

**2005 Annual Conference, Workshops and Exhibit Fair**



Date: October 16-19  
 Place: St. Pete Beach, Florida,  
 Tradewinds Island Resort

The 2005 S.I.R. annual conference, workshops and exhibit fair will indeed be a special one. As we celebrate our 35th Anniversary, there is no better place to hold this event than in St. Pete Beach, Fla., a traditional favorite among S.I.R. members and friends. The theme of this year’s program is: **TODAY’S RISKS ARE TOMORROW’S LOSSES: ARE YOU PREPARED? Using Research to Stay Ahead of the Industry’s Biggest Challenges.** Once again, our goal is to create a conference of such high caliber, yet of such broad interest, that all registrants will benefit from attending.

S.I.R.’s successful program formula includes two concurrent full-day workshops on the first day. **Market Research – 101** is a highly desired workshop that will include an overview of key elements central to the life, health, and property/casualty industry market research function. Take advantage of a team of highly experienced researchers from the industry and a major market research supplier and go beyond the theoretical to see how action-oriented research is conducted in the real world. Optimize your research investment by reviewing the basics of sampling techniques to ensure that results reflect the desired populations, questionnaire construction, and data collection methods. Learn how to report the best and most effective results and build win-win relationships with market research agencies.

The second workshop, **Data Mining to Retain Customers**, will focus on the issue of the limits of organic customer growth and the importance of maintaining existing customer bases. Registrants will learn to select and leverage data (that we often don’t realize we already possess) to develop regression analyses aimed at identifying the key variables common among current customers and use that data to ensure future retention of these individuals. Another treat on this first day will be our guest luncheon speaker – **Larry Forrester**, former president and CEO of the National Association of Mutual Insurance Companies and current president of the Insurance Education Foundation. Larry will explore lessons derived from past notable unforeseen events and discuss how the industry might have anticipated them and how to use that knowledge to better prepare for the future.

**In This Issue**

- 1-2: 2005 Annual Conference
- 3: 2006 Board of Directors and Officers: Slate of Nominees
- 3-4: Synopsis of Spring Workshops
- 4-5,8: To S.I.R. With Love
- 6-7: The S.I.R. in Action
- 8-9: “Designated for Success”: *Build Your Network*
- 10-11: **The Book Corner: A Decision Maker’s Guide to Market Research**
- 11: S.I.R. Welcomes New Members
- 12: A NASA Exercise

The annual conference program during the next day and a half is intended to hold a series of informative and interesting sessions for everyone. We are honored to have **Dr. Bill Bailey**, former director of the Florida Hurricane Insurance Information Center, as our keynote speaker and moderator of the discussion on **Natural Catastrophes and Mitigation Strategies**. Featured panelists during this segment include Harvey Ryland, president and CEO of the Institute for Business and Home Safety; Jim McCloy, disaster recovery consultant with the Florida Insurance Council; David Crisp, preparedness section chief of the Division of Emergency Management of the State of Florida; and Jan Lane, VP of Government Affairs with the American Red Cross.

This esteemed group will be followed by a session on **Using Competitive Intelligence (CI) to Help Reveal Unseen Exposures and Better Prepare for the Future.** *Continued on page 2*

**SOCIETY OF INSURANCE  
RESEARCH OFFICERS AND  
BOARD OF DIRECTORS 2005**

**PRESIDENT**

Jenny A. Hodge, AU, ARP  
Vice President – Marketing Strategy and Development  
American Modern Insurance Group  
Jhodge@amig.com

**PRESIDENT ELECT**

Candace Curls  
Director, Practice Management  
Claritas, Inc.  
Ccurls@claritas.com

**VICE PRESIDENT – ANNUAL CONFERENCE**

Kenneth R. Marshall  
State Affairs Information Manager  
NAMIC (National Association of Mutual  
Insurance Companies)  
Kmarshall@namic.org

**VICE PRESIDENT – WORKSHOPS**

Jeff Nagel, CPCU  
Product Manager  
Allstate Insurance Company  
Jnagel@allstate.com

**VICE PRESIDENT – MEMBERSHIP**

F. Reilly Cobb  
Vice President, Sales & Marketing  
Highline Data, Inc.  
Francis.cobb@highlinedata.com

**VICE PRESIDENT – MARKETING**

Michael R. Murray  
Assistant Vice President – Financial Analysis  
Insurance Services Office, Inc.  
Mmurray@iso.com

