

LOMA Society of Greater Des Moines

March 2005

Message from the President...

Welcome to our first newsletter for 2005! The LOMA Society of Greater Des Moines has a lot planned for this year and we're very excited. One thing the Society would like to do is try and get more members involved. For that to happen, you will notice a new calendar of events section that has been added to our newsletter on page 4. Mark your calendars now to attend the Spring Seminar in April, Social Outing in June, and Fall Dinner in November. And this year we will continue to support the Emergency Food Pantry by accepting donations at our meetings and volunteering a couple of hours quarterly to work at St. Mary's Family Center located at 1815 Hubbell Ave, Des Moines. Stay tuned for further details.

This is also a great opportunity to look back at 2004 and take pride in another successful year. In April we had the Spring Seminar at the Des Moines Art Center with **Denise Walsh** and **Marlene Vickstrom**, both from Principal Financial Group, doing a hands-on group participation activity which showed us how to be creative and innovative in the workplace. That followed with a panel of speakers from Wellmark Blue Cross Blue Shield, American Republic, Guide One and Principal Financial Group discussing training and development at their respective companies.

In May, the 2004 Scholarship winner was announced. The lucky recipient was **Ann Wingerter**. Ann is returning to college to obtain a Bachelor of Science degree in Business/Accounting from the University of Phoenix, Online. Ann is a past graduate from Des Moines Area Community College with 2 AA Degrees. The first in Fashion Merchandising and the second in Accounting.

In October, a few members participated in the 35th Annual Des Moines Area Hunger Hike. The 10-kilometer (6.2 miles) fundraising walk was established to provide free food and food-related assistance to needy families.

The 2004 Fall Dinner meeting was held in November at the Raccoon River Nature Lodge. The meeting turned out to be a little stressful for the board when we got a last minute cancellation by our scheduled speaker Theresa Vaughn, Insurance Commissioner for the State of Iowa. However, we pulled together and found a quick replacement in **Kirk Tibbetts**, Principal Financial Group, to talk about the highly controversial Sarbanes-Oxley Act of 2002. He did an excellent job and received high remarks from all those in attendance. Also that evening we honored long time member **Anna Williams** with the 2004 Distinguished Member Award for all her generosity in announcing various speakers for our events, volunteering at the Emergency Food Pantry, serving on the Scholarship Board, and just doing everything in her will power to promote the society to others. The 2004 Education Representative of the Year went to **Kathy Betzer** from Homesteaders Life Company. The mission of the LOMA Society of Greater Des Moines is to provide society members, LOMA students, and other insurance professionals with opportunities for continuing education and professional growth. This is not possible without the support of the dedicated Education Representatives who assist in the promotion of the LOMA Society within their respective organizations. Congratulations Anna and Kathy!

In 2004, there were 27 people in the Des Moines area who earned their FLMI designation and 54 people who earned other LOMA designations. The new FLMIs in attendance at the Fall Dinner Meeting were personally recognized for their accomplishments.

And to top off the successful year we had, LOMA honored our society with 4 out of the 5 Outstanding Society Awards. Just to put that into perspective for you, there are 40+ LOMA Societies in existence and only one other society did better than the Greater Des Moines society. Now, that's an honor! The Outstanding Society awards recognize Societies that fulfill the defined criteria in any or all of the five categories. Each award is based on the Society's activities over the previous year. Winning Societies are recognized and presented with OSA medallions at LOMA's Annual Conference and Conferment. Joni Burrell, Treasurer and Membership Chair, and I attended the Annual LOMA Conference and Conferment in Boston this year to receive the OSA medallions.

Congratulations to all of you for a great year in 2004! I look forward to the endless possibilities that await us for 2005.

Sincerely,
Denna Large
President – LOMA Society of Greater Des Moines

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Editor: Linda Agan

Be sure to send your news for future issues to editor agan.linda@principal.com or through the web site at www.loma-dsm.com

Spring Seminar Information

Plans are well under way for the Upcoming Spring Seminar. This year's presentations look to be exciting and informative. Location and date are confirmed.

Date: Thursday, April 21, 2005

Location: Wakonda Club
3915 Fleur Drive
Des Moines, IA

Cost: Members = \$35
NonMembers = \$45

Tentative Agenda:

8:00 – 9:00 Continental Breakfast Buffet
8:30 – 9:00 Speaker – Kent Sovern, Des Moines Education Center
9:00 – 9:15 Break
9:15 – 9:30 Speaker – Laura Holmes, Catholic Charities
9:30 – 10:45 Speakers – Jerry Ripperger, Principal Financial Group; Steve Flood, Holmes Murphy
10:45 – 11:00 Break
11:00 – 11:15 Business meeting

Sign up: www.loma-dsm.com/spring2005.htm

Breakfast Buffet:

Scrambled Eggs
Potatoes
Bacon/Sausage
French Toast/Pancakes
Fresh Fruit
Pastries
Milk/Juice/Coffee/Tea

Presentations:

Kent Sovern – Higher Education
Laura Holmes – St. Mary's Family Center
Jerry Ripperger/Steve Flood – Health Savings Plans

Charity: St. Mary's Family Center
Please bring nonperishable food items
or a cash/check donation. Greater DSM Society
will match any monetary donations.

