Who picked out your health plan?

Was it you... or your employer?

It’s good to have options – especially when it comes to something as important as your health.

Employers all over Dane County know there’s no such thing as a one-size-fits-all health plan. That’s why so many offer Group Health Cooperative side-by-side with other plans – so people like you can compare and choose what’s best.

CHOICES

If you have a preference... you have a choice.

Group Health Cooperative
of South Central Wisconsin
ghcscw.com

BETTER TOGETHER

Group Health Cooperative of South Central Wisconsin (GHC-SCW)

AAA salutes the Insurance & Risk Management Program of Madison College for making a difference.

AAA is proud to support initiatives that strengthen our community. By pooling our talents and resources, we can build a more fulfilling future.
September 25th marked the first time Madison College hosted “Industry Day.” This event brought students from programs across Business and Applied Arts together with a variety of companies which specialized in Insurance, but had hiring needs that included paralegal, IT, business management, marketing, as well as insurance.

I talked with several employers that morning. They were so excited to be on the campus to meet our students. Some of them were here for the first time, and they kept commenting about the quality of the students, their preparation for the event, and of course, they thought the new facilities were beautiful. They all promised to be back. Some comments from students attending the event included:

—“I was blown away by the industry day. I didn’t know how diverse insurance was.”
—“Every presenter gave me great advice on how to be successful, from networking to even creating my own business.”
—“I learned that with almost any degree you can find a career in insurance.”
—“I gained some more insights on the industry. My only regret is that I couldn’t sit at more tables.”

Many thanks to the students who helped organize the event, and special recognition goes to Martha Lester-Mittenzwei for her tireless energy and devotion to the Insurance Program at Madison College!

—Kathy Sorensen
ASSOCIATE DEAN
BUSINESS AND APPLIED ARTS
FOCUS ON THE FUTURE

THERE IS A CRISIS!!!!!!

Martha Lester-Mittenzwei
RISK MANAGEMENT AND INSURANCE PROGRAM DIRECTOR

The insurance industry is not recruiting enough new people into careers to keep up with the current vacancies let alone projected growth and the impending baby boomer retirements. President and CEO of The Institutes, Peter Miller, indicated that the insurance industry employs 30% more baby boomers than any other industry, according to an April 2013 article by Mark E. Ruquet Property Casualty 360. The article goes on to state that there will be 400,000 insurance positions nationally that will need to be filled by the year 2020.

To bring the picture a little closer to home, here are some facts provided by the Office of the Commissioner of Insurance:

Wisconsin is home to over 250 insurance companies. Wisconsin ranks as the 4th largest state in the country for insurance. Insurance ranks 5th in the top 5 Industries for our state. There are 35% more jobs in insurance in Wisconsin than in any other state. About 80,000 Wisconsinites are employed in the insurance industry.

In 2010, the average wage in insurance was $60,683 compared to $39,562 for all workers.

The Wisconsin Economic Development Corporation realizes the concern for our state and has formed a consortium to focus on the future hiring need. Industry professionals are researching ways to develop an on-going pipeline of interested students to enter the workforce in this profession.

So, what’s the problem? Why don’t students think about insurance as an occupation? The main hurdle is they don’t realize the opportunities that are available for them. As I speak one on one to students at Madison College, the perception that most have about industry jobs is that they are all sales. I frequently hear “I don’t want to work in insurance. I don’t want to sell.” Insurance as a profession isn’t discussed in the high schools. There just isn’t a lot of information out there to educate students to the numerous possibilities when they are thinking about their future careers.

The Risk Management & Insurance Program at Madison College was reintroduced as a certificate in 2009 and started receiving students in 2010. Although our student enrollment numbers have been low, we are beginning to see an increase. Students working towards Business Management degrees and Finance degrees can earn an Emphasis in Risk Management and Insurance by taking six credits from the program. These students are generally referred by their instructors. Most of students that start taking the courses as a concentration continue and complete the full certificate in addition to their degree. Our college counselors meet with students who are uncertain of what classes to take and often refer them to the program. Educating the next generation to the career potential available is one key to attracting them into the classes.

In the spring of 2013, my students formed a Risk & Insurance Club. This past September, the club members coordinated and hosted “Industry Day” at the Truax Campus to build awareness among students of the opportunities available in the insurance industry. The program was possible due to the generosity of insurance professionals who shared their time and knowledge. The Wisconsin Office of the Commissioner of Insurance, the national education provider The Institutes, Baker Tilly, Career Life Coaching LLC, and eleven insurance companies and agencies were represented at the event. Insurance providers held a total of sixteen roundtables discussing career preparation, how insurance and risk management apply in business, and specific careers available. Insurance leaders discussed how they got into the industry and the top positions their companies hire for. Our club members closed the
Martha Lester-Mittenzwei is the Risk Management and Insurance Program Director. An alumnus of Madison College, Martha returns with over 30 years of industry experience and a Masters of Business Administration, with a double emphasis in Insurance & Risk Management and Human Resources, from Concordia University. She has earned her Associates in Claims, Accredited Advisor in Insurance, and Certified Insurance Counselor Designations. Martha can be reached at 608-243-5417 or email mlester-mittenz@madisoncollege.edu.

