

# Main Street

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# Did you know?

**Did you know** that many insurance buyers — even those who will ultimately buy through a local agent — use the Internet to conduct research and initiate contact with their local insurance professionals? That's good news if your agency has a web site that's informative, service-oriented and uses new technology. However, if that doesn't describe your agency's web site, or if your agency doesn't have a web site, then these individuals and business professionals are unlikely to consider your agency for their business.

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Learn more about PIA's program with Emerald and see the web sites for yourself at [www.bestagencywebsites.com](http://www.bestagencywebsites.com).

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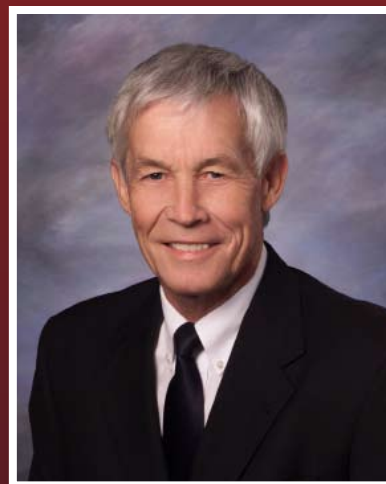
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## INSURANCE OF NEBRASKA

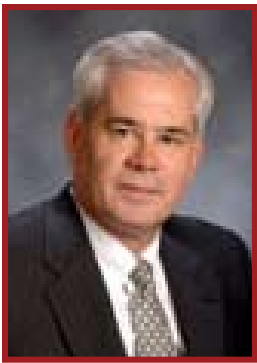


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# If your insurance agency files could talk, what would they say about you?

*By Curtis M. Pearsall, CPCU, AIAF, CPIA  
President – Pearsall Associates Inc. and Special  
Consultant to the Utica National E&O Program*



**As a backdrop, if and when an E&O claim is made against your agency, in all likelihood, you will be asked to provide a copy of the specific file that the claim pertains to.** It may be

a paper file or it may be electronic. Either way, you will be asked to copy that file including all correspondence (e-mails, faxes, letters, etc.).

## **What will that file say about you?**

**Will it say that you were a consummate professional** with all communication documented timely and professionally?

**Will the file reflect the precision and detail with which you approach your responsibilities?** Will it include documentation back to the customer detailing the conversation to ensure that there were no misunderstandings? After all, you truly care about your customers and want to resolve any potential misunderstandings before a claim as opposed to after it.

**Will the file say that you are very organized with everything in its proper place allowing a fellow team member to**

**pick up that file and know exactly what has been done and what items are still open and unresolved?** Will the file reflect that when policies were received, they were reviewed for accuracy?

**If your file says all of these things about you, kudos and great job!** This type of a file is a paradise for the defense counsel assigned to your agency by the E&O carrier. It will bode well for your agency as the E&O claim develops.

**If your file would not say these good things about you, isn't this a good time to make the necessary changes?** Minimal or sketchy documentation could definitely impact the final resolution of an E&O claim. Documentation such as "spoke with insured about their homeowners coverage" does not really tell you what was discussed, what was resolved or for that matter, who exactly did you even speak with. What if the documentation was actually done weeks after the actual conversation? Not good!

**If your files could talk, what would they say about you? Don't wait for an E&O claim to find out. ■**





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## PIA NE IA and *A New Designation — CPIA*

The PIA NE IA has teamed with the AIMS Society (American Insurance Marketing and Sales Society) to offer a brand new designation — the CPIA.

Or the Certified Professional Independent Agent.

The CPIA designation is training focused on professionalism, commitment to professional training and results and technical knowledge. The designation does require a bi-annual update.

Currently CPIA courses are offered in Oregon and Washington and more CPIA courses are coming to the rest of the PIA Western Alliance states sometime this year.

There are 7 General CE credits associated with the courses in both NE & IA.

The CPIA courses are titled ***Insurance Success Seminars***. Each course is designed to enhance the ability of producers, sales support staff and company personnel to efficiently create and distribute comprehensive insurance programs.

Or in other words — improve and maintain sales. You will leave with ideas that will produce results immediately.

