

## Message from the Chairman

by Dale M. Halon, CPCU, CIC



### ■ Dale M. Halon, CPCU,

**CIC**, is a national account executive with ChoicePoint Precision Marketing where he is responsible for direct sales and consultation for insurance companies' marketing programs. Halon has addressed numerous industry groups on predictive models, databases, and underwriting tools and marketing programs. He has published articles for insurance trade publications and industry groups on predictive modeling, the use of consumer credit in insurance, and multi-channel marketing. Halon serves as the chairman of the CPCU Society's Personal Lines Section Committee.

Our Personal Lines Interest Section has one characteristic unique to all interest sections. That is we are the newest and have no established boundaries from past legacies. No norms. No past to repeat or to live up to. And no, "That's the way we've always done it." These are all reasons I feel lucky to be a part of this still-early chapter in the life of this interest section.

I also feel lucky because my predecessor laid the framework for the leadership committee. That framework allows us to concentrate on what really matters to people interested in furthering their knowledge of personal lines issues and ideas, without having to be caught up in administrative function.

Early on, I established what I feel is a key vision for the Personal Lines Interest Section and what we, as members, get in return for our time and dollar investment. The vision of a community of people tied by our CPCU designation and interest connection has already been put into place. Like other interest sections, the committee members have established a Personal Lines Interest Section web site under the CPCU Society web site.

Today, the web site is mostly informational. As a next step we plan to leap frog to our more broad vision of the web site. That is as a conduit for enabling connection between us as members.

The first part of the plan is to ask all of you, dues-paying members of the section, to register on the Society web site and make sure your e-mail address is available for communication. We promise not to pummel you with e-mail or not to allow access to your e-mail address to any third party. The Society has strict rules about this.

The purpose is for:

1. being able to inform you of upcoming events
2. to take advantage of the discussion board feature of the web site
3. enabling a dialogue between individual members

As our electronically engaged membership grows, we will have increasing opportunities for sharing ideas through discussion boards. I dream of the day when members meet each other with no distance or time constraints, gaining momentum-growing relationships among insurance professionals.

So, please, visit the web site and register right away.

The second part of my view of the section's role takes off from open dialogue between members. Please let us hear from you. You are welcome to e-mail me or call me at any time (614-895-8806 or dale.halon@choicepoint.com). I am anxious to hear your thoughts and ideas.

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## Message from the Chairman

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Since the leadership committee doesn't get paid in money for our time spent on CPCU Society projects, we look toward fulfilling our members' desires as our reward. Please help by providing us guidance as to how we can meet your needs.

■ **A Personal Lines liaison is one who attends chapter meetings on a regular basis and will be a communication conduit to the interest section committee.**

Our third agenda item has been put into action at our mid-year meeting this past May. I have asked all committee members to develop a Personal Lines liaison for the CPCU Society chapter in their local area. A Personal Lines liaison is one who attends chapter meetings on a regular basis and will be a communication conduit to the interest section committee. We hope to have a Personal Lines presentation/speaker at all of our chapters at least once per year. The Personal Lines chapter liaison would be asked to coordinate this activity with the assistance of the program committee in his or her chapter.

To assist the Personal Lines chapter liaison, the Society has seminar programs completely developed that can be presented easily with basic speaking ability. The meeting could be at a regular chapter meeting or lunch, I-Day program, or something more elaborate. I also urge any noncommittee member to reach out to your chapter in a similar way. I am happy to help any of you get going so please call if you have the desire to provide such leadership.

Lastly, our section will be striving to achieve high marks in the Society's Circle of Excellence Recognition Program. A task force, established by the Society, set out to align goals of both chapters and interest sections with the

goals of the Society. While this sounds like a "no brainer," it's quite a challenge to pull off. We have designated a person on our committee (thank you, Rob Olson) to ensure we, as a committee and interest section, are working in support of Society leaderships' goals. We have published these objectives so we can all stay focused on the same results. Future newsletters will feature a list of achievements by section members that meet the Circle of Excellence objectives.

In order to make the list of achievements as complete as possible, please make sure you let Rob or me know what you are up to. We want our section to be proud of what we are accomplishing.

A final thought from a cynic I admire greatly . . .