GREETINGS FROM PRESIDENT DANIELS

Jack E. Daniels, III, PhD
PRESIDENT, MADISON COLLEGE

It has been three months since I began my service as the eighth president of Madison College. My first few weeks have been characterized as “The Tour.” Over that short time, I have met with more than 200 Madison College students, faculty and staff, individually or in groups, at our campuses in Madison and throughout the district. My visits have also included many community, education and business leaders who shared their unvarnished perspectives about Madison College, the city, and all or part of the 12 counties we serve.

Assessing the environment and identifying the realities therein is an important first step in charting the course that will preserve our commitment to student success in the face of an ever-changing socioeconomic and political landscape. This first step is not unlike that taken by professionals in the insurance business. They too must scan the environment with an eye toward the best interest of their clients while constantly evaluating the obstacles that will impede their progress. That is the very essence of risk management and the core responsibility of those whose clients entrust them with protecting their lives, homes and property.

At Madison College, preparing for the future demands that we think consequentially and consider the long-term needs of those who place trust in our ability to serve them and determine what we must do to meet their needs. We must also carefully weigh our risks. What’s at stake? What are our contingency plans should an unforeseen situation arise? How will we protect our investment and ensure that we will continue to build the 21st century workforce?

With the input of our internal and external stakeholders, efforts are underway at Madison College to prepare a Strategic Plan that will guide our efforts to deliver a comprehensive curriculum that helps our students develop the knowledge and skills Wisconsin’s employers – including those in the always-changing, ever-growing insurance industry demand. This Strategic Plan will be completed in April. Watch for more details!

In the meantime, thanks to each of you for the good and important work you are doing as professionals in the insurance industry.

I’m looking forward to seeing you soon.
The need for protection against losses resulting from cyber attacks is becoming an urgent priority investment for companies with databases containing consumer’s personal data. Business and Government agencies ranging from thousands to tens of millions in customer accounts are all facing increased cyber-attacks.

Based on figures from Marsh (a global leader in insurance broking and risk management), states “33 percent more clients opted for cyber-liability insurance in 2012 compared to 2011”.

Interest for this protection has been spurred by recent attacks on large corporations and Government entities. Increased combination of cyber-liability policy providers has decreased coverage costs allowing access for both small and mid-sized companies. According to Marsh, “policy coverage offers more service options such as loss-prevention and breach-response services”. Mark E. Ruquet, PropertyCasualty360/2013/03/15/marsh.

Data breaches that impact large corporations and Government entities typically get the most media coverage. However, many times it is small companies that are most affected due to the lack of money needed to invest in “foresight and ability to manage cyber risk up front” - Ethan A. Miller, USA Today, March 2013. Cyber Insurance policies can mitigate much of the costs associated with a breach beginning with the initial investigation of cause through coordinating with a public relations firm to resolve negative publicity. Cyber policies may even cover proactive measures by monitoring an affected customer to ensure further identity theft or fraud does not occur. Typically policy pricing is based upon the revenue and risk adversity of the company.

Cyber-Liability Insurance Policies provide the opportunity to safeguard against criminal attacks and mitigate losses should a breach occur. Both small and large companies increase in policy purchases begin to create a standard in security. As an avid web-based consumer, I feel insurance companies and their willingness to back the loss and prevention of fraud is assisting in the development of a more welcoming and safe web landscape.

—JUSTIN RIXIE

Justin Rixie completed coursework in Spring of 2013 and is now employed as a Member Enrollment Representative for Group.

Damages could also include recovering lost and destroyed data, forensic investigation expenses, business interruption losses, loss of reputation, and extortion demands. The longer it takes to uncover the damage, the more expensive the cleanup will be. Once the damage is uncovered, the affected parties need to be notified immediately and steps must be taken to diminish the damage.

There are some basic steps a company can take to improve data security on their PC or laptop computers: don’t store any unnecessary data on the shared drive, don’t store any company information on individual computers, ensure essential controls are met to safeguard the information by allowing employees only to access information they need to perform their jobs, don’t allow password sharing among employees, audit user accounts for compliance, monitor protected data for unauthorized attempts to access, filter outbound electronic traffic, test and review web applications, install and update virus software, disable employee access upon termination of employment and implement and enforce a technology policy within the company. Businesses must also consider the increased use of portable technology. Standards must be updated to reflect the changes in use. A Cyber Liability Policy will mitigate a loss. It does not eliminate the exposure.

—LUANN KRANZ

LuAnn Kranz is enrolled in the Insurance & Risk Management Certificate Program.
Winter can sneak up and leave us unprepared anytime in the fall. With that in mind, begin the inspection of your home early, while the weather is nice. Avoiding or reducing any loss exposures during the winter will put you way ahead in the spring. Most importantly, be sure your home insurance coverage is up to date. Without proper insurance protection, this could be your biggest exposure to financial loss.