**SECRETARY**

Meredith Chancey  
Research Associate  
Alfa Insurance Companies  
Mchancey@alfains.com

**TREASURER**

Gary L. Ford, AIAF  
Vice President – Planning & Research  
Shelter Insurance Companies  
Gford@ShelterInsurance.com

**IMMEDIATE PAST PRESIDENT**

Diana Lee, CPCU, ARP  
Assistant Vice President, Research  
Property Casualty Insurers Association of America  
Diana.lee@pciaa.net

**BOARD OF DIRECTORS**

**2004-2005**

Sandy Theile, CPCU  
Research Administrator  
State Farm Insurance Companies  
Sandy.theile.cdyz@statefarm.com

Angela Klett, CPA, ChFC  
Director of Market Research  
Nationwide Insurance Enterprise  
kletta@nationwide.com

**2005-2006**

Howard Goldstein  
Principal  
The Glen Ellyn Consulting Group  
Howard@GlenEllynConsulting.com

Marey Updike  
Director of Market Research  
JHA, Inc.  
Mupdike@jhaweb.com

**Continuing Term**

Donald Rebele  
Executive Director  
The Griffith Foundation for Insurance Education  
drebele@griffithfoundation.org

**EXECUTIVE DIRECTOR**

Stanley M. Hopp  
Society of Insurance Research  
691 Crossfire Ridge • Marietta, GA. 30064  
Phone (770) 426-9270 • Fax (770) 426-9298  
stanhopp@mindspring.com

*Annual Conference, Workshops and Exhibit Fair continued from page 1*

CI has been a popular topic at S.I.R. gatherings and is a natural fit with this year's conference theme of using research to anticipate and stay ahead of future challenges. The speaker, Ed Budd – Allstate Insurance Co. – will review the overall CI process with special attention to using it for early warning of opportunities and challenges, at times offering a contrarian view of generally accepted principles regarding the organization, focus, and activities of a successful CI team. Next, **The Role of Technology in the Future of the Industry**, with Donald Light – Celent, will explore the extent to which technology has impacted the industry of today and tomorrow. Starting with a fundamental look at each element in the insurance/technology mix: insurance-relevant technologies (computing, communication, digitized information), other technologies, objects of insurance, nature of risk, the insurance mechanism, this session will suggest some models for how these elements interact: push/pull, incremental/disruptive, and closed system/open system.

The ever-popular session on **Wall Street Perspectives** will again feature analysts from prominent investment houses and rating agencies who have spent their careers studying what separates company winners from losers. This panel will address the current state of insurance markets and the outlook for the industry going forward, covering the forces affecting competitive conditions and distinguishing the strategies and tactics likely to produce superior results from those that aren't. Finally, the **Public Policy and Legislative Hot Topics Overview**, featuring Robert Detlefson and Neal Alldredge – both with NAMIC, will provide a recap of the more significant legislative developments during 2005 and an overview of the hot-button issues that are poised to take center stage next year.

This year marks the 35th anniversary of the founding of the S.I.R. In honor of this occasion, a special ceremony will take place during the conference at which past Society presidents will be recognized, followed by a special cake and champagne toast. All are invited. Cheers!

With breathtaking views of the Gulf of Mexico surrounded by lush grounds, the Tradewinds Island Resort couldn't be a better spot to get together with S.I.R. friends and colleagues. The hotel was recently renovated, offering an ambience with a tropical flair.

We appreciate the generosity of this year's S.I.R. Vice President of Annual Conference, Ken Marshall – National Association of Mutual Insurance Companies, his committee and all the individuals who are donating their time and talents to make this special annual conference another valuable and memorable event. On behalf of the S.I.R. board and the program committee, we urge you to attend this year's meeting. The location is terrific and we fully intend to make this meeting the best one ever!

To register for the S.I.R. annual conference and workshops and for more information on the exhibit fair, contact Stan Hopp, Executive Director, 770-426-9270, e-mail - stanhopp@mindspring.com or www.sirnet.org.

---

## 2006 Board of Directors and Officers: Slate of Nominees

The following names are included on the slate of nominees for next year's Board of Directors and Officers.

