

President's Forum



Matt Burke, CPCU
Chapter President

The Google Effect

Have you ever read your employer's Google reviews? They can be humbling.

Here are some of the most recent from my mine. I filtered for content purposes:

"One star" a week ago. "Outstanding service," three months ago. "Canceled our policy with no warning, nor any explanation or reason," eight months ago. "So far, so good. First year with company," nine months ago. "They suck, don't waste your money," 10 months ago. "Underwriting department is a joke, tried to figure out why policy was so expensive and was told, 'We let our formulas do the heavy lifting so it's out of our hands.' Glad to know you don't need common sense to work here. STAY AWAY," one year ago.

Ope!

I worry a growing population has become too reliant on using reviews for decision-making related to service providers, restaurants, travel destinations, medical professionals, manufacturers – even employers. I'm guilty of it. To be fair, it's not just Google.

I hope those who provide constructive feedback provide the same amount of, if not more, positive remarks after having a favorable experience. Constructive feedback is fair if warranted. Again, they're humbling. Unfortunately, it seems not enough is done to recognize or appreciate favorable ones.

Let the restaurant manager know when your server is polite and helpful. Leave a review for the contractor who completed the job incorrectly but returned immediately to fix and surpassed expectations. For the coworker who continues to be effective, efficient and an asset to your company – let your superiors know. Set the tone.

Your 2022 Chapter Board

President:

Matt Burke, CPCU

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Meetings

April Speaker Spotlight

Phil Zeller
Owner/CEO/Master Trainer
Dale Carnegie Training, Ralph Nichols Group, Inc.



From experiencing homelessness and working minimum-wage jobs to coaching Fortune 500 executives and closing multimillion-dollar deals, it is safe to say that life has given Phil the opportunity to run the gamut of success. He's a business owner, entrepreneur, international speaker, talk-show host, educator, master trainer, community leader and a family man.

Throughout these successes, Phil has continued to remain true to being a servant leader in all areas, especially in helping individuals, teams and youth grow and develop.

Phil is the owner of Dale Carnegie Training offered by Ralph Nichols Group, Inc., which has offered Dale Carnegie Training in Michigan for over 50 years. Under the umbrella of personal and team development, Phil and his colleagues help others improve in the areas of communication, self-confidence, human relations, public speaking, leadership and sales.

Phil holds a master's degree in administration from Central Michigan University and a bachelor's degree in advertising and communication from Michigan State University. He has held sales and leadership positions at IBM and Entre Computer Services. Phil resides in southern Michigan with his wife, Angie, and their two children, Xavier and Amanda.

April Meeting Information

Date: Wednesday, April 27 **Time:** 11:30 a.m.

Where: Held via Zoom

Call-In Information:

- **Zoom Meeting Link:**
<https://us06web.zoom.us/j/82512904373?pwd=dy9HZUxIY2QxTHpHREprRzVsSFo4QT09>
- **Meeting ID:** 825 1290 4373
- **Passcode:** 136061

Contact: Email Mike Giancotti at giancotti.mike@aoins.com

Connect with us on Facebook and LinkedIn at Mid-Michigan CPCU Society



Mid-Michigan Chapter CPCU Newsletter

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The submission
 deadline for the
 May newsletter is
May 10

If you know of promotions
 or other noteworthy ac-
 complishments involving
 CPCUs, please send them
 to the editor using any of
 contact methods listed.

Future CPCU Annual Meeting Sites

Nov. 10-12, 2022: San Francisco

Future Chapter Meeting Dates

May: TBA

Chapter News

You remember our ethics speaker, Ben Schartow, the executive director of Building Twentyone, a nonprofit teen center in Mason. Now is your chance to support a worthy cause while having a great time out for some laughs:

A LIVE and virtual evening of comic relief to benefit Building Twentyone Teen Center

Nothing brings us together like laughter and a great meal. So we're back this year with our annual "Comedy for a Cause" fundraiser April 28.

Come early for your free caricature drawing, then stick around in our exclusive VIP area to meet your comedians.

You can choose your live or virtual involvement in this fun and lively entertainment!! All while supporting students in our community.

Introducing Nazareth

Award-winning comedian Nazareth has been seen by over 40 million people around the world through live concerts, TV and radio broadcasts. His list of TV appearances include: Comedy Central, ABC Family, NBC, CBS, and TBN. The New York Times raves about his performance, but Nazareth insists that his biggest credit is that he is a husband and a father.

About the Event

Live Event: Doors open at 5:45 p.m., dinner is at 6:15 p.m.
Nazareth performs from 7:30 to 8:25

Virtual Event: Log on via Zoom or YouTube at 6:45 p.m.

Comedy for a Cause Registration

\$40.00 - LIVE Event Ticket: LIVE event ticket for one guest

\$60.00 - VIP-LIVE Ticket: VIP access and event ticket for one guest

\$35.00 - VIRTUAL Event Ticket: Link will be provided for your household ONLY please

\$55.00 - VIP-VIRTUAL backstage ticket: Includes interactive experience via Zoom, free gift, Live DJ before and after show, and exclusive virtual meet-and-greet with Joey

Sorry, I can't attend, but I would like to show my support by making a donation

Make plans to join us for the 2022 CPCU / CMUA Golf Outing!

Our annual golf outing for the Mid-Michigan and Greater Detroit CPCU Chapters along with the Central Michigan Underwriters Association is scheduled for Thursday, June 2nd. This 4-person scramble is fun for golfers of all ability levels! Each foursome is required to use at least two drives AND two putts from each golfer in their group.

When: **Thursday, June 2, 2022**
10:00 AM Registration
10:30 AM Shotgun Start
(note earlier start time this year)
4:00 PM Prizes and Dinner

Where: **Wheatfield Valley Golf Club**
1600 Linn Rd, Williamston, MI 48895



Cost: **\$63 per person –**
Includes 18 holes of golf with cart, box lunch, drink tickets, steak and pasta buffet dinner
Hole, score, and participation prizes too!
(\$48 per person without dinner)

Participants may pay \$3 additional to use the driving range prior to the start of the event.

Guests are welcome! Participants are not required to be a member of the CPCU or CMUA organizations.

To register, please provide the following information via email to Heather Fishel (Fishel.Heather@aoins.com):

Team Contact Person
Team Members
Company
Phone Number
Email Address
Number including dinner (\$63 per person)
Number without dinner (\$48 per person)

Payments can be made on the day of the event. Cash, Check, or Credit card accepted by Wheatfield Valley. Please make checks payable to Wheatfield Valley Golf Club.

Space is limited so register today. Registration will close on Tuesday, May 31st or when spaces are filled.