



## ***November Focus: Inspiration at In2Risk***



**By Sue Snyder, CPCU,  
Colorado CPCU Society Chapter  
Treasurer  
Training Consultant, P&C  
Learning and Development  
Nationwide**

From the opening keynote address to the closing celebration, the 2021 In2Risk conference was inspiring. It was refreshing to meet face to face with approximately 600 fellow insurance professionals and to gain insights from speakers on a wide variety of topics. Here are my “aha” moments from several of the sessions.

Carla Harris, Vice Chairman of Morgan Stanley, kicked off the conference with the keynote address “Leading with Intentionality.” “You can’t just assume people will follow you because you have

the title “boss.” You have to intentionally think about how to engage with people and how to motivate and inspire them to go beyond and innovate,” says Harris. “Authenticity is key to getting people to trust and follow you into unknown territory and being able to produce at an outsized level.” Building trust is key to bringing others along in the journey. Harris suggested to ask what others value and then deliver. We must create clarity by painting a clear picture of what success looks like. She ended with some excellent insights: innovation is born from ideas and experiences, and we must make sure we are mindful of inclusivity as everyone values being heard.

Speaking of being heard, another great session was “Can you hear me? Yes, I am listening,” by Michael Koscielny. He presented methods to improve our listening skills including taking meaningful notes, resisting distractions, holding our rebuttals, avoiding hot buttons, and keeping an open mind. If we are thinking about how we are going to answer. We are not listening. The benefits of active listening are that it reduces tension, facilitates cooperation, and promotes communication.

There were many other excellent sessions such as: Business Continuity Planning, The Producer Puzzle, Colorblind? Understanding International

Exposures, and PFS’s are Here to Stay to name a few.

The conference ended on a high note with a keynote address on storytelling by Matthew Luhn. Luhn knows a great deal about the impact of storytelling because he has worked on some of Pixar’s biggest blockbusters: Toy Story, Toy Story 2, Toy Story 3, Monsters Inc, Finding Nemo, Up, Cars, and Ratatouille. He shared with us the three principles of great storytelling. Stories must be memorable, impactful, and personal. Only 5% of people will remember statistics, but 65% of people remember stories told. He demonstrated that in a story it is important to include a hero, a goal, an obstacle, and change. Paint a picture how life will change and connect with as many people as possible. Utilizing the universal truths, we have a desire for love, safety, and freedom. One of the reasons for Toy Story’s success was our attachment to Woody and his fear of being abandoned. In Finding Nemo many can relate to the desire of the father to protect his son and be safe. And in Ratatouille the rat wanted to be a chef and was told he could not be one. We can take these themes into our professional work in insurance. Safety is one of those universal themes. And remember, we have short attention spans. We have only

eight seconds to grab someone's attention. Luhn stated, "Good storytelling isn't just for setting up the plot points of a film. Great story telling is for branding, marketing, sales and creating a customer

experience. Without a good story, people have a hard time finding meaning about what you're talking about." Luhn ended with the thought that people will remember how you make them feel.

I hope you will join us at the next annual conference in San Francisco, November 10-12, 2022, to participate in more great sessions and to be inspired.

## Meet New Designee Aaron Cummings, CPCU



**Hi, I am Aaron Cummings, a Commercial Underwriter at Travelers. I received my CPCU Designation in October 2020**

### *Please share your CPCU Journey:*

I began my CPCU journey in 2017, completing half of my courses within the first year. I was fortunate enough to obtain the President's Scholarship at that time, which greatly helped offset any financial hurdles associated with the designation.

I then took the next year and a half off in order to navigate a company re-organization and subsequent shift in my role at work. In late 2019, I shifted my focus back to finishing my CPCU.

The remote environment of 2020 gave me extra time at home to focus on studying and I was able to complete my designation in October of 2020.

While studying I found myself making new rituals. I learn best with flashcards and made a habit of bringing them with me everywhere I went, lunch breaks at work, airports, and even the gym. However, my favorite ritual was re-homing my flash cards to the recycling bin after particularly difficult exams.

The CPCU designation certainly takes commitment, but it is worth the effort. I couldn't have completed the designation without the support and encouragement from my family, friends, and co-workers.

### *What do you like best about your current role?*

My current role is in small commercial underwriting. I enjoy the long-term partnerships I am able to form in an underwriting role with my agents and co-workers. Small commercial specifically has a fast-paced nature to the submissions that ensures there is never a dull moment.