<i>President</i> (non-elected)	Candace Curls, Claritas, Inc.
<i>President-Elect</i>	Ken Marshall, National Assn. of Mutual Ins. Cos.
<i>Secretary</i>	Howard Goldstein, The Glen Ellyn Consulting Group
<i>Treasurer</i>	Gary Ford, Shelter Mutual Insurance Company
<i>V.P. – Annual Conference</i>	Jeff Nagel, Allstate Insurance Company
<i>V.P. – Workshops</i>	Meredith Chancey, Alfa Insurance Companies
<i>V.P. – Membership</i>	Michael Murray, Insurance Services Office, Inc.
<i>V.P. – Marketing</i>	F. Reilly Cobb, Highline Data, LLC
<i>Director (2005-2006)</i>	Angela Klett, Nationwide Insurance
<i>Director (2005-2006)</i>	Marcy Updike, JHA, Inc.
<i>Director (2006-2007)</i>	Sandy Theile, State Farm Insurance Companies
<i>Director (2006-2007)</i>	Herb Sauer, MetLife Auto & Home
<i>Standing Director</i> (non-elected)	Don Rebele The Griffith Foundation for Insurance Education
<i>Immediate Past President</i> (non-elected)	Jenny Hodge American Modern Insurance Group

*A notice to reactivate the office of S.I.R. Vice President of Research is hereby included in this newsletter. A vote to amend the by-laws to activate this position will be taken up at the October 18th S.I.R. Annual Business Meeting.*

## Synopsis of Spring Workshops in Chicago

With record-high attendance and the usual offering of high-caliber sessions, the S.I.R. workshops in Chicago this past May proved to be a huge hit! We are grateful to workshop coordinator, Jeff Nagel (Allstate Ins. Co.), moderators Ed Budd (Allstate Ins. Co.), Candace Curls (Claritas, Inc.), Kristie Polk (State Farm Ins. Co.), Richard Randall (Jewelers Mutual Ins. Co.), Bill Johnston (Shelter Mutual Ins. Co.) and Jane Kiney (America Reins. Co.), and all the speakers who contributed to the success of the program.

On the first day, **The Ins & Outs of Competitor Research** was one of two concurrent sessions presented. The growing importance of competitive intelligence and the role of a CI program were examined, along with the need to understand the characteristics of the industry, competitors and their current positions, strengths and weaknesses, and best practices, and likely moves that competitors will make. The concepts of information vs. intelligence, steps in making intelligence actionable and establishing oneself as a “thought partner” were also discussed during this session. An anatomy of a CI research request, a financial CI case study, making better decisions through CI, and dealing with information overload rounded out this most interesting program. In the end, attendees learned more about the essential process by which an insurance carrier identifies and evaluates competitive threats and opportunities.

Concurrent with CI was **Transforming Research Studies into Decisions**, which offered various case studies focusing on operations, products and branding with the intent of showing attendees how to turn research into sound strategic decisions. Best practices related to changing demographic trends, branding programs, acquisition targeting, and customer service were explored. Armed with a good refresher in research methodologies and new ideas, the audience was involved in interactive presentations and discussions of key challenges and ways to solve some real-world problems.

A bonus for all attendees on the opening day was guest luncheon speaker, **Donald J. Hurzeler**, the 2005 president of the CPCU Society and senior vice president of Zurich North America Ins. Co. Don's inspirational talk stemmed from his own career and life experiences that have demonstrated that not all progress arrives in the form of a straight line to success. Although he has had a number of setbacks and sidetracks during his life, including two significant rounds of cancer, Don discussed how he strove to overcome them and accomplish his goals. Congratulations to Don, who continually describes himself as “one of life's happy campers.”

It was a challenge on the second day to decide between the two sessions, **Emerging Issues** or **Data Mining: Open Up the Toolbox**. Like the day before, each provided a wealth of stimulating and interesting information. In **Emerging Issues**, attendees were given an eye-opener of what to expect in the near future. The panel of experts shared their perspectives on a wide variety of developments reflecting new or changing exposures and their assessment of the potential impact on the industry. Underwriting challenges and considerations were discussed to

*Continued on page 4*

permit better understanding of and preparation for emerging claims. Topics included silica liability and litigation; nano-technology, personal internet use that may lead to trademark infringement and online defamation and product disparagement; disruption risk stemming from power outages, data theft, and denial of service attacks; workplace violence; business ethics; new drugs, electromagnetic fields; global warming; and – yes – even obesity.

