

*Flowers Bloom at the Norfolk Botanical Gardens*



# Tidewater CPCU Newsletter

*www.tidewatercpcusociety.org*

FALL 2014

## PRESIDENT'S MESSAGE

Summer has unofficially ended here in Hampton Roads and we all know what that means. We locals get to go out to eat again and the tunnels aren't quite as backed up as they have been for the last three months. I hope everyone enjoyed the unseasonably cooler weather.

Congratulations to our two newest CPCUs, Jordan Spiegel of GEICO and Brandon Long of Johns Eastern Company. I am pleased to announce that the additions of Jordan and Brandon along with several members renewing this year has brought our membership up to 58 members. Your Board has been working on some ideas for fun and educational outings and seminars. We hope you can join us later this year.

Our Vice President, Elisabeth Peterson attended the Leadership Summit earlier this year in Phoenix and I will be traveling to Anaheim for the 2014 CPCU Society Annual Meeting. For all the latest information, check out our chapter website, [www.tidewatercpcusociety.org](http://www.tidewatercpcusociety.org). If you have



items or events you would like me to add, just let me know.

I hope to see everyone at one of our events this fall.

Brian Grieff, CPCU

Chapter President, 2014

## INSIDE THIS ISSUE:

<b>MEMBER PROFILE</b>	<b>2</b>
<b>UPCOMING EVENTS</b>	<b>3</b>
<b>FUTURE EVENTS</b>	<b>4</b>

## NEW BRANDING

The CPCU Society has adopted a new branding scheme. The new logo and branding information can be found on the Society website at [CPCUSociety.org](http://CPCUSociety.org).





## MEMBER PROFILE—BRIAN GRIEFF

I started my Insurance career rather by chance. I graduated Virginia Tech with a Political Science degree and was convinced I was going to get a position with the CIA or the State Department as an analyst. However, back in the mid-80's all they were interested in were Electrical Engineers who could help them build better satellites. The father of a friend of mine who went to Ferrum was a VP at Allstate and he put the word out that they were hiring. I started in Claims in Merrifield, VA. The office next door was this company called USAA that I had never heard of and didn't know what they did. A little over 4 years later I found myself working for them, but the office had moved to Reston, VA.

Once at USAA, I began to think of Insurance as my life-long career and so I started with the AIC courses. After achieving that designation I started my CPCU journey. My goal was to take it slow, one course a year. Then, after my first course was completed, USAA made the decision to eliminate or reduce much of the incentives they had in place for completers. If you had started you had until 1999 to complete. After that, no bonus, no paid-for trip to the Confer-

ment, no gifts. My goal had changed. I tried to finish by 1998 so I could get a free trip to Hawaii but I failed a course trying to take two at once. Back then, the tests were in an essay format and they were only given two days a year on a specific date and time. You wouldn't find out for months whether you passed or failed and by then you were on to the next one. A co-worker and I saved the toughest course for last, Finance. We studied together every week and were having trouble understanding bonds. He remembered having an old college roommate who was a bonds broker on Wall Street. He called him and we got a lesson on bonds. We were all set. Then we took the exam and there wasn't one question about bonds. We both passed and made the deadline anyway, but all that time learning how bonds work was for nothing.

I learned a few years later that Boston University was offering a new on-line Masters degree and they would give 1/3 credit to any CPCU. It basically was 2/3 of an MBA and had nothing to do with Insurance, but my degree is in Insurance Management owing to the CPCU credits. Since then I continued acquiring knowledge through the Institutes programs,

getting the AIM and AIS designations. This is my 25th year at USAA, all in Auto Physical Damage. I moved with my wife and two sons to Williamsburg shortly after the Conferment ceremony in Boston back in 1999. Being a CPCU helped me to be promoted into management and demonstrated my commitment to Insurance, something few employees in APD had achieved.

Along with being the Chapter President this year, I am also Chairman of the Scoring Standards Committee for the LPGA's Kingsmill Championship golf tournament in Williamsburg. I love golf and try to play about once a month but works gets in the way and I don't get out as often as I would like. I once again failed to play well at Elizabeth Manor, a course that I just don't seem to get. Maybe it's the lack of hills. Hopefully next year I can give it a better shot.

*"Then we took the exam and there wasn't one question about bonds."*

## *UPCOMING EVENTS*

Join us on September 26th to hear about Drones and their applications for insurance claims and underwriting. We are asking everyone to bring a canned food item for donation to the Food Bank of Southeast Virginia. The seminar will be held from 9:00 am to 10:00 am at Chubb Insurance 600 Independence Parkway, 3rd Floor, Chesapeake, VA 23320.



## *NEW DESIGNEE CONFIRMATION DINNER AND ANNUAL MEETING*

We will honor our 2014 CPCU designees at Steinhilber's in Virginia Beach on Thursday November 6. Watch our website and your e-mail for more details as we get closer to the event date. This event will also serve as our annual chapter meeting where we will vote on next year's slate of officers. We are asking for candidates for the following positions: President, Vice President and Secretary. This would be a great opportunity to be more involved in CPCU operations and to add a leadership role to your resume. Look for an e-mail soon asking for candidates.



## OTHER EVENTS TO WATCH FOR

We are planning some other cool events for late this fall:

A wine tasting and tour at the Williamsburg Winery

NOAA speaker to discuss sea level rise in Norfolk

Social events at Scope to see the Norfolk Admirals and/or the Botanical Gardens

We will also have our Officer Installation event, probably the first week of December, at a to be determined location.

Thanks again for your support this year. Having a growing chapter recognized with the Gold Circle of Excellence award is something for which we can all be proud.

Stay in touch by checking our website. I will have more after the Annual Meeting in a few weeks.



**10** Reasons to Attend the 2014  
CPCU Society Annual Meeting

**Reason #1**  
To be inspired at The Institutes Conferment Ceremony  
by Magic Johnson.