### *How has your CPCU designation helped you in your career?*

The first benefit of the CPCU designation with my career is the specific, practical knowledge the degree brings. I am able to use information from the courses directly in my daily job as an underwriter.

Secondly, CPCU has created networking opportunities. While I was actively pursuing the designation, CPCU sparked conversations about my drive and long-term goals. Upon completing the designation, I have had opportunities to expand my network in the industry both on a local and national level.

### *Outside of work, what is a favorite thing you like to do, or your favorite place you like to vacation?*

Skiing is my favorite hobby, which is likely what brought me out to Colorado. If I had to pick, Breckenridge is my ski town and resort of choice. My fiancé and I spend a long weekend in a new ski town each season; this year we are going to visit Crested Butte.

## Get Involved: Become a CPCU Mentor!

Everyone can be a mentor to someone regardless of whether they think that they are ready or have a lot of knowledge and experience.

Please learn more about the Mentor Match program provided by the CPCU Society at [Mentor Match - Interact...A Community powered by The Institutes CPCU Society](#)

# I Day 2021



**By Mark Shrode, CPCU, AIC, CCP  
Colorado CPCU Society Chapter  
President  
Vice President, Claims Quality  
Assurance  
Intact Insurance Specialty Solutions**

Our I-Day (Industry Day) experience this year was held on Friday October 22, 2021. This was our very first professionally delivered virtual event (special thanks to Sandra Masters [sandra@prepademy.com](mailto:sandra@prepademy.com), for assisting with the virtual presentation).

The Colorado Chapter partnered with the Arizona Chapter to host the event.

The theme was “Seize the Day – Seize the Opportunity.” We had a day packed full of learning and 4 hours of CE credits that were approved for AZ, CO, WY, and TX.

We started our day with an address by our National President, Sharon Koches and moved right into the CE sessions that included “Block Chain – Insurance Industry Update” by Susan Kearney; “Rise of the Drones – Understanding Unmanned Flight Operations” by Paul Rossi; “Cannabis 2021 – Current State of the Industry” by Mark Slaugh; and “Social Medica and Ethics investigation” by Curt DeVries. A break midway through our day included a message delivered by our keynote speaker, Kody Fitzjerrells, “Own the day, own your life” – “10 Practical tips to master all areas of your life.”

An incredibly special moment in our day also included the conferment of our *New Designees – Congratulations!*

At the end of the day the attendee’s names were entered onto the “wheel of names” and we selected 10 winners. They each received \$25 gift certificate. .

For those of you that were able to attend we hope that you enjoyed the day. For those that we not able to attend we are sorry we missed you.

Our I-Day event planning for 2022 has already begun. We are discussing having a hybrid event where we will have an in-person venue for those that can attend and a virtual option for those who are not able to attend in-person.

In close, it has been a pleasure serving as your President these past two years and I hope everyone has a fun and safe holiday season.

## ***Congratulations 2021 New Designees!***



Eric A Asante, CPCU  
Caleb G Banegas, CPCU  
Christopher S Bowman, CPCU  
Charles Buonassassi, CPCU  
Felix Maximilian Buske, CPCU  
Chere Carbone, CPCU  
Katherine Elizabeth Carter, CPCU  
Jennifer Choe, CPCU  
Liwei Dai, CPCU  
Sylvie Gapashi, CPCU

Ryan Gleason, CPCU  
Selena Infante, CPCU  
James Johnson, CPCU  
Christopher Khavari, CPCU  
Namratha Reddy Konda, CPCU  
Ashley Lyborg, CPCU  
Allison McCall-Mayfield, CPCU  
Kalob L McConnell, CPCU  
Sean M Monahan, CPCU  
Silvester Nechala, CPCU  
Sarah L Philabaum, CPCU

John Quach, CPCU  
Hawken Rawanduzy, CPCU  
Joselyn Reynoso, CPCU  
Anna Righi, CPCU  
Lisa Stadler, CPCU  
Charles J Taylor, CPCU  
Aly Medrano Torres, CPCU  
Gary Trute, CPCU  
Nicholas Whitlock, CPCU  
Jolie Wilson, CPCU



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Colorado Chapter

<https://colorado.cpcusociety.org/>

## Upcoming Meetings & Events 2021



Happy  
Holidays and  
Welcome  
2022!

**December 14** (Additional details forthcoming)  
**Holiday Online Social Event**  
4:00 pm to 5:30 pm

**January 18, 2022** (Additional Details Forthcoming)  
**Online Lunch and Learn Meeting**  
Topic: Cyber-Risk  
11:30 am to 1:00 pm