The toolbox of Data Mining elements contained an abundance of information on modeling applications in insurance, including regression analyses, enabling attendees with better means to turn data into actionable knowledge. This session addressed the use of effective data mining methods and presented various trends and their impact on the industry in the context of different state regulations, and text mining as the “tool of choice” for fighting fraud. Secrets behind building models and deploying them successfully were shared, along with a case-study presentation on how to optimize ROI with lifetime value modeling.

Quickly becoming a regular favorite at S.I.R. meetings, the **Hot Topics** seminar was presented on the last day of this series. The audience heard industry experts speak about current events related to producer compensation, market conduct reform, e-mail security and the pros and cons of state or federal regulation, including a discussion of the SMART Act and Sarbanes Oxley. In addition, a “Wall Street” perspective was offered, providing attendees with an analysis of how the investment community views the insurance industry today, with particular attention to reserves and pricing. Exposure to these latest current issues allows researchers to

determine the implications of such activities and better understand how they may be expected to support related advocacy initiatives.

The S.I.R. is pleased to have made this past educational forum in Chicago available to professionals in both the property/casualty and life/health insurance businesses. Most powerpoint slides are posted on the S.I.R. Web site, with permission from the speakers, at [www.sirnet.org](http://www.sirnet.org). As mentioned in our mission statement, our goals include stimulating insurance research, fostering the exchange of ideas, and sponsoring and conducting research and educational activities for the insurance community. You have told us what topics to present at our workshops and conferences, and we have listened and tried our best to deliver.

We thank all the individuals who are supportive of the S.I.R. by taking part in developing and/or speaking at these programs and by attending them, and we hope you will continue to take advantage of these gatherings. Not only do great networking opportunities abound among a congenial group of insurance folks at S.I.R. events, but there is much information and knowledge to be gained and shared with others.

### **To S.I.R. With Love!**

S.I.R. is celebrating its 35th anniversary this year. To commemorate this milestone occasion, members – past and present – have sent us notes on what the Society has meant to them both professionally and personally. We think you’ll enjoy their remarks:

“I’ve been very impressed with the quality of content I’ve received from the S.I.R. events I’ve attended over the last four years. The industry has changed and S.I.R. has kept me at the forefront of the trends and best practices, while arming me with the information I need to address the latest issues. Thank you. You’re an invaluable source of information for my job.”

*Candace Curls  
AVP, Practice Management  
Claritas Inc.*

“As a member since 1980, the #1 reason to be a member is the quality of the people. Over the years I have met many who have energized my feelings for the industry. In the early years I learned a lot from high-powered, intelligent people...that’s what it’s all about...and the meetings back then made me non-afraid to comment or ask questions, a trait that continues to this day. Another thing the organizational meetings taught me was a certain feel to distinguish the ‘stars’ and the ‘duds’ in our industry.”

*Dave D’Amour  
Product Manager  
Hastings Mutual Insurance Company*

*Continued on page 5*

---

“I think that being an S.I.R. member has lots of advantages. The most valuable to me has been having the opportunity to meet the people behind the society. I have made it year after year to workshops and annual conferences because of the human value I get from being there. I travel the longest distance from Beirut, Lebanon to the U.S. feeling that I am coming home. I do thank you all for giving me the chance for human interaction and for gaining an edge on the strategic thinking level. That has definitely helped consolidate my knowledge base and added one additional important dimension to my skills matrix. Thanks, S.I.R.”

*Dr. Sarkis (sam) El-Zein  
Deputy General Manager and Actuary  
MedNet Liban  
Beirut, Lebanon*

“The S.I.R. has played a large role in my career in insurance research. Much of my practical industry knowledge has come from S.I.R. conferences and contacts – what’s new, where do I find this, who knows that, what is the status of this issue, etc. Research is all about adapting to and facilitating change. Consumers will never hear about the S.I.R., but ultimately we serve them by allowing our industry to constantly evolve to meet their needs with efficient and relevant insurance products and services. That’s where the S.I.R. comes in, helping insurance companies who understand the need to constantly change to do so.

Thanks, S.I.R., for providing a forum for people who want to better understand the insurance marketplace and industry to come together for 35 years. Thanks to Stan for his leadership over the years. Thanks to board members past and present for volunteering their efforts to keep the S.I.R. strong and relevant for researchers, for vendors, for companies, and ultimately for policyholders.”

