

MEETING NOTES FROM MAY 18, 2004
CPCU SOCIETY SOUTHERN CALIFORNIA REGIONAL OFFICERS' MEETING

Chapters represented: Los Angeles, San Gabriel Valley, California El Camino, Orange Empire, San Diego, South Coast.

Meeting conducted by Tessa Lucero, CPCU, (Tessa.M.Lucero@marsh.com) President-Elect of Los Angeles Chapter & held at La Conga Restaurant in San Pedro.

I. Annual Meeting for 2004.

It was announced that the keynote speaker will be Tom Peters of "In Search of Excellence". The conferment speaker will be Ben Stein of the "Win Ben Stein's Money" program. The Tuesday morning tradition of a President's Panel following the Annual Business Meeting has been replaced with a presentation from IBM on Technology.

Marshalling -- There are 295 Marshal Shifts needed to staff the meeting. A shift is from 2 to 4 hours depending on the duty. Carl Ferraris (cferraris@venbrook.com) is the Marshal Co-Ordinator for the meeting. He is Past President of LA Chapter. On Saturday, the marshal jobs will mainly required standing (e.g., giving directions to attendees). Other days will permit sitting (especially for those who are monitoring the seminars and collecting the rating sheets). There also will be opportunity for introduction of speakers at the various NLI seminars that will precede the actual Annual Meeting. There is a perk available for those who will spend 3 days marshalling - those individuals will be able to register for the Annual Meeting at the Full Guest Registration price. For more information on this, please contact Carl or Tessa.

Orange Empire 40th Anniversary - The celebration will be on the 22nd October at the Hard Rock Café in Newport Beach. The ticket price has not been set but a portion of the price has been dedicated to the charity "Insuring the Children". More information on this later. This will be open to those beyond the Orange Empire Chapter.

2004 Annual Meeting web site -- Steve Shorr, CPCU of South Coast Chapter is the webmaster for the 2004 Annual Meeting.

Southern California Chapters' New Designee Reception - LA Chapter will organize the event and it was agreed that it will again be on Monday night of the Annual Meeting.

II. NLI Seminars

There was discussion about some of the various chapters hosting an NLI seminar. The general consensus was that February would be a good month to do it. The chapters need to discuss this further and return at the August regional meeting to advise if the chapter wished to sponsor one, and if so which one. After that, Mark Dolinski of the national office will be contacted.

III. Meeting attendance & success

Several chapters reported that "controversial" speakers have caused an uptick in attendance, as have speakers on subjects unrelated to insurance. Joe Wetter mentioned G. Gordon Liddy as having brought in a large number of people, some protesting that a convicted felon would be invited to speak to the chapter. If CE credit can be confirmed,

that brings in people too. The DOI is somewhat capricious in its acceptances of subjects for credit. Rather than give a speaker gift, Orange Empire donates \$100 to the charity of the speaker's choice, in the speaker's name, which has proven very popular with the speakers. Some chapters have a perpetual drawing starting with \$50 in the kitty, pulling a name at random from all paid chapter members, if the person is there then he/she gets the money and if not then the money rolls over to next month with an increase. Central Arizona chapter has continued to include monthly luncheons in the dues and this helps encourage members to attend.

IV. Calendars

The officer list for San Gabriel for 2004-05 was distributed. Tessa asked that other chapters circulate their new officer lists as soon as possible. The lists can be sent to her for distribution.

It was announced the Mary King, CPCU, Immediate Past President of LA Chapter will be on the National Board beginning with the Los Angeles meeting. Betsy Brewer, CPCU will be National Vice President beginning in Los Angeles, and will be in line to move up in the National leadership.

Local conferment ceremonies were discussed - mainly that the LA-area chapters may do something together as the Annual Meeting planning precludes organization local conferment day planning

San Diego Chapter announced that its conferment will be November 19, Friday. It was agreed that the November regional meeting will be in San Diego on that Friday. This will allow members to come for the day and stay over. Anita Johnson, CPCU, President-Elect of San Diego Chapter will organize and Regional meeting and coordinate with the Chapter All-Industry Day committee (local conferment).

V, New Business

Regarding the "I am" ads. This was brought up by Bill Ritman, CPCU, Treasurer of San Diego Chapter. Bill pointed out that the ad in the magazine "Rough Notes" which is aimed at independent agents and brokers used the ad copy containing a retired CPCU and 2 CPCUs from State Farm which is not an independent agent company. It was suggested that the national office be contacted and suggest that they or the ad agency study the target market of the ad and then select the appropriate photo for the ad.

The next regional meeting will be August 18, Wednesday in LA at a restaurant near the Bonaventure Hotel so that the attendees can have the opportunity to scope out the hotel's facilities.

Meeting adjourned at 7:30 pm.

Notes taken by **Anita Johnson**, CPCU, A Re

Attendance:

Tessa Lucero	L.A.	Tessa.M.Lucero@marsh.com
Lynne Hsia	SGV	lynne.hsia@farmersinsurance.com

Joe Wetter	El Camino	thewetters@msn.com
Rick J. Beno	El Camino	rbeno@sbcglobal.net
Ron Wilhelm	SGV	Ron.Wilhelm@tokiom.com
John Chesebrough	L.A.	JohnC5629@aol.com
Sharon Heard	L.A.	Sharon_Heard@farmersinsurance.com
Latisha Cole	Orange Empire	latisha.cole@thehartford.com
Bill Ritman	San Diego	bill@billritman.com
Anita Johnson	San Diego	ajohnson@icwgroup.com