**IMPORTANT WINTER SAFETY TIPS!**

1. Icy sidewalks, driveways, steps, and mailboxes present a risk for slips and falls by passersby, invited guests, and residents of the home. Have shovels and salt in a convenient place for easy access. Inspect your snow blower to make sure it is running properly. All cities and towns have an ordinance as to when the snow must be removed and you want to be ready. Check to be sure the ordinance in your area hasn’t changed.

2. Inspect the outside of your building for holes or cracks in bricks or the foundation. Holes could be from heavy rain in the summer or an animal burrowing in for the winter. Make sure there isn’t water leaking in the basement. Fix this now and avoid more leaks in the spring from melting snow. Have the roof inspected for any missing shingles or summer damage and assure that gutters and downspouts are free of leaves for proper drainage when the spring thaw happens.

3. Disconnect and drain any outside hoses. A hose left connected to a spigot could freeze, causing the pipes to freeze and crack.

4. Contact your heating contractor for a winter check-up and have any necessary repairs done. Make a note to change your furnace filter monthly during the winter. If you burn wood in your fireplace, even occasionally, hire a chimney cleaner to remove any creosote build-up from the prior year and be sure the chimney is free from debris and nests. Keep the flue wide open and the ash level low while you burn. These simple steps can prevent disastrous results.

5. We always want to be prepared for the possibility of a power outage. If the power is off for more than five hours, the building may no longer be heated above freezing. When this occurs, sprinkler pipes, toilets and faucets may freeze causing pipes to crack when the weather warms up. A back-up generator can keep the building warm and help to avoid water damage as the result of a power outage. —LUANN KRANZ
ENRON

THE RISKS

Enron was established in 1985 after deregulation made a marriage between Houston Natural Gas and InterNorth out of Nebraska. There were great debts incurred during the acquisition and in order for the newly formed company to survive, it needed new business strategies and bold cut throat leadership. Ken Lay, who was the CEO of the newly formed company, hired McKinsey & Company to help strategize and get the company out of the red. They sent in Jeffery Skilling, who had an impressive knowledge of banking and liability and asset management. He recommended that Enron create a gas bank which was revolutionary for the industry—the energy derivative. Lay was so impressed with Skilling that he created a new division to be headed by him, known as Enron Financial Corporation. It cornered the market and squashed competing trading firms. The profits were going through the roof. —Shona Allen

They set up their own position in the market by trading energy as a future commodity, electronically. They used related entities to hedge their positions, but they did it poorly. Employees were allowed to invest in these related entities, thus creating conflicts of interest. Management did not exercise proper oversight. No one knew, the fact that they were paid with stock options (preferred) would play such a terrible role in tempting management to manipulate Enron and its SPEs for personal financial gain. —Lawrence Butler

One type of fraud committed by the upper management of Enron was improper asset valuation. When set to release their quarterly reports, Skilling and his crew would inflate their revenues to show large profits, which in turn would keep their stock price high. This kept the shareholders happy and would bring in more investors as Enron continued to show larger profits. In reality, Enron owed millions of dollars to multiple companies, and investing in Enron would be the worst decision their shareholders would make. —Jesse Golik Meineke

THE OUTCOMES

THE FLAGS

This fall, students in Detecting Employee Fraud (a course supported with materials from the Association of Certified Fraud Examiners) went back and took a look at the 2001 Enron Scandal. Combining information they learned about accounting principles and fraudulent financial statement schemes, the students prepared summaries of the incident, the red flags that could be seen in retrospect, and the outcomes.
THE FLAGS

In hindsight, there were many red flags with Enron. The accounting methods that they used were suspicious because the numbers that were produced were so unspecific. Using the market value for their assets and booking earnings based on a contract before they had ever been earned means that subjective judgment played too large a role in determining what numbers appeared on financial statements. The numbers themselves were a red flag as well because they constantly beat expectations. Another big red flag was just the attitude of the company’s executives. The arrogance, the hostility towards outsiders who questioned them, the unbridled drive to improve numbers, the extreme secrecy, and the opinion that their financial arrangements were just too complex and important to share with outsiders, these were all ways in which the people who knew that fraud was occurring used social pressures to both enable it and conceal it. This was another weakness in the financial and accounting systems that they found, the human aspect. —Timothy Strutz

THE OUTCOMES

The impact on the stakeholders was huge. Many employees lost everything they saved when Enron went bankrupt. Over eleven thousand employees lost their jobs along with eight hundred million dollars in retirement funds and health care. Investors lost sixty-eight billion dollars in investments when Enron went bankrupt. It would take many years for former employees to dig themselves out of the hole Enron created for them. Not only do the employees have to find new jobs, they have to also start over saving for retirement. The Houston Astros also had to find a new sponsor for their baseball field. Enron had naming rights to the stadium so when Enron went bankrupt they lost the revenue they were getting from the naming rights. —Ryan Clifton