*Kevin Heiser  
Research Administrator - Strategic Resources  
State Farm Mutual Auto Ins. Co.*

“The Society of Insurance Research has been invaluable to me. I have developed relationships with peers from other companies, and also gained valuable and practical insurance market research ideas.”

*Jenny Hodge  
VP - Marketing Strategy & Development  
American Modern Insurance Group*

“When I was first asked to join, I wondered what a compliance officer can glean from a research group. After attending two conferences, the answer to that question is....a lot. In summary, the S.I.R. stands for:

Society of varied backgrounds and knowledge, which is extremely beneficial to all members and conference attendees.

Integral networking of intelligence and bringing together of related professions.

Research education and sharing at its best!”

*Ginger Johnson  
Director of Compliance  
Alfa Insurance Companies*

“S.I.R. provides many opportunities to meet new comrades within the industry from diverse backgrounds. Professionals from the carrier-side of the business and service providers as well as the regulatory and legislative communities are encouraged to interact and share information, vision and direction. S.I.R.’s focus on the research segment of our industry fills an important need for these professionals that other organizations do not. In addition to the data and knowledge gained from S.I.R. activities and publications I have made many friends over the years. We share a special kinship created from working in the insurance industry. Being a part of S.I.R. motivates each of us to improve the industry to the betterment of the lives of people and businesses in our world.”

*Wendell Larson  
Solutions-Director  
Fair Isaac Corporation*

“Joining the S.I.R. in 1992 was the beginning of a beautiful friendship. It’s been a pleasure to be active in this society, to help promote the importance of research while at the same time developing long-lasting relationships. Thanks for the camaraderie.”

*Diana Lee  
AVP – Research  
Property Casualty  
Insurers Association of America*

“We certainly value our relationship with S.I.R. through the years as it does provide us with insights and ideas

*Continued on page 8*

---

## The S.I.R. in Action



*Donald J. Hurzeler gives the luncheon presentation.*



*Jeff Nagel (Allstate), Meredith Chancey (Alfa) and Charlie Kingdollar (GenRe) enjoying a break.*



*The S.I.R. Board discusses policy matters during its winter meeting.*



*Workshop attendees getting ready for lunch.*



*Herb Sauer (MetLife Auto & Home) discusses competitive intelligence.*



*Jeff Nagel (Allstate) welcomes workshop attendees.*



*Tony DeGagne (Mutual of Omaha) presents at the workshop on Transforming Research into Decisions.*



*Jenny Hodge (AMIG) presides over board meeting.*

within the Research area. One of the most positive benefits is that one of our employees, Meredith Chancey, has accepted the challenge of participating in the development of S.I.R. workshops and serving various officer positions. This has increased Meredith's working knowledge and allowed her to make invaluable personal contacts. We look forward to participating in future workshops and annual meetings for years to come."

Steve Morris  
VP Research & Compliance  
Alfa Insurance Companies

"My long association with S.I.R. has contributed more to my professional development and business success than has participation in every other industry organization and educational program combined. I have gained so much from the many great workshops and conference sessions, as well as through informal networking with other attendees. (Even my wife and son have fond memories of S.I.R. conferences, especially the many hours spent collecting shells on St. Pete Beach!) I can't imagine any insurance professional in a research-related position not being a member of this great organization. Happy anniversary, S.I.R.!"

Rich Nahmias  
Principal  
Nahmias & Company

"Probably the greatest value (of S.I.R. membership) was not necessarily in the sessions themselves, but more in the opportunities to meet with other attendees. So many friendships evolved over the years."

Robert Pearson  
Retired

"The Society programs and members

have been a great help with my work. Several years ago my job responsibilities changed and I was not involved in S.I.R. Recently I rejoined, and feel as though I never left many familiar faces and continued great content of meetings and workshops, as well as information and interaction with peers."

R. Richard Randall, CPCU  
Director of Product Development  
Jewelers Mutual Insurance Company

"I've been a member of S.I.R. for over 15 years. I joined S.I.R. when I joined the Research & Development Dept. at American Re and was needed to build basic research skills. S.I.R. more than met my expectations; I not only found the skills I needed but a community of people who were intellectually curious and generous in sharing their knowledge and experience. S.I.R. also provided the opportunity for me to build my leadership skills through participation in various committees, on the board and finally as president (1996). Over the years members of the S.I.R. community have become my peers, friends and customers. Congratulations to S.I.R. on its 35th anniversary and here's to many more!"

