

*Pamic*  
100 Years  
of Service  
1907-2007

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# PULSE

newsletter

Pennsylvania Association of Mutual Insurance Companies

## From the President



I am writing this just a few days before Thanksgiving. As we all settle in to the holiday season, I want to very briefly review how PAMIC has been helping its membership on the government and regulatory affairs front over the last couple of months.

At the beginning of November, your Government Affairs Committee met with our new Pennsylvania Insurance Commissioner, Joel Ario, and his senior staff. We all came away from the meeting with the definite impression that our new man is fair-minded but certainly consumer oriented. We thanked him for his briefing in the Sackett rehearing on UM/UIIM stacking; this in response to a PAMIC suggestion. He reiterated to us what he has said in previous meetings: He is focused on health care issues. He shared that he is inclined to leave property-casualty alone right now. Unless some marketplace turbulence shows him that there is a consumer problem in our sector, he will maintain his focus on health care problems. Clearly, with Commissioner Ario, we have a regulator who places paramount importance on consumer protection.

And speaking of consumer protection, I testified on your behalf before the House Insurance Committee against the latest consumer advocate bill. These bills have been routinely introduced in the last several legislative sessions. But until this year there had never been an Insurance Committee hearing. This year there was. And PAMIC was there, telling legislators that a separate consumer advocate outside of the Insurance Department would be wasteful, duplicative, and unnecessary.

Our position on the consumer advocate for insurance proposal is also found in the PAMIC Issues Papers 2007. Before year-end, your Government Affairs Committee will review the current product and, based on probable legislative developments, define a new set of positions.

*((From the President continued on page 3))*

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# A Featured Article

## Caring: Beyond Customer Service

### **CARING: BEYOND CUSTOMER SERVICE**

Customer service is delivering on expectations; timeliness, responsiveness, courtesy, complete fulfillment of promises. Exceeding these common benchmarks are our typical goals. But in today's market where competitive prices often drive purchase decisions and media attention to "corporate indifference," there is something else you can do to truly differentiate your company; Caring.

Carriers often deliver claim checks immediately after a major loss. Expected.. Some go beyond expectations. They personally arrange remediation with the contractor, take charge of all the details of interim accommodations and provide ancillary assistance as needed during this chaotic period. In short they demonstrate CARING to their clients. At a time when clients are most vulnerable, they have a friend. Someone they can depend upon. A policy the customer previously perceived as a necessary commodity, suddenly becomes a real asset – trust and partnership is created.

We rarely advertise these intimate moments, it's a hard thing to do without looking opportunistic – but they are the stuff that makes customers loyal. The goodwill established does more to bring in new business than any campaigns emphasizing product features or service promises.

What do you do to make sure that employees who have direct customer contact appreciate the impact they have and are sensitive in times of need? How well do you tell these stories to others who are thinking of working with you? How well do your people demonstrate CARING?

### **CARING: Beyond Customer Service**

What we do, how we present our value, and how we respond are all-important components of a truly CARING company.

### **CARING COMMUNITY CITIZENS**

Another aspect of CARING is encouraging involvement in your communities. Being a good corporate citizen includes a formal commitment to organizations in the cities you support, and much more.

Charitable donations are great – don't cut back on what you are giving. But also consider encouraging your employees to take an active role in fund raising and doing charitable work. This demonstrates CARING at a personal level.

Whether it is organizing a walk-a-thon for a local group, or volunteering time to serve others, it all helps. Helps the charity, of course, but also sets a tone among employees of involvement, corporate concern and what can be accomplished as a true team of CARERS.

Mission statements may use sweeping phrases that say "we care." Make your corporate vision come alive with your donations, staff commitment and active interaction with the communities you serve.

Like any good deed, you may never see a return on investment, but it will return real value to you, your employees and your customers in ways beyond calculation.

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# From the President *continued*

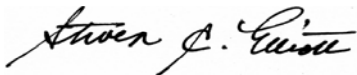
Those have to be approved by the elected leadership in time for wide distribution to state legislators at Mutual Insurance Day in Harrisburg. Mark your calendars for February 4 and 5! The Government Affairs Committee is also planning that important legislative event as well as legislative and regulatory related educational opportunities usually put on at the same time.