You're an insurance professional. We know that. And for some of you this question immediately pops to mind: why spend the money to learn what I already know? Yes you know sales, but do you know sales like this?

The three ***Insurance Success Seminars*** and descriptions are as follows:

### Position for Success (CPIA 1)

**Objective:** This course assists you in implementing risk identification strategies and systems that will prevent errors and omissions during the insurance prospecting process. Topics covered during the seminar include:

- Understanding today's insurance market place
- Identifying coverage concerns
- Becoming an Industry Insider
- Using the media and social media networking as a sales tool

### Implement for Success (CPIA 2)

**Objective:** To develop the technical knowledge and skills you need to design a complete, yet innovative insurance program for prospective clients. You will leave with detailed information for providing solutions in the complex insurance market. Issues addressed during the session include:

- How to get the Decision Makers to work with you
- Presenting your solutions to the client and company
- Selling without cold calling

### Sustain Success (CPIA 3)

**Objective:** You will learn specific methods for maintaining high legal and ethical standards of operations while developing the agent-client relationship. Specific topics covered during the seminar include:

- Establishing a client centered agency
- Creating a proactive client education program
- Customer Service WOW!

To register for a class, [Click Here](#)



# Beyond the Hard Market *Contingent Commissions*

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## Here are the results

- 39% of the firms surveyed plan to modify their contingent commission plan in 2012.
- 11% of those surveyed had stricter premium-volume requirements to receive contingents in 2011.
- On average to receive contingent commissions an agent — in 2011 — had to place at least \$300,000 in business.
- Growth requirements are going to increase for 7% of the firms surveyed.
- Another 5% added retention requirements.

In 2004 and 2005 then New York Attorney General Eliot Spitzer came down hard on Marsh, Aon, Willis and several other insurance firms for bid-rigging and book cooking. Part of the agreements between Spitzer and the companies — that included huge fines but no admission of guilt — was to no longer award contingent commissions.

PIA National as well as your own association, the PIA NE IA fought the agreements and the courts agreed. Paraphrasing: contingent commissions are legal, are honorable and should be received.

Slowly but surely the Spitzer agreements were relaxed. Now a consulting firm says contingent commissions will likely be 12% higher in 2012 than they were in 2011. That's the conclusion of the Ward Group's ***Agent Compensation and Management Practices Study — 2011***.

Spokesman Jeff Rieder said insurers are making changes in how they compensate agents and are changing incentives and management practices. The rate increases are because of the thawing soft market and fewer catastrophe claims. ■

Source: *PropertyCasualty360.com*



# Not Your Father's Hard Market

## *But a Hard Market Nonetheless*

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### So is the soft market over and done? Some say it is — others say it is not.

We start this report with the 2011 fourth quarter results from the Council of Insurance Agents & Brokers' (CIAB) **Commercial P/C Market Index Survey**. Property and casualty rates — on average — rose 2.8% when compared to the same period a year ago.

Spokesman Ken Crerar said, "It's clear from the data that the market continued its upward momentum in the fourth quarter. Capacity was still strong, but prices rose in the face of declining underwriting profitability, dwindling reserves and huge catastrophic losses."

### Workers' compensation insurance led the way. Here are the results:

- Workers' compensation rates rose 7.5%.
- Commercial property was second at 5.7%.
- Medium accounts saw the best increases averaging 3.5%
- Small accounts were a close second at 3.1%.
- Large accounts did not fare as well — 1.8%.

How good is this report? Very. The CIAB report from 2010 showed fourth quarter

P&C rates dropping an average 5.4% between 2009 and 2010.

Rates are definitely rising and most rate trackers say the hard market has arrived. Leading the yea sayers is MarketScout. Its CEO Richard Kerr has officially pronounced the soft market over.

Others like Insurance Information Institute President Dr. Robert Hartwig are more cautious and say all of the pieces necessary for a hard market are not yet in place.

Marsh agrees with MarketScout. Rates will rise in 2012. The firm issued a report saying the trend of rising rates began in mid-2011. ***Navigating the Risk and Insurance Landscape: U.S. Insurance Market Report 2012*** says the catastrophe losses of 2011 and reduced investment returns all but guarantee rate increases.