At the time, the Enron scandal of 2001 was the largest case of corporate bankruptcy and fraud in US history, and since has had major repercussions on the accounting and fraud industry. It was one of the major catalysts for the Sarbanes-Oxley Act which created standards for internal auditing controls and penalties for committing fraud. —Tony Murray
Seven students from the Risk & Insurance Club attended the REBEX Conference in Wheeling, Illinois October 15 & 16, 2013. This annual conference is a dual effort hosted by the Risk & Insurance Management Society of Wisconsin and Chicago. It brings together top leaders in the insurance and risk management industries discussing current trends and topics. Over a two day period, there was a total of thirty-two breakout sessions for students to choose from, in addition to outstanding networking opportunities. A special breakfast and mentoring partnership with an industry professional, with job titles varying from Account Executive to Senior Vice President, is also coordinated annually specifically for the students. REBEX hosted a total of twenty-six students from five colleges in three states and paired them with one of fourteen industry mentors. Here is feedback from a few Madison College students who attended the 2013 Conference.

“I benefited from attending the REBEX conference in a number of ways. I was able to meet and network with numerous representatives from companies around the country, allowing me to make connections that could end up influencing my career in the future. I was also able to expand my knowledge of the risk management role and learn firsthand about what it takes to be an effective risk manager and what types of situations you are working in.” Kip Finger

“Being allowed to attend REBEX 2013 was a real educational value because it allowed me to see the risk exposures that I normally wouldn’t know about with my current job. It also allowed me to meet key people in the industry who hold leadership positions. My attendance here reinforced my beliefs that Martha’s program is A+ and what I learn from her is used in the industry.” Josh Banks

“The sessions offered this year were not only educational but entertaining as well from learning in one session about how to not get kidnapped in a foreign country and safety when traveling abroad to learning about claims handling and a mock trial. Another part that I really enjoyed was how a student mentor program was set up for each and every student who was attending. The mentors helped the students learn not only about the company that the mentor was representing but also engaging and networking among other insurance professionals.” Priya Sharma
Hello Students! My name is Adrian Holtzman and I would like to invite you to join the Madison College Risk & Insurance Club. Clubs offer you a lot of knowledge and experience in just about any field of study or subject you are passionate about. Here are some reasons to join:

**Extra-Curricular:** It looks great on your applications/resumes

**Networking:** You will have many opportunities to meet and network with people who have similar interests.

**Assistance:** We give you the assistance to do well in classes for the fields that you study.

**Friendship:** Being a member will automatically give you a feeling of closeness to other members, you share something that other people are not a part of.

**Regional & International Trips:** Being part of the IRM Club means you get invited to banquets, professional Risk and Insurance seminars around the Madison-Milwaukee-Chicago area. We also sponsor events that raise money we use to travel to Europe to sightsee and get tours of large insurance companies.

**Exposure:** We expose you to real life experiences in the fields/subjects you are interested in.

**Job Placement:** Most of our members have paid internships at local insurance companies. Club officers encourage and support your professional growth.

**Social:** They are a great way to meet great people and have a lot of fun!

We look forward to seeing you at our bi-weekly meetings, either in person at Truax or West campus in the TelePresence room or via Face time or via Skype.

**Please contact:** Priya Sharma psharma1@madisoncollege.edu.

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**THE WESTERN LOSS ASSOCIATION FALL MEETING**

This was a great event. I particularly enjoyed two presentations during my time there. The first one was the building certification system by James Marciniak who is the Engineering Systems Inc. senior engineer. I didn’t know anything about the certification system, and the green environmental and energy objectives for building, and how this can positively impact businesses in the long-run. This was my first introduction to the concept. My other enjoyment was the presentation on construction defects by Vincent Fratinardo, the central region property manager of Rimkus Consulting Group, Inc. The speaker showed some real case examples of construction defects that had resulted in big monetary and materials losses to investors. I found this to be a very informative session.

— Serge Bamana
The curricula of the Madison College Insurance Courses were comprehensive, gave great insight into the inner workings of an insurance agency and provided the challenging task in creating an insurance agency from inception to completion. While I found this information important for my insurance “schooling” - it was truly the out of classroom experiences that proved to be transformational to my education.

Attending the Insurance Symposium opened my eyes to the vast array of insurance opportunities that exist in Madison and Wisconsin. Panelists reported the cost of insurance fraud is staggering with conservative figures stating 12%-15% of all claims paid are fraudulent. Job demands to defend against this faceless crime are steadily increasing. Careers being created include: special unit investigators, software developers for data mining applications and fraud prevention and awareness consultants. Additionally, I enjoyed learning about challenges the Affordable Care Act presents to the local health care market and the innovative solutions that will help ensure Madison and Wisconsin remain leaders in health care insurance and delivery. The health care panel emphasized the importance of creating an environment in which aligned incentives and transparency will help move towards population health thus decreasing health care costs and improving health outcomes.

Furthermore, the networking opportunities at the Symposium were invaluable to me as a professional new to the field. I made a variety of connections that reinforced my desire to work in the health care insurance industry. In fact, attending the Symposium served as a springboard for additional education.