Spring Seminar Information - Guest Speakers

Kent Sovern – Des Moines Education Center

In December 2004, Kent Sovern joined the Des Moines Higher Education Collaborative as its Executive Director. The Collaborative, located at the John and Mary Pappajohn Center, is a partnership of eight premier educational institutions including seven colleges and universities and (most recently) the Des Moines Public Schools.

Kent Sovern joined the Collaborative after a twenty-year career as an association executive and government relations specialist for three very different organizations. In his new role, Kent returns to his roots in education.

After military service in Vietnam, Kent began a multi-dimensional and highly successful career in education where he won regional and national recognition as an educational leader and innovator. He was an elementary school teacher in Mason City, Iowa, instructional services and curriculum coordinator for Iowa Public Television in Des Moines, and director of educational services at the Southwest/West Central Educational Cooperative Service Unit in Marshall, Minnesota.

Kent, a native of Fort Madison, Iowa, is a decorated combat veteran of the Vietnam War where he served in military intelligence as an Army Ranger. After his honorable discharge from the military, Kent earned Bachelor of Science degrees in elementary education and political science from Culver-Stockton College in Canton, MO. In 1979 he was awarded a Master of Science degree in education administration from Iowa State University in Ames, IA.

Kent and his spouse, Phyllis Mumford, are active in the Des Moines Theater community as actors and volunteers. He is a member of several professional associations and human service provider groups throughout the community. Kent also serves on the Plan and Zoning Commission for the City of Des Moines.

Laura Holmes – Catholic Charities

Laura currently holds the position of Volunteer Coordinator with Catholic Charities. She will be speaking to us regarding the volunteer opportunities available, and the great work they do, at the St. Mary's Family Center.

Jerry Ripperger – Principal Financial Group

Jerry L. Ripperger is an officer with the Principal Financial Group[®]. He is director of Consumer Health. Ripperger joined the company in 1988 as a management trainee. He was named finance director for the non-medical market center in 1996, promoted to product director of Insured Health Operations in 2001, and to his current position in 2003.

Ripperger earned his Bachelor's degree from the University of Northern Iowa in Cedar Falls, Iowa, and his Master's degree in business administration from Drake University in Des Moines, Iowa. Ripperger is chairman of the board of directors for the Premier Credit Union. He also serves as an adjunct professor for Simpson College.

Steve Flood – Holmes Murphy

Steve Flood brings more than 20 years of Employee Benefits expertise to Holmes Murphy. As senior vice president of the Iowa division of Holmes Murphy's corporate benefits, Flood heads a group of specialists aggressively shaping effective solutions to complex employee benefits situations and issues. Their proactive, accessible, consultative approach brings national-level expertise to the local client.



The division provides comprehensive employee benefits consulting and brokerage services for companies throughout the Midwest. The benefits team is committed to offering Holmes Murphy clients the highest quality, lowest cost benefits services. Through their innovative approach, Flood and his team assist employers by helping them maximize their benefit program dollars to effectively attract and retain valued employees.

LOMA Calendar of Events

March 21-22, 2005	Activity-Based Costing Workshop	New Orleans, Louisiana
March 23-25, 2005	Budget & Cost Accounting Workshop	New Orleans, Louisiana
April 4-6, 2005	The Life Insurance Conference	San Antonio, Texas
April 6-8, 2005	Annuity Conference/Retirement Symposium	San Antonio, Texas
April 27-29, 2005	Health Underwriting Study Group	New Orleans, Louisiana
May 2-5, 2005	Policyowner Service Seminar	Miami Beach, Florida
May 4-5, 2005	Contact Center Workshop	Miami Beach, Florida
May 12-15, 2005	LIC Annual Meeting	Scottsdale, Arizona
May 15-18, 2005	LOMA Financial Inforum	Orlando, Florida
May 22-24, 2005	ACORD LOMA Insurance Systems Forum	Orlando, Florida
May 24-27, 2005	Statutory & GAAP Accounting Workshops	New York, New York
Sept 18-20, 2005	Annual LOMA Conference	Orlando, Florida

