

## STUDENT OF THE QUARTER

## Jeske Shoots Up the Ladder

Jennifer Jeske, AIC, was 20 years old and just looking for a job when she stumbled into insurance by landing a job as a sales secretary. She joined Texas Farm Bureau in 1998 and never looked back. Starting as a claims assistant, she is now proud to hold the title of senior claims representative. She says her greatest reward is, "The opportunity to help people in their times of need. That is who our customers are, people who need our help."



Jennifer was selected as Student of the Quarter because of her outstanding demeanor in training classes, and her enthusiasm in helping others in her group. Carl Van, president of International Insurance Institute, mentioned, "I had the pleasure of having Jennifer in a Critical Thinking class I was doing for the Texas Farm Bureau. Her focus and desire to learn were remarkable. Even the other members of her team called her their team MVP?"

Jennifer credits Randy Smith, her district claims manager, as the person who most influenced her in her claims career. When asked about Jennifer, Randy said, "Jennifer is doing a remarkable job, and I am extremely pleased with her work."

Like many other students recognized as Student of the Quarter, Jennifer says hard work and leadership are the things that contribute most to her success. The advice she offers to her younger coworkers is, "Stick to the golden rule. Just treat people how you would like to be treated, and you'll do great."

Along those lines, Jennifer quotes ballerina Anna Pavlova (1885 – 1931) when speaking about success: "If your success is not on your own terms, if it looks good to the world but does not feel good in your heart, it is not good at all."

When not hard at work Jennifer enjoys photography, and she is looking forward to completing her CPCU. ■

## MANAGER SPOTLIGHT

## Visconti Uses Versatility

Wayne Visconti, AIC, CPCU, received his B.A. in business in 1979, and began his career in the insurance industry in 1982. In 1984, joined Guide One Insurance where he has worked



ever since. According to Wayne, what brought him into insurance was listening to the stories from a family member. "My brother Glen was in claims, and he used to discuss his work with me. It sounded so interesting," Wayne explains.

Wayne has held many positions throughout the years, such as claim adjuster, claim supervisor, quality control analyst, and now as branch claim manager. When asked what he enjoys most about his job, without hesitation, he replied, "The people I have the privilege to work with."

## TRAINER OF THE SEASON

## Gutcher Raises Fraud Awareness

Brad Gutcher, director of fraud awareness and training at Nationwide Insurance, began his career in 2002 and has been with Nationwide ever since. Before landing his current position, Brad also held the positions of product manager and process manager, giving him quite a well-rounded view of the insurance business.



When asked, Brad recounted how he got

into the insurance industry: "I wanted a position where training was tied into driving performance," Brad said. "I am an advocate of employee development that improves performance and helps the customer. This philosophy, coupled with my desire to work in an industry that I can identify with, is what drew me to this career."

Brad tells us that what he really likes best about his current position is "the ability to interface and influence all aspects of the customer experience in order to protect our customers from insurance fraud."

Brad attributes his success to treating everyone with respect and really listening to them. This comes out in Brad's advice to people who are new in the industry: "Always follow your passion in life."

Brad identifies his father Ken as the person who most influenced him in life because he taught Brad the importance of a strong work ethic. "My father grew up on the family wheat farm in northern Montana, and that says it all," Brad explains. This is evidenced by Brad's accomplishment of building a Fraud

Wayne is a big supporter of claims education, and recently set up a Negotiation Skills for the Claims Adjuster class for his people, which he enthusiastically attended. (See training reminders, page 18). "Without a doubt it certainly was the most useful and interesting class I have attended," Wayne mentioned.

Wayne is well respected in the industry and is known not only for his knowledge in the area of analyzing both coverage and liability, but his passion to deliver service to his customers. Wayne tells us, "The ability to empathize with the customer is essential to claims position, and I constantly look for ways to do that."

Wayne attributes his success to several factors. His parents taught him the value of hard work and perseverance. His first manager Steve Bowen was his mentor in the claims business and taught him how to interpret coverage and analyze liability.

Wayne also feels his wife Lyla was instrumental in his success as she never complained about him working late hours nor occasional weekends. "She has been such a blessing to me," Wayne says. Wayne also

and Awareness Training Program for product sales, underwriting, claims, special investigators, and policyholders. He also wants to expand the use of their LMS and instructors to ensure that the right training is available, in the right medium, at the right time.

Brad says that the most important thing he has learned in his career is patience. Training seems to be a perfect fit for Brad, as underscored by his favorite manta, "Grow your people, get results." That is a motto we can all live by.

When Brad wants to wind down from working hard, he enjoys running, playing golf, and woodworking. ■

feels his faith has put his work and his family in perspective all these years.

Wayne is seen as both a manager and a leader. When asked what advice he would give people on how to be successful in the claims business, he advises, "Work hard, and strive to get along with others. Don't forget to serve the customer." He continues, "Being part of the claims team that provided outstanding customer service during the worst storm season in recorded history was an incredible and rewarding experience (a year that included Hurricane Katrina). The combined effort of the entire industry was great, and such an honor to be a part of."

Dave Sours, Wayne's boss, commented, "Wayne is a unique individual in claims because he is very good technically, and he is a strong manager. Oftentimes, these two qualities in a claim manager or supervisor can be mutually exclusive, but not with Wayne."

When he is not hard at work, Wayne enjoys coaching youth sports and working out in the gym. Wayne's survival instinct is obvious by his favorite quote, "Sometimes you get the bear and sometimes the bear gets you." Wayne says that when he retires... someday... he'll look forward to volunteering at his church more often. ■

## Claims Education magazine

*Claims Education Magazine™* is solely owned by:

International Insurance Institute, Inc.  
2112 Belle Chasse Hwy. #11-319,  
Gretna, LA 70056  
(888) 414-8811

### Carl Van

Owner, President & CEO  
CarlVan@InsuranceInstitute.com

### LeiAnn Dunford

Executive Vice President  
leiannunford@insuranceinstitute.com

### Dave Vanderpan

Director of Claims Training  
DVanderpan@InsuranceInstitute.com

### Co-Publishers

Carl Van  
President & CEO  
CarlVan@InsuranceInstitute.com

Harry Rosenthal  
Publisher *Claims Magazine*  
HRosenthal@nuco.com

### Editorial

Senior Editor  
Karla Alcerro  
karla@insuranceinstitute.com

Kevin M. Quinley, CPCU, ARM  
KQuinley@medmarc.com

### Assistant Editor

Layne Stackhouse  
LStackhouse@InsuranceInstitute.com

### Art Director

Jason T. Williams

### Advertising Sales

Harry Rosenthal  
*Claims Magazine*  
Publisher  
800-544-0622, ext. 2129  
hrosenthal@nuco.com

Bryan Pifer  
*Claims Magazine*  
Advertising Sales Manager  
800-544-0622, ext. 2308  
bpifer@nuco.com

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