Through networking at the Symposium, job description research and an experience with a recent interview, I realized it was essential for me to earn my Wisconsin Life and Health license. I completed pre-licensing courses at Madison College and did just that. Had it not been for the insurance and risk management courses, out-of-class industry connections and Martha’s generous guidance, I would not have sought this important license. I now feel more confident and knowledgeable moving forward with my career transition.

Justin Rixie completed coursework in the Spring of 2013 and is now employed as a Member Enrollment Representative for Group Health Cooperative of South Central Wisconsin.
Thank you to the following companies for making Industry Day a success:

- AAA Wisconsin
- Aero Insurance
- American Family Insurance
- Avid Risk Solutions
- Baker Tilly
- Career Life Coaching, LLC
- CUNA Mutual
- M3
- Northwestern Mutual
- NSI, a division of West Bend
- Physician’s Plus Insurance Company
- QBE
- The Institutes
- Weis Agency
- Wisconsin Office of the Commissioner of Insurance
We get asked this question from the minute we can talk, it seems, and we change our mind numerous times between there and college. Choosing a career is an important decision and a difficult one. In our late teens or early twenties we are faced with selecting a major field of study that will provide us with, we hope, a good paying job upon graduation. Today’s college graduate will work until somewhere between age 67 and 73, according to a November 2013 edition of Financial Advisor.

Most students don’t just want a job for the next 50 years, they want a career. They want to enjoy going to work and they want to put their degree to work as well.

Choosing a college major that will lead to a career can be a tough, and scary, decision. Will the occupation be meaningful? Will it pay well? Is it challenging? Does it provide an opportunity for growth? Most select a major based on careers they are familiar with; accounting, nursing, information technology, criminal justice, and even owning a business.

Picking a major is hard. Changing a major is common, especially in the first semester. Remember that 50 years is a long time to work and today’s grad wants to be happy. Adding another semester of classes now can seem discouraging but it is just a blip on the timeline in the long run. Getting through college can seem overwhelming but it should also be a time to explore career options, meet people, and enjoy learning. I tell my own sons that “it’s not a race”. The end result is what is important. Students should consider all the alternatives. There are many career choices available; some known and others not well known. Research can make a big difference.

Selecting a career strictly on the pay range may end up making a work day even longer if the job itself isn’t gratifying. Enjoying the work is one of the top deciding factors for a career. Dale Carnegie once said “People rarely succeed unless they have fun in what they are doing”.

The National Association of Colleges and Employers’ (www.naceweb.org) 2013 salary report showed Finance & Insurance as the number five industry paying the highest starting salaries and the number five industry for those hiring college graduates. Nationally, there will be 400,000 positions to fill in the insurance industry by the year 2020. (See Focus on the Future page 4.) In Wisconsin, careers in insurance pay 45% more than any other industry, according to our Office of the Commissioner of Insurance. Yes, some positions will require a four-year degree but there are many opportunities for students with Associate Degrees.

There seems to be a misconception that all insurance positions are sales. In the last 30 days, (as of this writing) there were 92 insurance job openings in, and within a 50 mile radius of, Madison, Wisconsin listed on jobsinmadison.com. Most of these were not sales positions.

Students pursuing Business Management and Finance Degrees at Madison College can earn an Emphasis in Risk Management and Insurance by taking 6 credits from those course offerings. Undergrads in other majors can make their resumes stand out in the insurance industry for accounting, IT, and other opportunities by taking a Risk Management or Insurance Course as an elective. Students interested in the certificate itself complete just 15 credits. When considering a career for the next 50 years, why not think about an industry that is stable, growing, challenging, pays well and ranks as the 5th largest industry right here at home in Wisconsin?

—Martha Lester-Mittenzwei
WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

CLAIMS
Those with an interest in investigation or law or who like to analyze facts and solve puzzles, make great claims adjusters. Previous work experience in construction or auto body repair can provide an advantage but is not required. These are the people who work at the insurance company and determine who is responsible for a car accident, investigate the cause of a property loss, determine how much the damage is going to be, and help get the insured back in their home or vehicle. Adjusters assist with submitting a claim under a life insurance policy when a loved one passes away. They determine if medical bills should be paid, and if the loss is covered by the insurance policy. They take statements, review estimates, gather supporting documentation, and maybe even investigate at the scene of the loss. Many nurses are hired by insurance companies as well to take care of medical or Worker’s Compensation Claims. The Bureau of Labor Statistics shows the median salary range for an adjuster in 2010 was $58,460 annually.

RISK MANAGEMENT
A big picture person with attention to detail who likes to solve problems may also enjoy managing risks. Risk Managers are employed by companies of all sizes to protect the business from financial loss. They analyze the potential exposures to a loss the business has and determine how to avoid the exposure, reduce the hazards, and buy insurance to protect the corporation’s assets. These careers aren’t necessarily with insurance companies, although insurance companies have risk managers as well. Breweries, school districts, banks, sports arenas, and all types of businesses, who purchase insurance, need to manage their risks.