For more information visit <http://www.loma.org/Sched.asp>

LOMA Society of Greater DSM Calendar of Events

March 11, 2005 Friday	Volunteer Opportunity	St. Mary's Family Center 1815 Hubbell Ave., DSM
April 1, 2005 Friday	Scholarship Application Due	Visit www.loma-dsm.com
April 21, 2005 Thursday	Spring Seminar	Wakonda Club 3915 Fleur Dr., DSM
May 2, 2005 Monday	Scholarship Recipient Announced	Visit www.loma-dsm.com Winner will be posted after May 2, 2005
June 10, 2005 Friday	Volunteer Opportunity	St. Mary's Family Center 1815 Hubbell Ave., DSM
June 28, 2005 Tuesday* *Rain Date July 21, 2005	Mini Golf Family Event	West Grand Mini Golf 6450 Raccoon River Drive, WDM
Sept 9, 2005 Friday	Volunteer Opportunity	St. Mary's Family Center 1815 Hubbell Ave., DSM
Nov 10, 2005 Thursday	Fall Dinner Meeting	Location TBD
Dec 9, 2005 Friday	Volunteer Opportunity	St. Mary's Family Center 1815 Hubbell Ave., DSM

For more information please contact Denna Large at 515-248-2556 or large.denna@principal.com.

Scholarship Information

Did You Know...

The LOMA Society of Greater Des Moines is interested in helping you attain your higher education goals?

Read on to see how we can help!

One \$1000 (\$500 each semester) scholarship is awarded annually to a student who is interested in pursuing a career in the insurance or financial service industry and meets the requirements set out below. The award may be used for educational expenses at an accredited institution of higher education. The check will be made out jointly to the student and the educational institution of their choice. The award is for one year only. An applicant must reapply for future years.

Eligibility Requirements Meet one of the following requirements:

1. Applicant is a member of the LOMA Society of Greater Des Moines
2. Applicant is an immediate family member of the society member. We define an immediate family member to be the spouse, child, step-child, or grandchild of a society member.

We define current society member to be someone who has paid dues for the calendar year the scholarship is being awarded. Those serving on the scholarship committee and their immediate family are excluded from consideration.

- Full or part-time student applications are acceptable.
- Student must demonstrate academic potential, with a GPA of at least 3.0 or equivalent.
- Student must be enrolled in or plan to enroll in an accredited institution of higher education and pursue a business or related majors
- Student must be interested in pursuing a career in the insurance or financial service industry

The application package is due April 1 (postmark). The recipient will be notified May 2.

For an application form, please visit our website at www.loma-dsm.com or contact Denna Large at 515-248-2556 or large.denna@principal.com.



Volunteer Corner

Help Feed The Hungry All Year Round

Many of us think about those who are less fortunate than us around the holidays. In reality any one of us could need emergency assistance and it can happen any time of the year! The Saint Mary's Family Center is one of 8 sites for the Emergency Food Pantry, which is administered by the Des Moines Area Religious Council, DMARC. The LOMA Society has decided to support the Saint Mary's Family Center again this year by volunteering much needed assistance.

We need volunteers to join us in doing a variety of tasks to help feed hungry people in our area. Volunteer shifts are only 2 hours (10 am - noon or noon - 2 pm) and we have scheduled 4 days to help out this year:

March 11th

June 10th

September 9th

December 9th

Please plan to join your Society members and we'll roll up our sleeves together! You will get to see how the center supplies emergency food for many families in our area and it's a great way to meet other members. March 11th is just around the corner and what a great time to start helping those in need!

If you're interested in volunteering for any of these dates, please contact Lori Cahill at 247-7487 or via email at cahill.lori@principal.com. The Saint Mary's Family Center is located at 1815 Hubbell Avenue in Des Moines, Iowa.

Thank you,

Lori Cahill, FLMI, ACS
Volunteer Chair – LOMA Society of Greater Des Moines



Society members spent a morning at the St. Mary's Family Center, in early December 2004, helping with various activities, sorting, and accepting donations. Members from L to R: Linda Agan, Joni Burrell, Denna Large, and Jean Welsh. Not pictured: Anna Williams, Sheryl Parker, and Barb Clark.



Another volunteer event we participated in last year was the Annual Hunger Hike held here in Des Moines in Oct. Was a great day and weather was beautiful! Members from L to R are Jean Welsh, Denna Large and her son, Jayden Large, and Mara Swanson.

Greater DSM Society Photo Album & Tidbits

Blake McCauley

First Greater Des Moines LOMA Society FFSI recipient!

Congratulations are in order for Blake McCauley, a fellow member of our Society. Blake has recently earned his FFSI designation. This is a new designation to LOMA, and Blake is our first recipient!



