

Spring into Training



It's late, but not too late, to get signed up for the second annual Claims Education Conference in Myrtle Beach, SC, taking place May 15th – 18th. Don't miss this opportunity to get excellent training and actually enjoy yourself in the process. See the ad on pages 12-13. Hurry, because time is ticking—the conference is soon approaching and almost fully booked.

Insurance training is the focus of this publication. Our main priority is to make everyone aware of the many ways to stay active in claims and get the latest news about what's BIG in our field. In this issue of *Claims Education Magazine*, we hope to get you excited about the opportunities to get involved with one of the greatest organizations in the insurance arena—SITE—Society of Insurance Trainers and Educators. Read more on pages 14-15 in the article entitled “Out of Site,” written by Contributor Dan Aznoff.

But insurance isn't always only about hard work. In this issue, we introduce you to three wonderful musical artists all of whom have something wonderful in common, and ask you to guess the connection.

We've also included a brief update on the response we've received from articles in past issues of *CEM* about rebuilding New Orleans (see page 11).

We would like to thank all of our readers and sponsors who helped to make this publication a success.

We always welcome your contributions to *Claims Education Magazine* and encourage you to contact Krystle Grogan for any input at kgrogan@insuranceinstitute.com. Please feel free to direct any questions, or submit feedback, articles, claims success stories, and even topics that you would like to be discussed, to Krystle. We need your continual input to keep *CEM* in top form and relevant to our mutual goals.

Carl Van



Table of Contents

COVER STORY

- The battle of the givers vs. the takers** 4
What do you look for during the hiring process?

FEATURE STORIES

- Message of responsibility & attitude** 7
III instructor delivers important message to middle school students

- The Nashville Connection** 9
III supports three singer-songwriters. But why?

- Readers Respond** 11
Donations of cash and assistance pour in to New Orleans

- Out of SITE** 14
This training organization has evolved into a vital resource

- Empathizing with customers** 16
Fifth in the eight-part series from Carl Van's *The 8 Characteristics of the Awesome Adjuster*

DEPARTMENTS

- Class Acts** 18
Student of the Quarter
Trainer of the Season

- Manager Spotlight** 19

- On Course** 20

- News Briefs** 21

- For Members Only** 21

- Training Reminders** 22