*"We are not born winners or losers but we are born choosers."*—Paul Harvey

Good day. ■

## The Personal Umbrella Policy

by Jerome E. Tuttle, FCAS, CPCU, ARM, AIM, ARe



■ **Jerome E. Tuttle, FCAS, CPCU, ARM, AIM, ARe**, is senior vice president and senior pricing officer for Platinum Underwriters Reinsurance, Inc., in New York City. He has written several articles for *RISE* and *Personally Speaking*, has contributed to the *ARe* and several CPCU textbooks as a reviewer, and has written actuarial short stories for the 2001 and 2003 Society of Actuaries fiction contests.

**Editor's note:** The following opinions are those of the author and do not necessarily reflect the views of Platinum Underwriters or any of its affiliates. All the information used in this article was obtained from publicly available sources, including material obtained from the New Jersey and New York Insurance Departments.

**I**SO abbreviates its personal umbrella policy as PUP, and pup is a good metaphor for the small amount of attention we seem to give to this policy. The personal umbrella is the often neglected pup compared with the top-dog

personal auto and homeowner policies, or with its distant cousin, the commercial umbrella. The CPCU curriculum provides only about 10 pages of personal umbrella material in its textbook. Even many of our peers in the insurance industry are not interested enough to pay the \$150 or \$200 or so for their own policy.

Since so few of us buy a personal umbrella and since few people in the industry work with personal umbrella, I agreed to provide some information on this lesser-known coverage.

A personal umbrella policy provides \$1 million or more of liability limits in addition to the liability limits in underlying personal auto and homeowners policies. It also may cover some losses not covered under those policies, although the breadth of this protection is not as wide as it had been some years ago. People usually buy personal umbrella insurance from the same insurer as their underlying insurance, which is helpful to all parties because umbrella policy definitions and exclusions are often consistent with the insurer's own underlying policies; however, not all auto insurers offer umbrella, and in fact one of the top 10 auto writers in New Jersey does not.

As a rough gauge of the loss development tail in umbrella, only about 25 percent of an accident year's ultimate loss dollars are known (paid or reserved on an individual case basis) 18 months after the start of the accident year. This compares to auto BI where about 85 percent of ultimate are known at 18 months. Besides the well-known difficulty of recognizing large claims early in the life of a claim, the auto or homeowners claimsperson may not notify the umbrella claimsperson promptly of the possibility of an umbrella claim. If the umbrella policy is with a different insurer, it is the insured's responsibility to notify the umbrella insurer, which creates the potential for even greater delay.

Umbrella policies pay damages in excess of a retained limit. If a covered umbrella loss is also covered by underlying

insurance, the retained limit is the policy limit of that underlying insurance. If a covered umbrella loss is not covered by underlying insurance, the retained limit is a deductible. The common example of the second case is that umbrella generally covers the personal injury perils of false arrest, detention, libel, slander, defamation of character, invasion of privacy, and wrongful entry, while standard auto and homeowners coverage generally do not cover these. Another example of a covered umbrella loss not covered by underlying insurance is that unlike underlying insurance, umbrella provides coverage on a worldwide basis.

The most famous personal umbrella policyholder in recent years is former President Clinton. His umbrella policies with State Farm and Chubb in the 1980s reportedly paid some of his legal fees in the Paula Jones case. Sexual harassment is usually an excluded peril, but several insurance industry sources have surmised that President Clinton was covered for the defamation peril.

■ **The most famous personal umbrella policyholder in recent years is former President Clinton.**

When there is both underlying and umbrella coverage, an interesting question is which policy and which insurer has the duty to defend. The underlying policy requires the insurer to defend, and generally provides for legal expense without limit. However, after the underlying insurer has tendered its policy limits, the umbrella insurer may also have a duty to defend, and may be required to share in the legal expenses. When a single insurer is both the underlying and umbrella insurer this issue may appear moot, although the choice of which bucket contains the legal expenses affects the experience used in ratemaking and reinsurance. There does not appear to be a standard allocation method for an insurer to allocate its legal expenses

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## The Personal Umbrella Policy

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between the underlying and umbrella policies.

I examined a number of umbrella rate filings made with the New Jersey and New York insurance departments to see how rates were constructed. Umbrella claims are of course significantly less frequent than primary auto and homeowners. Many insurers use their countrywide umbrella experience rather than their state umbrella experience. Some insurers do not provide actuarial umbrella data at all, but rather make a filing based on their competitive position against other insurers' rates.