Blake is a Financial Accounting Analyst for National Accounts. He joined the Principal on November 1, 1988, working in several different areas of the company before transferring to the National Accounts Finance team in January 2001. Blake enjoys reading and has always enjoyed learning more about the insurance industry as it relates to his job.

He feels LOMA does a good job educating people in a way that exposes them to more than whatever position a person may hold in the company. He has also earned the following designations from LOMA, ICA and AHIP: FLMI, FFSI, ALHC, AAPA, AIRC, AIAA, ARA, HIA, MHP, (ACS)/PCS, (HIPAAA)/HIPAAP, DIA, DHP, HCSA, LTCP, HCAFA.

A little additional motivation to other Greater Des Moines Society members - **Congratulations Blake!**

Shannon Kern

2005 Membership Campaign - Early Bird Registration Winner

With 162 membership forms submitted for the 2005 calendar year, the Early Bird Winner is Shannon Kern from Principal Financial Group. Shannon received a Target gift card for \$35 and a free Spring Seminar gift certificate (approximate value \$35). This was in honor of our 35th Anniversary in 2004! Congratulations Shannon!!



Shannon Kern, bottom center, pictured L to R are Treasurer, Joni Burrell, and President, Denna Large. Photo taken recently after the gift presentation ceremony.

LOMA News You Can Use

Steps to Success

Professional Development

Ever want to know how some of the leaders of the industry got to where they are today?

What advice would they give you?

What pitfalls would they tell you to avoid?

Four LOMA board members recently participated in a panel discussion at LOMA's 2004 Annual Conference.

- *My willingness to learn something outside of my normal background was really helpful.*
- *If you have a good foundation in people management, you understand something about human resources.*
- *A lateral position may be a chance for you to learn about another area of the company.*
- *Probably the best education I got throughout my career was learning what my limitations.*

See pages 14-18 in the December 2004 Resource magazine. Can be found online at www.loma.org.

Ever Need a Research Brief on an Industry Topic?

LOMA offers this service for their members and member companies. Download the latest titles. Some of the new 2004 titles are:

- Making Meetings Matter
- Opening the Door to ASEAN
- Bad Writing = Bad for Business
- Reinsurance Ratings Raise Questions
- Reverse Mortgages Fund More Insurance Products

To access the above mentioned Information Center Briefs and others, visit the LOMA Members Only Website and go to the LOMA Research and Knowledgebase section. Then click on the LOMA Information Center Briefs, where you will find a list of topics. If you have not registered for the Members Only site, please sign up at

<https://registeredusers.loma.org/lomacontent/welcome.cfm>

For research requests on these and other industry topics, contact LOMA's Information Center at infoctr@loma.org.

2005 Forecast

Changes and Challenges Expected in 2005.

What lies ahead for the industry in 2005?

According to members of LOMA's board of directors, sales of universal life and variable annuities look promising, with mergers and acquisitions likely to continue.

Other Highlights from the Forecast:

- Sales, Premiums, and Profits
- Mergers, Acquisitions, and Consolidations
- Insurance Company as Financial Services Company
- Key Regulatory and Legislative Issues

See pages 12-24 in January 2005 Resource magazine. Can be found online at www.loma.org.

2005 Board Members

PRESIDENT, DENNA LARGE

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Committee Member Positions Available

Committee members are always welcome. If you'd like to help shape and grow your LOMA Society - consider volunteering for one today. Whether you can help a little or a lot, call Denna Large at 248.2556, email her at large.denna@principal.com or contact any current board member.



Treasurer's Report – Balance Sheet

January 1, 2004 - December 31, 2004

Submitted by Treasurer, Joni Burrell

Revenues

Membership dues for 2004	\$2680.00	
Membership dues for 2005	\$2360.00	
Spring Seminar Fees	\$1335.00	
Fall Dinner Fees	\$ 820.00	
Total Revenue		\$7195.00

Expenditures

Misc Disbursements	\$1143.81	
LOMA Conference	\$2168.51	
Spring Seminar Expenses	\$1313.88	
Fall Dinner Expenses	\$768.00	
Total Expenditures		\$5394.20

Net Increase (Decrease)	\$1800.80
Checkbook balance on Dec 31, 2004	\$ 2666.75
Money Market balance on Dec 31, 2004	\$ 5597.69
Cash balance on Dec 31, 2004	\$ 8264.44

LOMA is a non-profit trade association in the financial services industry, committed to a business partnership with its world-wide members in the insurance and financial services industry^{3/4}to improve their management and operations through quality employee development, research, information sharing, and related products and services. To find out more about LOMA and the learning opportunities the Association offers, visit LOMA's Web site at www.loma.org

HOW TO CONTACT US

Please feel free to call or e-mail any officer, or visit our web site at www.loma-dsm.com, or you can write to us at:

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