and nationally-syndicated programs *This New House*, *Bob Vila* and *Home Again with Bob Vila*; production of a one-hour, nationally televised multi-hazard PBS Special entitled, *Blueprint for Safety – Disaster-Resistant Homes*; and "A Tale of Two Houses," a multi-media awareness campaign showcasing code and code-plus construction success stories in wildfire and high-wind zones.

### **Kevin Wisniewski, State Farm Insurance®**

Kevin Wisniewski has worked as an Emergency Management Analyst with State Farm Insurance® since 2007. His primary responsibilities include creating, reviewing, implementing, exercising, and modifying emergency response plans and procedures for the company's Corporate Headquarters and more than 25 regional offices across the United States.

As part of his current job duties, Kevin partners with a number of other organizations in the areas of disaster readiness, mitigation, and response. Some of those organizations are; McLean County Health Department (MCHD), McLean County Disaster Council (MCDC), Illinois Emergency Management Agency (IEMA), Statewide Terrorism & Intelligence Center (STIC), Illinois Infrastructure Security Awareness (ISA), Illinois Terrorism Task Force (ITTF), Central U. S. Earthquake Consortium (CUSEC), and the Federal Emergency Management Agency (FEMA).

In addition, Kevin is also one of four Private Sector Liaisons with the State (Illinois) Incident Response Center (SIRC). The Private Sector Liaison is responsible for partnering with State and public agency representatives to provide response, assistance, and private sector resource deployment during times of critical incident/disasters.

Kevin is a veteran of the United States Marine Corps and a former firefighter/EMT. He has received his formal Emergency Management education

through Western Carolina University, and Jacksonville State University. In his spare time Kevin referees ice hockey within the state of Illinois, including the NCAA level, and enjoys participating in Ironman Triathlons.

### **Brad Bryant, American Red Cross**

Brad Bryant is a resident of Normal IL, and has served as a disaster relief volunteer with the American Red Cross of the Heartland since 1996. As well as responding to local and area disaster events, Brad currently serves as a lead instructor for the chapter, helping develop organizational capacity through training, preparedness and drills, both locally and in support of region and state-wide training events.

A recent retiree from Hewlett-Packard, Brad has worked for the past 27 years, providing automation support for State Farm's business information needs.

Since 1978, Brad also serves as an ordained minister, providing traveling ministry and training in support of 28 Community of Christ congregations in central and southern Illinois, and beyond. His wife Donna serves as the pastor for the Bloomington congregation.

### **Lorraine Pflaumer, American Red Cross**

Lorraine Pflaumer is a retired art teacher from Metcalf School at Illinois State University. In retirement, she has devoted time to participate as a Disaster Volunteer and an Advance Instructor of Disaster Classes. She and Brad Bryant are not only co-presenting at this year's CPCU I-Day, she and Mr. Bryant have been teaching classes together for 3 years. She has been active with the Red Cross for 5 years, and has participated in 6 national disaster relief operations.

### **Tom Mabe, The Comic with a Cause**

Everyone from the late Paul Harvey to *The New York Times* has proclaimed Comedian and Speaker Tom Mabe a "comic superhero" for tackling pesky telemarketers, junk mail, bad customer service and other topics that irk us all.

By making audiences across America laugh for over 15 years about the annoyances of modern life, Tom proves that it pays to think creatively. When it comes to thinking outside the box, he's nowhere near the box. He can help your team ignite a creative spark, too.

Tom has been profiled in *People Magazine* and was given a perfect 4-star rating and called "gut-busting hilarious" by the *New York Post*. He's been featured on radio shows from Hollywood to Dollywood, including "Bob & Tom," "Johnboy & Billy," "Bill Handel" and "Drew & Mike."

Chances are you also know Tom as the star of CMT's hit comedy series, "Mabe In America" or have watched one of his popular viral videos. With more than 50 million views on YouTube.com alone, he's one of the most downloaded people on the planet.

Tom shares his unique skills coping with life's challenges, ranging from a child with a microscopic attention span to a family vacation that takes a wrong turn in a minivan.



## **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.*

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### **Special Thanks To:**

- Michael P Holm, CPCU, ARe, Regional Marketing Director, AICPCU/IAA
- Eric Heuer and Joshua Myers, State Farm®
- State Farm® Creative Services
- COUNTRY® Financial for sponsorship of the flyer and program

### **Suggestions/Comments**

If you have any suggestions or comments for our 2013 All-Industry Day Program, please contact:

**Tricia Fazzini, CPCU**

Director of Member Development for Central Illinois Chapter of CPCU

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