### ■ A growing area for umbrella claims is liability for business activities.

The largest component of an umbrella rate is for automobile, commonly as a flat charge that does not vary according to the primary auto rate classifications of age, sex, marital status, usage, or points, except that it varies based on a small number of territories, and some insurers surcharge for youthful drivers. Presumably this flat charge is based on an average auto BI and PD rate adjusted by increased limits factors for the umbrella limits provided. The next largest component is for residential liability, which also does not vary according to the primary homeowners rate classifications. There are additional charges for each additional vehicle, each additional residence or rental property, and for larger watercraft than what is covered by an unendorsed homeowners policy.

Some, but not all, insurers provide a rate credit when the underlying insurance limits are greater than the minimum required limits. For example, an insurer may require minimum underlying limits of \$250,000 before issuing an umbrella policy. If an insured carries \$500,000 limits, his probability of having a claim that reaches the umbrella policy is reduced compared with the insured who has the minimum \$250,000 limits.

Some insurers apply a surcharge when the underlying insurance is with a different carrier. One justification is that the underwriting information that is already part of the underlying policy is not easily available to the umbrella underwriter. Another possibility is that the umbrella insurer is at a disadvantage compared with a different underlying insurer in the timely reporting and settlement of claims. Also, the umbrella policy definitions and exclusions may not be consistent with another insurer's underlying policy language, possibly creating unintentional coverage.

A growing area for umbrella claims is liability for business activities. The homeowners policy generally excludes liability coverage for business activities, unless included by endorsement. Umbrella policies may exclude this coverage, or may include it if it is covered by the underlying policy. In any case, there is the potential for confusion over gray areas such as incidental business activities, hobbies that turn into businesses, part-time business activities by minors, and volunteer work for charitable organizations. Some umbrella rate filings contain surcharges for home day-care operations, residences used as office or beauty shop, or teachers involved in athletics coaching. Obviously there is a wide range of potential business activities, and the savvy underwriter will attempt to discern this in underwriting each insured.

Entertainers, athletes, elected officials, and other celebrities or extremely high-income individuals have greater than average potential for libel and slander and are targets for lawsuits due to their notoriety and perceived wealth. Such individuals may find it difficult to obtain umbrella insurance from standard markets.

Umbrella policies require the insured to maintain the underlying insurance policies, which are scheduled on the umbrella declarations page. If the insured fails to maintain the underlying insurance, or if the underlying insurer becomes bankrupt or insolvent, the

umbrella applies as if the underlying insurance were valid and collectible.

As with all underwriting, the challenge of the umbrella underwriter is to write the better than average insureds and to charge rates that are appropriate for the exposure. The task is made more difficult in umbrella by the need to understand both the umbrella policy coverage and the coverage of the underlying policies. ■

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## Sections Circle of Excellence Recognition Program

In May 2002, the CPCU Society's Board of Governors approved the implementation of a Sections Circle of Excellence Recognition Program, similar to the chapter program. This program aligns interest section activities with the Society's 2002-2007 strategic plan and is a tool to assist section leaders in providing value for their section membership. Thus, the objectives in the Circle of Excellence parallel the objectives of the Society.

The Sections Circle of Excellence Recognition Program recognizes sections for their efforts to achieve certain levels in performance. Interest sections earn Bronze, Silver, or Gold recognition by undertaking activities that promote the CPCU Society, its interest sections, and insurance education in general.

Last year, the Personal Lines Section was one of only four sections to be awarded the Gold recognition, an accomplishment we would like to emulate this year. We are now actively gathering accomplishments since June 2002 from any of the Personal Lines Section members. The following are some areas we can cite for this program:

- conduct symposia, workshops, classes, or turnkey projects
- publish articles, research projects, or newsletters
- publish or edit insurance textbooks
- develop an innovative program
- perform employer or community outreach
- enhance the web site for member value
- conduct local chapter outreach
- develop sponsorship program for new designees
- conduct e-mail or letter outreach
- staff Annual Meeting sections booth
- staff I-Day booths at chapter meetings

### ACTIVITY

**Goal #1**—Make CPCU the most widely recognized, valued, and highly-respected professional designation/brand in the property/casualty insurance industry by CPCU employers, key segments of the financial services industry, and other important audiences.