These are regularly recurring tasks for the Government Affairs Committee. This fall, the Committee took on an additional job. It interfaced with the Insurance Department on “transition” plans of withdrawal – a means by which companies with new policy forms approved “for new business only” can move their whole business to the more modern form in as seamless and as painless a manner as possible. As I write this, my analysis of this process has gone out to member companies. One company has responded to this one PAMIC product as follows:

“Thank you... and the Government Affairs Committee for a very insightful, clear, and comprehensive response to this challenging issue facing all small mutual insurance companies located in and writing in Pennsylvania .... This is an excellent example of how and what PAMIC can do for us. I am pleased and proud our Company is a participating member of this organization.”

I have thanked Matthew Schnader of Reamstown for his very kind words. This is the kind of service we all continually strive to deliver.

Happy Holidays!



Steven C. Elliott, J.D., CPCU, CLU  
PAMIC President

**We want to hear from you!** The PAMIC Pulse is published to serve your needs.

We publish the member news we receive from you. We use articles written by members or just news of your company's business.

Send your information to us :

**pamic@pamic.org or fax us @ (717) 303-1501. Thank you!**

## Member News

PAMIC is growing and we are so pleased that the following companies have recently joined us.

**Amper Politziner & Mattia, P.C., Paladin Adjustment Group, LLC., and Kufera Consulting, Inc.**

**Amper Politziner & Mattia, P.C.**

Amper is a regional accounting firm of Certified Public Accountants and Consultants with offices throughout the Northeast. With a total staff of more than 450 professionals and 50 officers, Amper has been representing organizations in both the public and private sectors, since 1965. Amper is ranked 14<sup>th</sup> in the nation among public company auditors by Public Accounting Report.

Their insurance practice consists of professionals that focus exclusively on the insurance industry. Their team is a leading provider of professional services to the insurance industry, particularly in Pennsylvania, New York and New Jersey. Amper was recently ranked 16<sup>th</sup> largest insurance audit practice based on number of audits performed, 15<sup>th</sup> for property & casualty clients and 8<sup>th</sup> with clients with the highest number of lines of business in the A.M. BEST Special Report, January 2007.

Amper performs statutory and GAAP audits for mutual and privately owned insurance companies and brokers in the property & casualty, and life & health sectors. They also provide internal audit and internal control consulting services

[www.amper.com](http://www.amper.com); **Contact:**

**Ken Croarkin, CPA**, Officer, at 732-287-1000 x 1275, email: [croarkin@amper.com](mailto:croarkin@amper.com) or

**Tom Mulhare, CPA**, Officer, at 732-287-1000 x 1281, or email:

**Paladin Adjustment Group, LLC**

5000 W. Tilghman St., Suite 110  
Allentown, PA 18104.

The team at **Paladin Adjustment Group, LLC** is dedicated to serving the insurance industry as a multi-line claims service, property damage adjusters/appraisers, and underwriting/insurance inspectors. Paladin Adjustment Group's mission is to provide efficient claims and inspection expertise in examining both claims and risks with the utmost professionalism, courtesy, energy, and responsibility. They strive to exceed normal expectations and to meet any goals through their experience and dedication to the insurance industry. They love their profession!

The Paladin Adjustment Group contact for PAMIC is:

**Julie Shaw** at 484-223-3384 or [jshaw@paladinadjustment.com](mailto:jshaw@paladinadjustment.com).

**Kay Kufera Consulting, Inc.**, a property-casualty actuarial consulting practice founded in 1994, currently provides actuarial statements of opinion and reserving expertise. Their firm also provides pricing, profitability and research support as needed to firms of all sizes across the United States. Competitive research and filing support are also areas of considerable experience for their firm. In addition, this company has significant recent experience providing services to or on behalf of state insurance departments. Their company has performed the necessary actuarial functions with regard to financial examinations for the insurance departments in the District of Columbia, Florida, and Pennsylvania. All actuarial work is performed by Fellows of Casualty Actuarial Society, and they take great pride in their ability and responsibility to effectively communicate the results of their analyses to those relying on their work. The website is: [www.kufericonsulting.com](http://www.kufericonsulting.com). or contact: Kay Kufera at 1 Grace Ridge Court, Monkton, MD, 21111; (410) 329-6672.

**Marshall, Dennehey, Warner, Coleman & Goggin's News**

*Philadelphia, PA –*

**R. Bruce Morrison**, Esq., of the regional defense litigation law firm **Marshall, Dennehey, Warner, Coleman & Goggin**, served as a speaker for the latest Pennsylvania Bar Institute (PBI) seminar entitled *Bad Faith Litigation*. The seminar took place on October 10, 2007, and focused on the recent Pennsylvania Supreme Court decision in *Toy v. Metropolitan Life Insurance Company*—how the decision applies to the bad faith statute, as well as an examination of the issues that were left undecided. The panel provided winning strategies for handling bad faith cases, while also covering punitive damages, insurance agent liability, and ethical considerations. Mr. Morrison's topic was titled *Does §8371 Apply to Excess Verdict Cases?* The seminar was broadcast simultaneously from seven different locations.

