

## 5th Annual Claims Education Conference Set for New Orleans

Ann Van, conference site director, has announced that the 5th Annual Claims Education Conference will be in the hometown of International Insurance Institute — New Orleans! Van commented, “We thought that it would be a lot of fun for our attendees to come to our hometown and experience the fun, food, and entertainment that is New Orleans.”

When opening the 4th annual conference this year in Coeur d’Alene, Carl Van, president and CEO of International Insurance Institute, said that he hoped attendees would enjoy relaxing in the beautiful setting of the lake and mountains. Right after that, he commented, “Enjoy the rest you’ll get here. Because next year, it’s party time!”

## Rave Reviews for Online Training

Many customers continue to comment on the value and meaningful content of the new online version of our Exceptional Claims Customer Service class. The most recent came from a claims supervisor, who wrote to say, “We discovered the course to be packed with a lot of helpful hints on how to make the claim professional’s job easier, which centered around meeting or exceeding the customer’s expectations. The course examples provided techniques on how to effectively manage a situation or conversation, based upon the right set of words that are chosen, to produce a positive outlook and perception. The concepts placed what we do as claim professionals in a different, more manageable perspective.”

## Van Presentation Praised

Eric Gilkey, editor of *Claims Magazine*, recently praised Carl Van’s presentation on “Inspiring Employees to Improve Themselves,” which took place at the magazine’s annual ACE Claims Conference in Las Vegas, Nev.

“Few can match the panache of International Insurance Institute’s President and CEO Carl Van, especially in terms of stirring up audience interaction and participation,” said Gilkey. “During his hour-long presentation on the final day of the show, Van addressed some of the more intangible aspects of claims management, which included how to drive employee performance. When you have a rapt audience at 9 a.m. at a conference beginning its third day in Vegas, you’ve done something special.”

## ► NEW CUSTOMERS

We are delighted to welcome our newest members who have joined International Insurance Institute’s member list, either through on-site training programs, training materials and on-line programs.

### United States

Jim Strike, Claims Director, AAA of Missouri

Mike Redman, Claims VP, Hawaii Employees Mutual

Alan Hutchins, Claims Manager, City of Denver Risk Management

Brian Downs, VP, Workers Compensation Trust

Gayleen Swafford, Exec. Assistant, ACCC Insurance

Dennis Stackhouse, Applied Underwriters

Jill Kilroy, Claims AVP - Horace Mann

## CLASS || ACTS

## Trainer Spotlight

Paul Balbresky, ITP, MEd, CLU, is the principal of Balbresky Consulting Services, a marketing/sales research, strategy, and training professional practice dedicated to the insurance industry ([www.insurancetrainingbypaul.com](http://www.insurancetrainingbypaul.com)).



Paul’s clients range in size from large divisions of Fortune 500 corporations to startup business units. He works with underwriters, agents, brokers, reinsurers and service providers to help them reach their production and profitability goals.

Paul has over 30 years of experience in insurance from producing business to managing product lines, directing training, and running a profit center. He is the author of articles in several education and risk management-focused journals, and is a frequent speaker at industry meetings. He currently serves as president of the Society of Insurance Trainers and Educators (SITE).

Students in Paul’s classes are quick to say that his greatest strength is his ability to bring understanding of market cycles and implications of actions on financial bottom lines into his classes. Paul attributes his success to his ability to listen to people and helping them discover solutions for themselves.

Paul is a firm believer in trying to find a solution because, as he says, that is infinitely more productive than moaning about things not being perfect. He says his favorite part of his job is to be able to work with a variety of clients and help them with their challenges.

He does, however, like to keep things lighthearted and not take himself too seriously, which is clear by his favorite quote by Groucho Marx: “I would never join a club that would want me as a member.” We know he is joking, of course, because of the pride he takes in being this year’s SITE president.

Paul’s hobbies include being with family, especially his grandchildren, along with playing golf, cooking, and traveling.

Paul will be a guest presenter at next year’s Claims Education Conference in New Orleans, La., in May 2010 ([www.ClaimsEducationOnline.com](http://www.ClaimsEducationOnline.com)). He will present his highly praised session, “Making Your Point: Communicating Effectively with Anyone.” He can be reached at 856-985-0955. ■

**AICPCU** Succeeding  
together.

EDUCATION • RESEARCH • ETHICS

[www.aicpcu.org](http://www.aicpcu.org)



[www.CRDN.com](http://www.CRDN.com)