- conduct a symposium
- conduct a workshop
- conduct a turnkey project
- publish a research project
- employer outreach
- develop an innovative program

**Goal #2**—All Society members have access to continually increasing number of programs and services that position them for success.

- publish newsletter(s)
- conduct CPCU member symposium
- conduct CPCU member workshop
- conduct CPCU chapter meeting turnkey
- develop CPCU chapter turnkey program(s)
- enhance web site for member value
- prepare a research project
- develop an innovative program

**Goal #3**—Stewardship

- sponsorship program matching new designees
- outreach program to national membership
- local chapter outreach
- e-mail outreach
- letter outreach
- staff Annual Meeting sections booth
- staff I-Day booths at chapter meetings
- develop an innovative program

In short, what have we done to promote and elevate the CPCU organization, insurance education, and our Personal Lines Section Committee? Please e-mail your activities including dates and details to [Rob.Olson@IRMI.com](mailto:Rob.Olson@IRMI.com) as soon as possible. Your help and involvement are appreciated. ■



CIRCLE OF EXCELLENCE  
RECOGNITION PROGRAM



# Wedding Insurance: A Savvy Purchase?

by Robin K. Olson, CPCU

■ **Robin K. Olson, CPCU,** is a member of the CPCU Society's Personal Lines Section Committee.

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*After paying for the wedding, about the only thing a father has left to give away is the bride.—Unknown*

With spring approaching, many wedding plans are in their initial stages. Most weddings proceed without any major problems or interruptions. However, this pleasant scenario does not always work out. A host of problems, some major, can occur to disrupt this important event, including the following:

- The bride or groom suffers an unforeseen injury or illness.
- An immediate family member suffers an unforeseen injury or illness.
- The bride or groom is unexpectedly called for military deployment.
- The bride or groom becomes unemployed.
- A hurricane, flood, tornado, or power outage disrupts the wedding or honeymoon.
- The wedding dress or wedding presents are stolen, lost, or damaged.
- The best man loses the wedding ring.
- The deposit for the caterer, venue, bridal boutique, or band is lost because the service provider went out of business.
- An injury occurs to a guest at one of the wedding events.
- The wedding photographs or videos are destroyed or the photographer fails to show up for the event.

Wedding insurance provides valuable protection from these events, since many weddings are costly affairs. Nearly five million Americans are expected to tie the

knot this year, according to the Association of Bridal Consultants. The wedding industry is a \$72 billion per year industry. According to *Bride's Magazine*, the average wedding cost \$19,000 in 2000. A recent Association of Bridal Consultants study indicated that the typical wedding includes four bridesmaids, four ushers, 125 to 150 guests, some kind of food and music, and costs between \$14,000 and \$20,000. Wedding budgets over \$100,000 are not uncommon.

Wedding insurance originated in England in the late 1980s and spread to the United States in the early 1990s. Most wedding insurance sold in the United States is brokered or administered through two main competitors—WedSafe and Weddingsurance.

## WedSafe Policy

Roger and Karen Sandau established Wedsafe in 2000. According to Ms. Sandau, the president and cofounder of this organization, the idea grew out of the destination wedding they were planning in Maui, Hawaii, and their need for protection for this large investment. This company has experienced tremendous growth during the last three years.

The WedSafe Wedding Insurance Policy is geared specifically to weddings. It is brokered by Robertson Taylor North



America and underwritten by Markel North America. This prepackaged policy is available in four different levels, with the only difference being distinct policy limits. The levels range from \$7,500 in limits (silver policy) to \$50,000 in limits (diamond policy). The premium for these policies ranges from \$155 for the silver policy to \$385 for the diamond policy. Higher limits are also available via a telephone or in-person consultation. Their largest policy was recently written with a \$700,000 limit.

The policy provides wedding cancellation and postponement coverage, which pays for deposits forfeited and other charges paid for transport, catering services, wedding accommodations, photographs, flowers, entertainment expenses, wedding attire, and related items, subject to the following five exclusions:

- Any circumstance known to the bride or groom at the policy inception date that causes the cancellation or postponement of the wedding.
- Lack of funds, other than due to unemployment, after the inception date.
- Failure to notify the contracted provider and avoid the loss after it was necessary to cancel or postpone the event.
- Named insured knowingly breaks a law, which renders it impossible to hold the event.
- Weather conditions, unless the conditions are so extreme that they prevent the bride, groom, close family members, or the majority of the guests from attending the event.