CUSTOMER SERVICE
Those who like people, enjoy solving problems, are able to multi-task, and are personable, do well in customer service. There are many service (non-sales) positions at both insurance companies and agencies. People in these positions typically help the customer make changes to their policies, answer questions about coverage, and sometimes take the first report of loss. Insurance Customer Service Representatives in Wisconsin make anywhere from $12 per hour to $50,000 + annually depending on experience and the accounts they take care of.

FINANCIAL PLANNING
Those with a passion towards watching money grow, have great people skills, and attention to detail, may be interested in a career in financial planning. Financial planners work closely with their clients to gather information about their long term monetary goals and assist them with recommendations to make those aspirations a reality.

AGENT
Outgoing folks who like meeting people, have the ability to analyze data and make recommendations, may do well in an insurance agent role. The focus of this career is helping customers decide how to protect their assets from a loss. Insurance knowledge is crucial and business skills are beneficial. Agents can work for an insurance agency or own their own business. A career as an agent is personally and financially rewarding. People and businesses need insurance and having the proper coverage is vital if a loss occurs. It also provides some flexibility in scheduling. The Bureau of Labor Statistics showed in 2010 there were over 400,000 agents nationally with a median salary of $46,770.

UNDERWRITING
Individuals with strong attention to detail who enjoy research are successful in underwriting. Underwriting assistants work closely with underwriters to request additional documentation and help determine if an application for insurance should be accepted. Underwriters and their assistants analyze the information provided to assess the situation and determine if the risk should be taken by the insurance company and what the premium should be. The Bureau of Labor Statistics showed 101,800 underwriting jobs in 2010. Most, not all, underwriting positions require a four year degree but underwriting assistants do not.
Risk Management & Insurance Program
Study in Zurich, Switzerland
Upon completion of Current Issues in Risk Management and Insurance course
May 2014.

This 8 day trip takes students to Zurich, the largest city in Switzerland. Students will enjoy a tour and presentations of some of the current insurance issues at two of the world’s largest insurers: Zurich and Swiss Re.

Students will enjoy day trips to explore the Swiss culture and history while earning Madison College Credit.

Course Requirements
Current Issues in Risk Management & Insurance:
(1 credits) online
January - May, 2014
Pre-Requisite: NONE

To Apply
Students apply for spring semester enrollment as soon as possible as seating is limited to 20 students.

Contact:
Martha Lester-Mittenswein
mlester-mittensw@matcmadison.edu
or 243-5417.

For information: matcmadison.edu/international

Excursions
* Day Trip to Rhine Falls
* Day Trip to Felsenegg
Mountains including cable car up the mountain
As a young man graduating from UW–La Crosse in December, 2012, I was both nervous but very determined about my career and my future. My degree consisted of a major in Sociology with a minor in Criminal Justice. While there were a number of areas that seemed like the default career path for someone with my credentials (social work, corrections, law enforcement, etc.), none of them really stood out to me in a way that sparked my excitement and anticipation for a career.

After graduation, I recalled a career services advisor from UW–La Crosse mentioning that insurance companies liked criminal justice students for claims and investigative positions. Through my father, a business instructor at Madison College, I was introduced to Martha Lester-Mittenzwei, who developed the Risk Management & Insurance Certificate Program. I instantly was drawn to Martha’s passion and knowledge of the insurance industry and I decided to sign up for 3 spring courses.

I joined the Risk & Insurance Club at the college and I enjoyed networking with other young professionals like myself, as well as attending events such as etiquette dinners and hosting a large insurance symposium event that was attended by industry professionals from all over the area.

By the time I completed my courses, I had obtained numerous interviews at companies throughout the area, mostly due to my involvement with the club and referrals from Martha. I was excited that I finally knew what type of careers I wanted to pursue, and I began an internship in June, 2013, working at CUNA Mutual Group as a claims intern. The internship was a great opportunity for experience and learning and was fulfilling for me to be able to display my work ethic in a professional setting. After two months as an intern, I was offered and accepted a full time position as a Senior Claims Professional at CUNA Mutual Group.

In just a few months, my post-graduate life changed from being jobless and unsure of my future, to working for a leading national insurance company and being more excited & confident about my future than I have ever been. All of this came about from the initiative to sign up for insurance classes, join a club with others like me, network professionally with others in the industry, and above all—stay positive and determined! For anyone who is unsure of what they want to do after graduation or has graduated and is having trouble with their job search, I highly encourage you to look into opportunities in the insurance industry and to take insurance classes at Madison College. Many think that insurance is limited to sales, but in reality there are many diverse opportunities in claims, human resources, accounting, litigation (working with lawyers), marketing, investigations, information technology, and many, many, more! In order to get to where you want to be, you just need to take action.