MDWCG's Information Technology department, represented by **Liz Brown**, Director of Information Technology, was awarded third place for matter-centric workspace design during the International Legal Technology Association's (ILTA) annual conference that took place on August 24, 2007.

**Brian J. McNulty**, Esq., has joined the firm as an Associate in its King of Prussia office.

## More Member News

He is admitted to practice in the Commonwealth of Pennsylvania, the State of New Jersey, the United States District Court for the Eastern District of Pennsylvania, and the U.S. District Court District of New Jersey.

Mr. McNulty received his Juris Doctorate from Widener University School of Law in 1998, and his undergraduate degree from Georgetown University in 1994. He is a member of the Pennsylvania and Philadelphia County Bar Associations and the New Jersey Bar Association.

**Matthew P. Keris, Esq.** has been elected to the Board of Directors of the Pennsylvania Defense Institute (PDI), as Director of the Middle-District-North. Mr. Keris' appointment was made at the PDI's Annual Conference, held on September 20 and 21, 2007, at the Borgata Resort in Atlantic City, NJ.

Established in December 1969, The Pennsylvania Defense Institute currently boasts a membership of approximately 1,000 lawyers, executives of insurance companies, self-insurers, and independent adjusters. Its purpose is to establish communication links among Pennsylvania defense attorneys, full-time supervising or managerial employees of insurance companies, self-insurers, independent adjusters, and others who devote a substantial portion of their time to defense of damage suits or to claims administration.

**Bobbi J. Riley, Esq.**, has joined the firm as an Associate in its Medical Malpractice Department. She is admitted to practice in Pennsylvania and New Jersey, and will be working in the firm's Philadelphia office.

Ms. Riley received her Juris Doctor degree *with honors* from Widener University School of Law in 1999, and her Bachelor of Science degree from West Chester University in 1994.

**Bradley D. Remick, Esq.**, was recently invited to teach a seminar at Temple University Fox School of Business. Part of a course offered to graduate students majoring in Tourism and Hotel Management, the seminar was titled "Liability Concerns in the Real World."

**Thomas R. Bond, Esq.**, was recently appointed Chair of the Communications Committee of the National Risk Retention Association (NRRA).

The NRRA is a non-profit trade association and the only national association dedicated to the successful development, education and promotion of U.S. alternatives to traditional liability insurance. NRRA provides a forum where the country's most knowledgeable individuals in risk retention insurance can exchange valuable and timely information.

## 2007-2008 Upcoming PAMIC EVENTS

### Information Systems Roundtable

December 6, 2007

Mutual Benefit Group  
Huntingdon, PA

### Mutual Insurance Day

February 4 & 5, 2008

The Capitol Complex  
Harrisburg, PA

### Annual Spring Conference

March 13, 2008

Nittany Lion Inn  
State College, PA

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**SAVE THE DATE**  
**PAMIC/VAMIC CONVENTION**  
**Nemacolin Woodlands Resort**  
**August 3-5, 2008**





## **PAMIC 1907-2007**

As part of our 100 year celebration, PAMIC has highlighted a different time period of our history in each PULSE issue of 2007. The Sixth Period in PAMIC History encompasses the year 2007.....and what a year it has been thus far !

- January 2007: Nancy Pelosi became the first female Speaker of the House.
- February 2007: Bird Flu (H5NI) was found on a turkey farm in Suffolk.
- March 2007: Sydney, Australia, turned off the lights for one hour as a political statement for Global Climate Change.
- April 2007: The Dow Jones hit 13,089.89 and ended the day over the 13,000. mark.
- May 2007: Tony Blair announced his intention to resign as Prime Minister.
- June 2007: Bob Barker exited the "Price is Right".
- July 2007: J.K.Rowlings published the final Harry Potter novel.
- August 2007: The Mississippi River Bridge (I-35 W) collapsed; Scouting celebrated 100 years.
- September 2007: The Burj Dubai became the world's tallest free standing building.
- October 2007: Wildfires in southern California aided by strong winds, destroy lands and structures there.
- November 2007: The Writers Guild of America goes on strike.