Examples of some actual excluded events include the following:

- The bride or groom changes his or her mind about the nuptials.
- The bride or groom violates parole and is required to go back to jail or prison, disrupting the wedding.
- The bride or groom's divorce from a prior marriage is not finalized before the wedding.

- A medical condition of the bride or groom existed at the policy inception, but was unreported to the agent or insurer.

The WedSafe policy also provides additional services coverage. This includes those services not originally anticipated that are incurred to avoid an otherwise necessary cancellation or postponement, for up to 125 percent of costs of services originally contracted. An example would be the hiring of a photographer at the last minute for an additional cost, because the original photographer went out of business.

The cancellation coverage and additional services coverage are also subject to two extra exclusions. First, there is no coverage due to the voluntary decision of the insured party not to proceed with the ceremony for a reason unrelated to a covered peril (e.g., change of heart). Second, there is no coverage for a loss arising from (a) self-inflicted injuries, alcoholism, insanity, or influence of drugs; (b) any preexisting condition known to the bride or groom at the policy issuance date; (c) pregnancy commencing before the policy issuance date, unless the expected delivery date is more than two months after the wedding date; or (d) any planned event that is against the advice of a medical practitioner.

In addition, this prepackaged policy includes the following areas of coverage, with a range of limits depending on the policy selected.

- Wedding photographs and video (\$1,000 to \$3,000 limit)—pays expenses incurred to retake the photographs or video due to the nonappearance for any reason of the photographer, loss or damage to the original film before copies are received by the insured, and the nondevelopment of the original film.
- Wedding attire (\$1,000 to \$3,000 limit)—pays the cost of replacing or repairing the lost, stolen, or damaged attire, or any requisite rental charges.
- Wedding presents (\$1,000 to \$3,000 limit)—pays for any lost or damaged presents up to seven days before or seven days after the wedding.



- Wedding rings (\$1,000 to \$3,000 limit)—covered for any cause within the seven days preceding the wedding.
- Loss of deposits due to the cessation of the provider's business (\$1,000 to \$3,000 limit)—covers any nonrefunded deposits paid for transport, catering services, accommodations, photographs, flowers, entertainment expenses, or wedding attire.
- Professional counseling (\$500 limit)—pays if the bride or groom suffers emotional stress requiring professional counseling as recommended by his or her medical physician, following cancellation of the wedding.

Each of these coverages is subject to specified exclusions. In addition, there is a \$25 deductible for each covered section.

Since this coverage is only offered on a prepackaged basis, insureds who do not need particular coverages cannot delete any undesired insurance for a premium credit.

The WedSafe policy also includes three general exclusions applicable to all coverages—radioactive contamination, war including civil war, and terrorist actions. Note, however, the terrorist exclusion does not apply if the act results in direct physical loss or damage to the

ceremony or reception site, or if the act causes the cancellation of the insured party's transportation.

In addition, WedSafe offers a separate liability and property damage insurance policy, underwritten by Entertainment Brokers International. This is commonly purchased because many wedding or reception venues require couples to provide liability insurance, sometimes with limits up to \$1 million. This policy protects the wedding couple from liability related to certain types of accidents occurring at the wedding or reception that result in bodily injury or property damage. Possible accidents include injury to guests or staff, facility damage, property damage, or alcohol-related accidents (host liquor liability only). This policy also allows the named insured to list up to three additional insureds beyond the bride and groom at no extra premium. The standard policy costs \$150 and includes liability limits of \$1 million per occurrence, with a \$2 million aggregate. It also includes a \$250,000 third-party property damage limit (e.g., guest carelessly discards a cigarette leading to a fire at the wedding reception hall).

Note, however, that if the wedding couple already has a homeowners policy, this coverage may be extraneous. For example, if a guest is injured at the wedding hall, most homeowners policies provide coverage. The wedding hall is an "insured location" under the ISO Homeowners 3 (HO 3) policy, since an "insured location" includes "any part of a premises occasionally rented to an 'insured' for other than 'business' use." In addition, "property damage" to property rented to an insured is covered under the HO 3 if the loss is caused by fire, smoke, or explosion. However, if guests become inebriated and inadvertently damage the reception hall carpet, coverage is excluded under the HO 3. The WedSafe policy would likely cover this loss, subject to a \$1,000 deductible.

