

**Course Leader/Sponsor Bulletin****October 2010****New Instructor Guides**

We are pleased to announce that we now have new instructor guides for many of our programs.

The new instructor guides have been designed to assist you in presenting the course material to the participants in your classes. These guides contain a collection of suggested activities, organized by assignment and addressing each Educational Objective (EO). The activities support individual objectives, so you can select and combine them as needed when teaching a segment of the course.

Instructor guides currently available:

- CPCU 500 and 551
- INS 21, 22, and 23
- AIC 33, 34, 35, 36

**In This Issue**

[The Institutes Receive SITE Corporate Award](#)

[NEW - Ethics Requirement for Designation Programs](#)

[CPCU Program Revisions](#)

[New Look for a Trusted Brand](#)

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**CPCU 500 - Train the Trainer Webinar**

**November 16, 2010  
2:00 p.m. (EST)**

- ARM 54, 55, and 56
- ERM 57
- Ethical Guidelines for Insurance Professionals
- CPCU Code of Professional Ethics

Coming in November:

- CPCU 520, 530, 540, 555, and 553
- AIS 25

Instructor guides are now located in our new Instructor Resource Center. If you do not have access to the instructor resource centers for the courses you teach, please contact [Dotty Platt](#).

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### The Institutes' Student Information Release Policy

Instructors:

Please encourage your students not to change the limited information release on their exam registration form to confidential.

Restricting the release of limited information may impede:

- Employer reimbursement
- Timely filing of CE credits
- Receipt of announcements for new CPCU's from the CPCU Society regarding CPCU Society membership and its annual meeting

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### The Institutes Receive SITE Corporate Award

The Institutes received the Society of Insurance Trainers and Educators' (SITE) Corporate Award at the 2010 Annual Conference business and awards luncheon. The award is presented to one company

Do you teach CPCU 500?

Are you considering teaching CPCU 500?

Attend this free 45-minute informational Webinar to learn more about CPCU 500. Presented by one of The Institutes' knowledge experts, Arthur Flitner, CPCU.

[Register Today!](#)

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### Testimonials Needed

We know how valuable instructor-led classes are. Help us promote this message to our students. Please submit any testimonials you may have received from students regarding your classes.

Submissions can be made by emailing Dotty Platt at [platt@theinstitutes.org](mailto:platt@theinstitutes.org).

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### Reminder for Sponsors

Are you reporting your classes?

Regardless of whether your classes are public or private, please make sure you are entering your class information as early as possible so we can:

»Send out instructor material in a

every year in appreciation of continuous support of SITE and for contributions to insurance training and education.

Many of The Institutes' staff members have served in volunteer capacities with SITE as regional directors; conference committee members; conference speakers; and, most notably, as president. The Institutes are pleased to promote the shared organizational goal of bringing quality education to the insurance industry.

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### CPCU Program Revisions

To enhance the CPCU experience, The Institutes have made some exciting changes to the CPCU designation program!

With the industry's guidance, we have made the CPCU designation even more relevant to today's risk management and property-casualty insurance professional. Through the addition of an elective component to the program requirements and the revision of course content, CPCU program participants benefit from:

- Even more application-based course content
- A broader understanding of the industry as a whole
- Tailored content
- Potentially completing the program in as little as two to three years

With these new program changes, the CPCU designation program will continue to provide program participants with a passport to an exciting, successful future in the risk management and insurance industry.

To learn more about these changes and for a complete

timely fashion

»Give your instructor credit for the class

»Promote your "public" classes on our Web site

Also please, remember to enter your class rosters.

It is important to enter your rosters within 60 days of the start date of class. This will ensure you get feedback on how your class scores in the exam and also keeps our records current for any future instructor recognition programs.

If you have rosters that have passed the 60-day mark, please feel free to send them to [Dotty Platt](#).

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### 2011 Catalog Now Available



release schedule, [visit our Web site](#).

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### 2011 Course Updates (non-CPCU)

[Click here](#) for a complete listing of course revisions and updates for 2011. Course revisions and updates include new textbooks, course guides, and examinations.

Please encourage students to visit our [Web site](#) for exam information.

### Want More Info? Need to Reach Us?

E-mail:

[customerservice@TheInstitutes.org](mailto:customerservice@TheInstitutes.org)

Phone:

(800) 644-2101 (US/Canada)

(610) 644-2100 (outside US)

[Dotty Platt](#), Ext. 7636

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Director of Customer Relations

### INS is Now The Associate in General Insurance (AINS) Designation!

Our proven and popular Program in General Insurance (INS) just got better, because it is now a designation. The new Associate in General Insurance (AINS) designation features a flexible elective option, allowing your associates to tailor the program to meet their professional needs.

Built on the INS certificate program, the new AINS designation provides a solid foundation to help accelerate an individual's career in insurance. Each INS course provides a comprehensive knowledge of insurance principles, practices, policies, and coverages, while the optional electives allow an individual to focus on areas relevant to his or her professional goals.

Visit [www.TheInstitutes.org/AINS](http://www.TheInstitutes.org/AINS) to learn more.

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### NEW - Ethics Requirement for Designation Programs

Ethical behavior is crucial to preserving the trust on which insurance transactions are based and the public's trust in our industry. That's why, starting in 2011, completing the free online [Ethical Guidelines for Insurance Professionals](#) will be required for all designation programs (other than CPCU, which has its own ethics requirement - Ethics and the CPCU Code of Professional Conduct). Since March 2010, almost 9,000 professionals have enrolled in the Ethical Guidelines for Insurance Professionals course.

If someone is interested in pursuing the CPCU designation, we recommend [Ethics and the CPCU Code of Professional Conduct](#) be completed instead.

To help further promote the understanding and practice of ethics, free [instructor guides](#) are

also available to help you facilitate class room discussions.

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### **A New Look for a Trusted Industry Brand**

The great writer Victor Hugo once observed, “Change your leaves, keep intact your roots.” We thought that was good advice. After all, a logo is only a small part of what a brand is all about; brands are truly defined by the quality and value of their products and services.

You’ll notice some changes here at The Institutes—changes to our leaves. But we’ve been serving the industry for more than 100 years, and we have very strong roots. Not only are we going to keep those roots, we’re going to keep making them even better.

Whether it’s through a single new course, a designation program, a suite of online courses, or the entire newly acquired CEU.com business unit and its line of online continuing education (CE) courses, The Institutes are committed to bringing you the products and services you need to be successful and achieve powerful business results.

[Visit our Web site](#) to see how The Institutes can help you and your organization turn technical insurance knowledge into measurable business results.

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