Warmest regards,  
Pat Saporito  
Insurance Industry Practice Manager  
Information Builders, Inc.

Finally...paraphrasing Rick Blaine in *Casablanca*:

"If you don't join the S.I.R., you'll regret it – maybe not today, maybe not tomorrow, but soon, and for the rest of your life."

## Designated for Success



Donald J. Hurzeler,  
CPCU Society  
President

The following is a chapter from the book, **Designated for Success**, by Donald J. Hurzeler, reprinted with his permission. This particular chapter, "Build Your Network," was selected for our readers who have the chance to attend S.I.R. and other industry forums. Don offers excellent advice for anyone to effectively develop relationships with others in professional and personal settings and make the most of these opportunities. To learn more about positioning yourself to become the CEO of your own career and for a copy of Don's book, visit the CPCU Society's Web site at: [www.cpcusociety.org](http://www.cpcusociety.org).

### **Build Your Network**

*"When a friend is in trouble, don't annoy him by asking if there is anything you can do. Think of something appropriate and do it."* – Edgar Watson Howe

It is a rare Monday morning when I do not get a call or e-mail from someone who is looking for a job. Almost always on Monday. Almost always before 9 a.m.

Most of the people contacting me are friends or friends of friends. They are

Continued on page 9

networking, trying to get a lead on a job. I appreciate the fact that they contact me. I will do all I can to help them.

Many of the people I hear from are in capable hands of an outplacement service. They are all but forced to contact dozens or hundreds of acquaintances. Good for the outplacement people. They are having their clients do the right thing.

There are three types of networkers. I hear from all three. They are:

The **expert networkers** who are in contact with people from throughout the industry on a daily basis. For them, networking for a job is not much of an effort. They network all the time. They have built up meaningful relationships over years of contact.

The second kind of networker is the **shy networker**. This person networks, but only when desperate. He or she hates to network, and thinks it is kind of like begging. Outplacement workers push these people to do what needs to be done.

The third kind of networker is the **“has not got a clue networker.”** Of the three, this one sometimes does more harm than good in networking.

For example, I got a call from a guy from my old company: “Don, gosh, I kind of lost track of you. I heard you were back in town. Just wanted to call to say hi. Also, do you have any jobs open? I just got word they are letting me go.” That’s the entire opening comment from a guy I used to work with side-by-side for years. A guy I have not heard from for seven years.

Here is what I heard as he was talking:

“Don, I know I didn’t return your call when you left the company after 27 years. I know I didn’t respond to the e-mail when you wrote me that you had cancer and were going in for surgery. I guess I could have come to your party when you returned to town and made CEO at your new company. But seriously Don, do you have a job for me?”

As steamed as I was with this guy, I did all I could to help him land a new job. In fact, he landed one at a place I recommended to him. I was glad to have helped a little bit. But I wish he had dropped me a note to tell me to quit looking around for him. I found out he had a job. I found out months later – found out from someone else.

I cherish my network of friends and associates. I hope that I help them through life as much as they help me. And networks are not just for finding jobs. I use my network everyday to:

- Find people to hire.
- Check out applicants.

- Track down hard-to-find information.
- Get new ideas.
- Share my problems with them. Sometimes they have solutions.
- Share good news.
- Get support when I need it.
- Gather support for those in need.
- Generate business for my company.
- Run my ideas by them to get their reaction.
- To be at the leading edge of industry happenings.
- To check out rumors.
- To start rumors.
- To get me through the day.

A large network of people in your life is a huge asset. You cannot buy one at the store. You have to build it over time. You have to nurture it or it will wither and die. You have to be open to new entrants or it will get stale. You have to work it to keep it vibrant.

Sad truth: most people neglect their networks. How is your networking doing?

At the heart of my network are co-workers from the several companies where I have worked. I learned early on not to quit talking to someone just because he or she left the company. In fact, I learned that they become windows into the rest of the world, and, thus, very valuable network members.

Close to the heart of my network are the men and women of the Chartered Property Casualty Underwriters society. There are almost 27,000 members. I do not know them all, but I sure know a bunch of them. These people come from throughout the insurance industry – our industry. I urge you to join and to become an active member. In the case of the CPCU Society, it has become

*Continued on page 10*

a moving party of my friends. I say “moving” because the Annual Meeting and Seminars move from city to city.