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## Wedding Insurance: A Savvy Purchase?

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### Weddingsurance Policy

Robert V. Nuccio, the president of R.V. Nuccio & Associates, developed Weddingsurance, the first of its kind, in the early 1990s and upgraded it into a new component-based product in 1997. Nuccio & Associates is the program administrator in all 50 states for this product, which is underwritten by Fireman's Fund. Unlike the Wedsafe policy, this flexible product is also used for bar and bat mitzvahs, reunions, graduations, anniversaries, and other private events. Weddingsurance is popular in areas of the country prone to weather catastrophes, such as tornadoes, hurricanes, earthquakes, and floods. Every agent and broker in the United States can sell this product on a commission basis.

Common covered claims under this policy include the postponement or cancellation of a wedding due to a sudden illness (e.g., appendicitis or heart attack), an automobile accident, or the sudden disease of the bride, groom, or significant family member. According to Mr. Nuccio, the closing of the airports after the September 11, 2001, tragedy also resulted in numerous covered losses.

The policy offers nine specific coverages, including the following:

- cancellation or postponement
- additional expense
- photographs and video
- gifts
- rented property
- special attire
- jewelry
- personal liability
- medical payments

There are numerous similarities between the Weddingsurance policy and the WedSafe policy. For example, the Weddingsurance policy includes what Nuccio calls the "cold feet" exclusion, also known as the "change of heart" exclusion. He believes this is the key exclusion in the policy, since many engagements are called off prior to the wedding.

Weddingsurance's weather coverage is available only if the policy is purchased 14 or more days from the date of the event. However, the product can still be procured (without weather coverage) one day before the wedding.

The Weddingsurance policy has a base premium of \$195 for a \$3,000 limit, including a \$250 deductible applying separately to each coverage. Unlike the WedSafe policy, Weddingsurance's coverage and limits can be tailored to the insured's specific needs. If the bride and groom already have homeowners coverage, this offers a particular advantage. For example, wedding presents coverage may not be needed because the homeowners policy grants worldwide coverage for this type of property, up to the full personal property limit. (Note, however, that the covered perils are more restrictive under the homeowners policy, as compared to the Weddingsurance policy.)

This tailoring of coverage is easily handled through a self-rating worksheet found on the organization's web site. This transaction can also be performed via the telephone.

In addition, the Weddingsurance product provides liability coverage within its policy, unlike the Wedsafe program, which requires a separate policy for this loss exposure. Weddingsurance's standard liability limit is \$500,000, which can be increased for an extra premium. In addition, Weddingsurance includes third-party property damage at the full limit.

### Who Should Purchase This Insurance?

This insurance may not be for every prospective bride and groom. If a small or inexpensive wedding is planned, the cost of the insurance may outweigh the benefits. An example might be a smaller wedding in which the bride and groom have extensive financial resources, but with an extravagant honeymoon planned for which they have purchased travel insurance.

If the bride and groom are flexible on the wedding particulars (e.g., the number of wedding photographs or reception hall location), then this coverage may not be necessary. However, Nuccio respectfully disagrees with this philosophy. He believes that "only those that can afford to provide the same wedding twice should pass on the policy." He contends that few people fit into this category. According to Ms. Sandau, wedding insurance is a good financial decision for nearly all weddings, because the cost of weddings are relative, since a \$10,000 wedding to one person may be more "expensive" than a \$50,000 wedding to another.

■ . . . *only those that can afford to provide the same wedding twice should pass on the policy.*

For large and expensive weddings in which the bride and/or groom want everything perfect (which is nearly always the case), this insurance may be a wise investment. It is recommended that the insured get quotes and sample policies from more than one organization to compare premiums and coverages for the right fit. Ideally, this should be purchased far in advance of the wedding, before any expenses are incurred.

## Helpful Web Sites for Wedding Insurance

Organization	Description	Web Site
WedSafe	Provides wedding insurance, brokered by Robertson Taylor North America underwritten by Markel North America; separate liability coverage is underwritten by Entertainment Brokers International.	www.wedsafe.com www.markelcorp.com\ www.robertson-taylor.co.uk www.entbrokersintl.com
R.V. Nuccio & Associates	Provides a wedding insurance product entitled Weddingsurance and other special event insurance products; program is underwritten by Fireman's Fund.	www.rvnuccio.com www.wedsure.com www.firemansfund.com/products

# Annual Meeting and Seminars

## Personal Risk Management: Educating the Consumer

Sunday, October 12, 2003  
1-3 p.m.

