

President's Forum



Matt Burke, CPCU
Chapter President

Is That Ethical?

Imagine teaching a preschooler or school-aged child ethics. How would you define it?

We have a good grasp of the term, but I'm sure we all have different definitions, interpretations or examples. Most of us have come across ethical dilemmas during our professional career. How did you feel prior to, during and after these situations?

I don't recall much of the material covered during my studies for the CPCU designation, but I specifically remember a sentence from Ethics 312: Ethics and the CPCU Code of Professional Conduct. It's stuck with me since first reading it in 2013:

"If you're wondering if what you're doing is ethical, ask yourself two questions: Would I be comfortable with it being on the front page of the Sunday newspaper? If I told my grandmother, what would she say?"

That's good, right? Seems simple enough. But we continue to see ethical situations, or dilemmas. What one may see as an ethical problem, another sees as business as usual. It's easy to recognize external issues outside our control. We need to be careful and recognize, or consider, our own habits or biases too.

As a Chartered Property Casualty Underwriter, we have a responsibility to act ethically. I encourage you to (respectfully) discuss with interested parties should you feel an ethical situation is present. Trust yourself, be honest, responsible and accurate.

Keep up the good work.

Your 2022 Chapter Board

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Meetings

Mid-Michigan Chapter
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February Speaker Spotlight

Ben Schartow
Executive Director, Building Twentyone, Mason



Benjamin is an energetic, hardworking and a loyal professional with many years of experience in leadership, sales, public speaking and administration.

He is motivated and guided by his commitment to his family (he's a husband and father of three) and his faith in God. After Bible college he was a founding member with a team that began Journey Life Church in Holt. Benjamin then began and successfully pastored Realife Student Ministries for 14 years.

During this time he also launched Building Twentyone, a nonprofit teen center supporting 6th – 12th-grade students after school in a safe space with opportunities to

incite passion and purpose.

He is currently the Family Pastor at Journey Life Church while still serving the community as the executive director of Building Twentyone. You may also run into Ben (DJ Rev) at weddings or Holt High football games, as for over 20 years he has used his DJing talents and hobby to provide professional DJ services in the area.

The submission
deadline for the
April newsletter is
April 11

If you know of promotions
or other noteworthy ac-
complishments involving
CPCUs, please send them
to the editor using any of
contact methods listed.

Future CPCU Annual
Meeting Sites

Nov. 10-12, 2022: San Francisco

March Meeting Information

Date: Wednesday, March 30 **Time:** 11:30 a.m.

Where: Held via Zoom

Call-In Information:

- **Zoom Meeting Link:**
<https://us06web.zoom.us/j/82140187400?pwd=empQSzRZd2N0NEVXSjVoSjRWbCtTQT09>
- **Meeting ID:** 821 4018 7400
- **Passcode:** 036586

Contact: Email Mike Giancotti at giancotti.mike@aoins.com

Future Chapter
Meeting Dates

April: TBA

Connect with us on Facebook and LinkedIn at Mid-Michigan CPCU Society



Chapter News

Scholarship Opportunities

As many of you know, part of our Society's commitment to promoting the insurance industry is offering scholarships annually to college students pursuing studies within the insurance field. For the 2022-2023 academic year, we will again be awarding two \$1,000 scholarships.

Applications are being accepted through May 31. If you have a qualifying intern within your company, know a college student who will be a junior or senior starting this fall, or a student pursuing their master's degree, please let them know about our Chapter's scholarship opportunity. In addition to students pursuing studies within the insurance field, those with related majors may also apply if they have an internship or employment in the insurance industry.

If you have any questions or would like an application, please email Emma Zelinski at zelinski.emma@aoins.com.

LEADERSHIP SUMMIT

April 28, 2022—April 30, 2022

Flamingo Las Vegas Hotel & Casino

Next Level Leadership

Well-developed leadership skills show off your ability to work with others and grow in your career. Skills such as effective communication, emotional intelligence, and an inclusive mindset help you maximize your technical skills to their fullest extent. Visit CPCSociety.org/LeadershipSummit to learn more.

The CPCU Society has teamed up with the Thunderbird School of Global Management at Arizona State University to bring you the most relevant topics in leadership development today at an **incredible value!** Take advantage of the heavily discounted early-bird rate of \$399 for Society members and \$599 for nonmembers.

Sessions

Inclusion and Diversity for Strategic Results: Expose the connection between organizational diversity and their leadership inclusion ability. Examine how diversity and inclusion brings advantages and presents challenges.

Leading in Today's New Realities: Embrace a new way of leading. Hybrid, remote work, selection and retention, and an amplified focus on ensuring diversity, equity, and inclusion, has forced us all to think and lead differently.

Strategic Communications & Storytelling: Understand how to craft messages to reach audiences effectively and how to tell your brand story to highlight what you can do for your customers.

Persuasion & Influence: Understand how humans communicate with each other, while focusing on how others are convinced to do something and how to build your influence by overcoming objections and motivating others to say yes.

Leading to Amplify Your Impact: Examine the importance of style and presence to your overall credibility as a leader and identify new ways of flexing your style while continuing to be authentic to who you are.

Emotional Intelligence in the New Normal: Explore the needs for improving one's own emotional intelligence in this new normal. COVID and the 4th industrial revolution have forced us to create new workplace relationships and more.

Get the Most Out of Your Experience

- Earn a certificate of completion from CPCU Society and Thunderbird School of Global Management at Arizona State University.
- Bring the day's concepts to life, discuss questions with your peers, and explore how to apply and practice concepts through facilitated discussion groups.
- Make new connections and reconnect with colleagues and peers through in-person networking events and facilitated discussions.
- Participants will receive a significant discount to complete the remaining courses through Thunderbird.