Kip Finger has a Bachelor’s Degree in Criminal Justice from the University of Wisconsin-LaCrosse and will be completing his Risk Management & Insurance Certificate in spring 2014.
The promise to the employees is what drives the employees to fulfill the promise to the policyholders at QBE. It all starts with a wonderful work environment situated in a state of the art building on a beautiful piece of land. Gourmet chefs prepare delicious and nutritious meals that we can enjoy on an outdoor patio overlooking a pond with birds chirping in the background. This helps create the calm and laid back atmosphere that the office strives to maintain. There are also multiple training opportunities to help us learn more about the industry and stay up on the changing insurance laws in each state.

My job is to handle claims from people who have suffered a loss to their property or dwelling from a severe storm or natural disaster. I really like this position because I know I am helping people who are in a stressful situation get the resources they need in order to get back what was taken from them and make them whole again.

Handling claims is probably the most important part of the insurance process because it is why people buy insurance in the first place. Many of the people I help have never filed a claim before and have been paying premiums for most of their life. The interesting part of this is that I never meet any of the people face to face. Sometimes, I don’t even talk to them over the phone; I just get the estimate and pictures and send out a check. I now find myself paying more attention to the news and the weather channel when they are talking about severe storms and natural disasters around the country. I can imagine the calls and claims I am going to be receiving the next day at work.

I feel like this is a good fit. The workload is large but not too large to make it seem endless. Since each claim is different it keeps the job interesting because you never know when a random twist will arise and cause me to have to learn something new in order to handle the claim. Dealing with people can be stressful at times but my goal is to provide them with world class customer service and make a good lasting impression of the claim service here at QBE.

Adrian Holtzman is enrolled in the Risk Management & Insurance Program at Madison College, and is the Vice President of the Risk & Insurance Club. He is planning on transferring to the University of Wisconsin-Madison. Adrian’s internship at QBE ends in November. His long term career goal is to obtain a position in field claims for an insurance company or third-party administrator.
As a Catastrophe Adjuster I have to remain professional but I also understand that we may be dealing with someone who lost their home. In those cases I know that you need to have a more compassion. People have recently experienced a life changing event and they need reassurance that you’re there to help them. I know how to focus on the company’s objective and keep the customer satisfied. I work to maintain a positive relationship between the insured, their agent, and QBE. My role is moving the claim along and translating the policy in such a manner that individuals will understand the coverages that they pay for every year.

For me, personally I find the job satisfying. I believe that working for such a large company allows you to gain vision about what you want out of your career. In working in this role I’ve also learned more about management styles. Everyone has different expectations from their insurance company. I believe that with my experience currently, I am able to confidently provide efficient and compassionate claims service to all my policyholders.

Anyone can get into insurance claims. It’s whether you want to help people or not that’s going to keep you in the field. I remember when I started my degree in Criminal Justice, I enrolled because I wanted to help others out in times of difficulty and weakness in their lives. Essentially it’s a lot like being an insurance adjuster. You restore people’s lives.

Joshua Banks will graduate with a Criminal Justice degree in December of 2013. He will continue on to complete his Risk Management and Insurance Certificate by May 2014. Upon completion of his internship at QBE in November 2013, he will begin an internship with CUNA Mutual Group in Investigative Claims.

CONGRATULATIONS!

Fall 2013 Scholarship Winners

★ M3 Scholarships of $500
  Shona Allen
  Ryan Clifton
  Debbie Allen

★ Dairyland Chapter of CPCU Scholarship of $500
  Adrian Holtzman

★ Pat Burek Scholarship of $350
  Serge Bamana

★ $300 Awards made possible by our industry supporters
  Shona Allen
  Serge Bamana
  Joshua Banks
  Ryan Clifton
  Adrian Holtzman
  Debbie Allen

Mondale Smith (center), President of the Dairyland Chapter of CPCU stands with this year’s scholarship recipients Adrian Holtzman of Madison College (right) and Kevin Frisch of UW Madison (left).
As the Risk Management and Environmental Health and Safety manager at Madison College, I support the College’s mission by providing comprehensive risk management services that contribute to the health, safety, and protection of employees, students and visitors; as well as the protection of the College’s physical and financial resources. To support the College’s mission, below are some of my primary responsibilities.

- Technical Support
- Worker Compensation
- Incident Investigation
- Insurance Coverage
- Chemical and Biological Waste Management
- Agreement / Contract Review
- Ergonomics
- Driver Authorization
- Emergency Management
- Life Safety Systems
- Material and Safety Data Sheets
- Training

I got into Risk/EHS after spending 7 years as a Safety Consultant at Alliant Energy. Prior to that I attended UW-Whitewater earning my bachelors and master’s degree in Occupational and Environmental Safety & Health. What I love most about the job is the constant changes and fast paced work environment that is Madison College.

Joshua Cotillier is the Risk Management and Environmental Health and Safety manager at Madison College.
MADISON COLLEGE RISK MANAGEMENT AND INSURANCE CURRICULUM

COURSES
DETECTING EMPLOYEE FRAUD 3
INTRO TO BUSINESS INSURANCE CONTRACTS 3
INTRO TO LOSS INVESTIGATION 3
INTRO TO EMPLOYEE BENEFITS 1
OR CURRENT ISSUES IN RISK MANAGEMENT
MANAGING BUSINESS RISKS 3
INTERNSHIP 2
TOTAL CREDITS 15

“I love the Risk Management and Insurance classes because they are very informative and fun. The material is interesting and easy to follow. The teacher is down to earth and knowledgeable.