Also included in my network are contacts from throughout the rest of our industry...lawyers, salesmen and women, vendors. At the outer ring of the network are some of my most valuable contacts – consultants and executive recruiters. These folks know what is going on in the industry faster than anyone else. They can solve problems for you (also for a large fee) and they can find you outstanding people to resolve staffing needs (usually for a large fee). They may also help you find a job just when you need one.

Some basic rules for networking:

- Have a network.
- Keep current on their whereabouts... keep a database of business cards and e-mail addresses.
- Work the network. Call, e-mail, and keep in touch.
- Do not keep in touch via those worthless forwarded e-mails I get all the time. That is not keeping in touch. It is annoying.
- Check out the quote at the top of this section and put it into action. I am a big believer in the karma of helping others. Help others before you seek help yourself.
- Keep your network up to date on your whereabouts, your current information, especially when you move offices or change jobs.
- Do not be shy about asking for help. You will get more help than you ever dreamed possible.
- Thank the people who help you.
- Do not let people drop out of your network. If they die, save their card a respectable year or two and then throw it away.
- Add new people to your network throughout your career.

As with most things in life, you are only as good as the people around you. Put together a strong network.

Today would be a great time to start or revitalize your network. A great way to start – make a call. Check in with an old colleague and ask him or her how he or she is doing. Bring him or her up to date on your job and the things going on in your life. Tell him or her you are happy to be back in contact and that you will stay in better touch. Give it a try. Your colleagues will be happy to hear from you.

And back to the concept of you as a CEO of your career. Have you ever met a CEO that did not have a huge Rolodex® on his or her desk? If you have, it is because in this day and age that huge Rolodex is now sitting nicely in a computer or some other electronic gadget. CEOs got to be CEOs because they know people. You are a CEO. Fill up that Rolodex.

*“Real friendship is shown in times of trouble; prosperity is full of friends.” – Euripides*

#### **About the Author**

Donald Hurzeler, CPCU, CLU is an executive with Zurich North America and the 2004-2005 president of the CPCU Society. His insurance career started with Allstate Insurance as a rater/customer service representative in Santa Ana, California. He left Allstate 27 years later as an appointed officer of the company. Don has served as CEO of a middle-market commercial lines company, president of an insurance brokerage, president of a company charitable foundation, chief underwriting officer, and chief marketing officer, and has served as a director on numerous company boards.

#### **The Book Corner: A Decision Maker’s Guide to Market Research**

“This book would have been perfect for me in my marketing career,” says retired executive vice president with Northwestern Mutual, Robert E. Carlson, Ph.D.

Executives often make decisions based on research without always knowing how valid or applicable that research is to their situation. Doing so puts their company or organization at risk. A new book, **Don’t Get Fooled Again: A Decision Maker’s Guide to Market Research**, uses 20 real life case studies to help people learn the basics of using market research wisely.

Author Walter H. Zultowski, Ph.D., has spent more than 28 years producing, evaluating, deciphering, and implementing market research in the insurance industry. Zultowski led the market research division of a major insurance industry trade association and now serves as a senior vice president at one of the country’s largest wealth management corporations. **Don’t Get Fooled Again** captures the essential elements that enable decision makers to avoid costly mistakes: What is and isn’t true market research; how poor survey questions destroy results; when you can’t rely on focus groups; why all averages are not created equal; and more.

*Continued on page 11*

*The Book Corner continued from page 10*

Several elements make this book inviting and easy to use. The 96-page text is illustrated with cartoons that reinforce major points. The main lesson of each chapter is emphasized in a summary paragraph. The conversational tone of the text works well for people without a research background.

Walnut Valley, California Superintendent of Schools Kent Beechler calls **Don't Get Fooled Again** "interesting, thought-provoking, and insightful." "Walt has provided a very readable guide to market research without sacrificing any statistical discipline. This book will make the business executive more knowledgeable and the market researcher more effective," says Richard J. Shima, former vice chairman, The Travelers Corporation.