Are insurance industry professionals doing a good job of educating their personal lines customers? Do personal lines customers know what they need to about loss prevention and reduction, the claims function, and the underwriting of applications? This provocative seminar will be an eye-opener for agents and brokers as well as for insurance company personnel. You'll learn techniques for improving communication among insurers, their agents, and their insureds; partnering with your personal insurance customers; and avoiding common coverage misconceptions that all too often create ill will among these customers. *Filed for 2 CE credits.*

Developed by the Personal Lines and Risk Management Sections.

### Moderator

**Janice P. Phillips, CPCU**  
State Farm Group

### Panelists

**Ronald S. Bryant, CPCU**  
State Farm Group

**Marsha D. Egan, CPCU, CPIW**, is assistant vice president, Encompass Insurance, Reading, PA. A CPCU since 1980, she has served the Society in a number of capacities—most notably as 1999-2000 CPCU Society president. In addition to this, Egan is a past president-elect, secretary-treasurer, and vice president for the Society, and is a former chairman of the Continuing Education and Chapter Affairs Committees. She has also served as a facilitator for the Society's Personal Resilience workshops and as president of NAIW's Reading Chapter. In her community, Egan has served as president of both the Junior League of Reading, PA, and as president of Leadership Berks.

**Kent W. Schaum, CPCU**  
Amica Mutual Insurance Company

## Urban Insurance Challenges and Opportunities

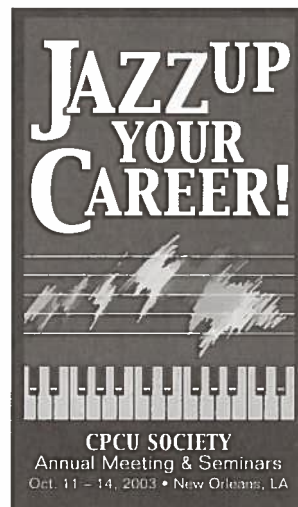
Monday, October 13, 2003  
10:30 a.m. – 12:30 p.m.

The urban insurance environment is rapidly evolving. Changing political climates in some of the larger insurance states may lead to new regulatory and legislative interest in urban insurance availability. In addition, some housing advocates continue to litigate against insurers. While these developments present specific challenges, urban markets also present profitable opportunities. This timely seminar will explore the challenges and opportunities facing the urban insurance market today, as well as the resources available for developing a successful urban insurance business.

Developed by the Personal Lines Section and presented by the Urban Insurance Partners Institute.

### Presenter

**Suzanne Reade** joined the Urban Insurance Partners Institute as president in 2000. Previously, she held several positions at CNA. As vice president for public affairs at CNA, she initiated and managed a corporate public affairs program. She also represented CNA on the board of Neighborhood Housing Services of Chicago and helped create the Home Equity Assurance Programs in conjunction with other insurers, community leaders, and regulators. Before this, Reade was a founder and leader of the New York Public Interest Research Group and a founder of the Illinois Civil Justice League and Cook County Crime Stoppers. She graduated from Syracuse University with a B.A. in environmental law.



## Register Today!

For more information  
or to register, go to  
[www.cpcusociety.org](http://www.cpcusociety.org).

If you have questions,  
contact the Member Resource  
Center at (800) 932-CPCU,  
option 5, or send a message to  
[membercenter@cpcusociety.org](mailto:membercenter@cpcusociety.org).

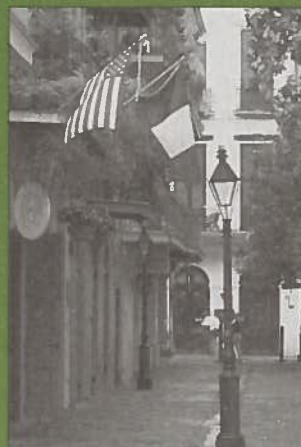


Photo courtesy of the New Orleans Metropolitan Convention and Visitors Bureau; Richard Nowitz.

# 2002-2003 Personal Lines Section Committee

### Chairman

**Dale Halon, CPCU CIC**  
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