Debbie Allen

2014 SCHEDULE

SPRING COURSES

MANAGING BUSINESS RISKS 3 CREDITS ON-LINE 01/23 – 3/13/14
This course teaches the student how to recognize the potential exposures their business faces and how to implement the proper steps to manage them.

CURRENT ISSUES IN RISK MANAGEMENT 1 CREDIT ON-LINE 01/13-5/16/14
This course focuses on trends and issues facing the Risk Management and Insurance Industries and culminates with a May 2014 trip to Switzerland.

INTRO TO EMPLOYEE BENEFITS 1 CREDIT ON-LINE 03/10-5/16/14
This course focuses on the principles of individual and group health coverage, disability insurance, individual and group life insurance and more.

INTRO TO LOSS INVESTIGATIONS 3 CREDITS 03/12-5/14/14 W 5:30-8:20 WEST & TRUAx VIA TELE-PRESENCE
Factors influencing claims, the steps involved in analyzing, negotiating, and litigating first and third party claims, and the basics of property and liability losses will be covered.

INTERNSHIP 2 CREDITS ALL SEMESTER
Various paid employment opportunities available for students taking insurance or risk management courses.

Students working towards a degree in Business Management or Finance can earn a Concentration in Insurance & Risk Management by completing 6 Insurance & Risk Management Credits. Other majors may accept these courses as electives.

SCHOLARSHIPS ARE AVAILABLE! http://madisoncollege.edu/special-scholarship-applications
CONSIDER JOINING OUR CLUB! Madison College Risk & Insurance Club
CONTACT: Martha Lester-Mittenzwei 608.243.5417 mlester-mittenz@madisoncollege.edu

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Joshua Kosnick, Northwestern Mutual
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Public Risk & Insurance Management Association
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  All profits are returned to the Insurance & Risk Management Students Scholarship & Professional Development Fund. Full Page Advertisers can also author an article highlighting one of their employees, a claim, or a topic related to the current issue.

  Regular content included in each edition:
  - Moments in insurance history
  - Graduate profiles
  - Student profiles for those seeking internships or part time work
  - What students are learning/industry activities on and off campus
  - Highlights of current industry professionals
  - Non-sales articles by “Gold” advertisers

- **Advisory Committee**
  Volunteer your time to help direct our program.

- **Annual Executive Symposium**
  Attend or be a panel member. This is our biggest fundraiser each spring. Top Industry Professionals discuss current insurance and risk management topics and all profits from the program are returned to the Insurance & Risk Management Student Scholarship & Professional Development Fund.

- **Employ our Graduates**
  Contact Martha Lester-Mittenzwei with job opening details.

- **Financial Gifts**
  Provide a tax deductible donation to our Foundation specifically for Insurance & Risk Management Scholarships & Professional Development. Madison College derives most of its funding from tax revenues and student fees. There are many needs that cannot be met from these sources, including student scholarships and opportunities to attend industry events. You may give online at www.madisoncollege.org/giving-madison-college or mail your gift to the Madison College Foundation, 1701 Wright St., Madison, WI 53704. Please indicate that you wish your gift to go to the Insurance & Risk Management Program.

- **Guest Speaking**
  Visit our classes and share your story, knowledge, and experience.

- **Host a Dine & Discover**
  Visit our campus, provide a lunch for a limited number of students, and tell them about your company, your career and the Insurance & Risk Management industry.

- **Internships**
  Offer our students part-time employment opportunities during the school year or full time during the summer to enhance their learning with a real taste of the industry.

- **Promote the Industry to High School Students**

- **Tours**
  Invite our students to your business, or industry event, to learn more about your organization and the industry.

If you are interested in supporting our efforts to attract new talent to our industry, please contact Martha Lester-Mittenzwei, Risk Management and Insurance Program Director. Mlester-mittenz@madisoncollege.edu or 608-243-5417.
As an Agent-In-Training (AIT), you receive on-the-job training—with pay—from highly successful agents while you work as an employee of American Family. A blend of learning, practice and real-world application, the AIT program combines current technologies and tried-and-true techniques to provide a complete learning experience along with a consistent income. We think it is critical you have support and we give you that.

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4TH ANNUAL
Insurance and Risk Management Executive Symposium

Risks Facing Employers

- A panel of industry leaders discusses Data Security
- Employers respond to the Affordable Care Act

Wednesday, April 16, 2014  8:30–noon
Madison College West Campus

PROCEEDS FROM THE EVENT PROVIDE SCHOLARSHIP AND PROFESSIONAL DEVELOPMENT FUNDS FOR MADISON COLLEGE INSURANCE & RISK MANAGEMENT STUDENTS
TIPS
TOMORROW’S INSURANCE PROFESSIONALS

CAREER OPPORTUNITIES
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