SIR members and executives in businesses, governmental agencies, and nonprofit organizations will find **Don't Get Fooled Again** to be a light-hearted book full of heavyweight principles. It can help assure that organizations take full advantage of solid research while avoiding the pitfalls of following poor research. For more information: Visit the book's Web site at [www.dontgetfooledagain.biz](http://www.dontgetfooledagain.biz) or contact Chris John Amorosino; [Camorosino@comcast.net](mailto:Camorosino@comcast.net); 860-673-0089.

#### **PUBLISHER'S STATEMENT**

S.I.R. News is published by the Society of Insurance Research for the benefit of its members. Editor: Stan Hopp, Executive Director, Society of Insurance Research. (770) 426-9270, Fax (770) 426-9298, mailing address: 691 Crossfire Ridge, Marietta, GA 30064. Internet e-mail: [stanhopp@mindspring.com](mailto:stanhopp@mindspring.com).

S.I.R. remains impartial/unbiased and does not assume a position with regard to controversial issues either political, social or business related. The views expressed in articles are those of the designated author(s) and are included because of their potential interest to readers.

Information from members concerning change of address should be directed to the editor at the address shown above.

Additional on-line information about S.I.R. may be obtained by referring to the S.I.R. web site at [www.sirnet.org](http://www.sirnet.org). Copyright registered 2005 by the Society of Insurance Research. All rights reserved. Printed in the United States (ISSN 0899-5060)

## **Welcome to Our Latest New Members!**

**It is a pleasure to introduce and welcome the following new corporate and individual members who have joined the S.I.R. over the last few months.**

### **Corporate Members**

Organization: Accident Fund Insurance Company of America  
Members: Brian Lund  
Arthur Miller III

Organization: Assurant Health  
Members: David Andrews  
Thom Clopton  
Jennifer Glidden  
Heidi Hanstein  
Carrol Jensen

Organization: Farmers Insurance Company  
Members: Pete Hickey  
James Spears  
Odum Wu

Organization: General Reinsurance  
Members: Frank Foster  
Christina O'Connor  
Mindy Pollack

### **Associate Corporate Members**

Organization: Diamond Cluster International  
Member: Nsikak Akpakpan

Organization: Market Probe  
Member: Kathy Fitzpatrick

Organization: National Assoc. of Insurance Commissioners  
Members: Davin Cermak  
Judy Schmoeger

### **Individual Members**

Lesondra Barnett	Lock/Vine, LLC
Thomas Forristell	InsurQuote
Kay Heady	AFLAC
Jennifer Ostrand	Mutual of Omaha
Mark Romanz	Universal Casualty Company
Craig Schoning	Pemco Insurance Companies
Jeff Zupa	Battalia Winston International
Edward Zyvith	Zyvith/Golden Research, LLC

---

## A NASA EXERCISE: OR DEALING WITH A “SPACE” PROBLEM

Do you think like NASA? Here’s the situation: Your spaceship has just crash-landed on the moon. You were scheduled to rendezvous with a mother ship 200 miles away on the lighted surface of the moon, but the rough landing has ruined your ship and destroyed all equipment aboard, except for the 15 items listed below.

Your crew’s survival depends on reaching the mother ship, so you must choose the most critical items available for the 200-mile trip. Place number one by the most important item, number two by the second most important, and so on through 15, the least important.

<u>Items</u>	<u>Your Ranks</u>
Box of matches	_____
Food concentrate	_____
50 feet of nylon rope	_____
Parachute silk	_____
Solar-powered portable heating unit	_____
Two .45 caliber pistols	_____
One case of dehydrated pet milk	_____
Two 100-pound tanks of oxygen	_____
Stellar map of the moon’s constellation	_____
Self-inflating life raft	_____
Magnetic compass	_____
Five gallons of water	_____
Signal flares	_____
First-aid kit containing injection needles	_____
Solar-powered FM receiver-transmitter	_____
TOTAL	_____

This exercise is a variation of one provided by The Carroll-Keller Group, Ltd., a training and consulting firm located in Oak Brook Terrace IL ([www.carrollkellergroup.com](http://www.carrollkellergroup.com)), at a Team Performance Workshop for the National Association of Independent Insurers. It was actually designed to compare error point totals for any individual to those of a group of individuals with the intent of showing that group totals are usually lower than those of any individual, i.e., team decision-making is more beneficial than an individual decision. (Error points are the difference between ranks of the individual or group and NASA ranks.) Answers to this puzzle will be provided in the next *S.I.R. News*.