

"Is it a Lie? Is it Wrong?" Ethical Practices in Insurance

Earn Three Nebraska/Iowa
Insurance Ethics CEUs

**Thursday, Nov. 19, 2009
1:15 p.m. to 4:15 p.m.**

**Regency Lodge
107th and Pacific St.
Omaha, NE**

Co-Sponsored By
Independent Insurance Agents of Omaha
and
Omaha Association of Health Underwriters



Insurance Ethics Seminar
P.O. Box 24133
Omaha, NE 68124

Return Service Requested

Everyone is Welcome!

Seminar Agenda

Registration/Check-In:

12:45 p.m. to 1:15 p.m.

Program:

1:15 p.m. to 4:15 p.m.

Is It a Lie? Is it Wrong?

• **Summary:** Numerous polls place public confidence in insurance agents near the bottom of any list of professions or occupations. Near the top of the public's expressed concern over the ethics of insurance agents is the issue of agent honesty.

This three-hour course is specifically designed to address the issue of agent honesty in the clearest, most straightforward, and insurance-specific way possible. The course centers around 10 brief cases of agent-client interaction. The cases are used to illustrate the various situations in which an agent's honesty may be put to the test. All cases are drawn from common and easily recognizable insurance practices and circumstances. The instructor also provides philosophical and empirical support for his approach to agent honesty within the practice of selling insurance.

• **Purpose and objectives:** The purpose of the course is to challenge the agent's understanding of honesty in practice, assist the agent in identifying the kinds of

circumstances and practices where honesty is likely to be an issue, provide the agent with simple and easy to apply principles for everyday use, and encourage the agent to examine his/her current practices in light of the lessons drawn in class.

About Our Presenter

Dr. Richards is a Professor of Philosophy and Managerial Studies at St. Ambrose University, where he became a full-time faculty member in 1993. He received his Ph.D. in Philosophy from the University of Iowa in 1996 and has an M.A. in Philosophy from Georgetown University in Washington D.C. He received his B.A. in Philosophy from St. Ambrose in 1971.

Prior to 1993, Dr. Richards performed management, training, and consulting responsibilities with several local companies while serving as Adjunct Professor in Philosophy with St. Ambrose. He is recognized for his expertise in the field of organizational behavior, process development, business ethics, and human resource management. Dr. Richards has been designing classes and teaching insurance continuing education since 1988. He is also a Visiting Professor at Zagreb School of Economics and Management in Zagreb, Croatia and is Visiting Professor at the International Business School in Vilnius, Lithuania.

Thursday, Nov. 19, 2009

Regency Lodge

107th and Pacific St.

1:15 p.m. to 4:15 p.m.

This course will provide three hours of Nebraska and Iowa Insurance Ethics CEUs.

Please contact Joe Pittman at (402) 397-0280 or via e-mail at jpittman@cam-omaha.com if you have any questions or concerns.



REGISTRATION FORM FOR NOV. 19

IIA/NAHU Members: ___ \$35

Non-Members ___ \$65

You can register online with a credit card via the OAHU web site at www.oahuonline.org/calendar — or complete and return this registration form with a check or credit card information.

NAME _____

I am a member of:

___ Independent Insurance Agents

___ National Association of Health Underwriters

___ Non-member

AGENCY/COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL ADDRESS _____

Please check CE needed:

___ Nebraska ___ Iowa

Nebraska Insurance License# or National Producer# (required for Nebraska

CE Certificate): _____

Last Six Digits of Iowa License# (required for Iowa CE Credit): _____

(Make checks payable to the Omaha Assn. of Health Underwriters)

AMOUNT OF CHECK: \$ _____

PLEASE CHARGE MY CREDIT CARD FOR \$ _____

Type of Card:

Visa MasterCard American Express

Name on Card _____

Card # _____

Exp. Date _____

Zip Code Associated With Credit Card _____

PLEASE NOTE: No refunds after Nov. 17, 2009

Please fill out the above information and mail to:

Insurance Ethics Seminar

P.O. Box 24133 • Omaha, NE 68124

Fax: (402) 397-0283

Be sure to include a check or credit card information for payment.