### Those insurers suffering the most catastrophe losses will raise their rates the most. Here's what else the report said:

- The property rates will rise the highest.
- Primary and excess casualty rates will firm up.
- Umbrella coverage could hit mid-to-high single digit rate increases.

- Modest rate increases are expected for financial and professional rates, and D&O liability.

Marsh CEO David Bidmead said the rising rates can't really be classified as a hard market. However, he believes the market is in a definite transition and signs of market correction are there. That's going to lead to more underwriting discipline from carriers.

"Those insureds that are able to provide carriers with complete, accurate, and quality data will be best positioned to navigate a changing insurance market and effectively differentiate themselves from others seeking critical capacity for catastrophe risks," he said. ■

## Work Comp 2011 & 2012

# No Profits

Rates may be rising but profits are not. Insurers selling workers' compensation will not see profits for the next couple of years — or so says Standard & Poor's. In its recent report ***Making Workers' Compensation Profitable May Be Mission Impossible***, the rating company said, "All signs are pointing to more unprofitable years ahead for the workers' compensation insurance industry."

The reasons? High unemployment, economic recovery that is slow, if not regressing, inflation concerns for the payments of future claims,

reserves that are dwindling and low yields on investments.

S&P also says that work comp has a terrible track record when it comes to underwriting profits. Only three times in the last 20-years has work comp shown a profit. ■



## PIA National *Sets Federal Legislative Summit*

PIA National's Annual Federal Legislative Summit has been set for March 21-22. It is an event you should attend if you can at all afford a couple of days in the nation's capitol. The annual Federal Legislative Summit is when PIA members from around the country meet with their congressional delegation.

The idea is for you to let them know first hand how the legislation they are considering affects independent insurance agents and the consumers they serve. You can help paint a picture of what insurance is like on Main Street.

After a short morning meeting on the 22nd, you will spend a full day of scheduled meetings with in the offices of your senators and representatives. At day's end, you will enjoy

a reception with the other attendees to recap the day. It is time for you and others to share stories from your visits.

Timothy Russell of the PIA National Governmental Affairs Committee said, "Many of the issues of critical importance to professional insurance agents are in play in Congress this year. That's why it's important that PIA members connect with their elected representatives on Capitol Hill, up close and personal. It gives lawmakers the opportunity to meet with Main Street insurance agents from their districts who do business with real people, in the real world."

Make your plans now to participate in the 2012 PIA Federal Legislative Summit. Go to [www.piafls.com](http://www.piafls.com) to find more information and register for the FLS. If you have questions about the Federal Legislative Summit, contact Mike Becker, Assistant Vice President of Federal Affairs at [mikebe@pianet.org](mailto:mikebe@pianet.org) or at 703-518-1365. ■

## *Insurance Commissioners* **Big Changes in 2012?**

PIA National reports as many as 11 insurance commissioners could see their terms come to an end in 2012. Some will end because they are part of gubernatorial administrations that are up for re-election on Nov. 6. Others face elections of their own.

The five commissioners facing elections this year include Monica Lindeen of Montana, Mike Kreidler of Washington State, Wayne Goodwin of North Carolina, Adam Hamm of North Dakota and Karen Weldin Stewart of Delaware. ■



## The NFIP *It's Extended.* Now What?

Insurance groups — like PIA National — and insurance companies, consumers, politicians, just about everyone wants to see the National Flood Insurance Program (NFIP) extended for at least five years and reformed.

All agree on the big picture. The rub is getting agreement on the small details.

Toward the end of December Congress passed a short-term extension to May 31, 2012 and President Obama signed it. Experience with the proposed reforms of the NFIP and a permanent extension says that May comes really fast. Sometime in February or March both houses of Congress will get serious about it. They'll pass different bills — or maybe the same bills passed last year — and then not be able to agree on the reforms. At the last minute they will be out of time and there will be yet another short term extension.

PIA National does not want to see that. Neither do other organizations. One in particular is National Flood Services. It's a third-party administrator out of Montana doing write-your-own insurance. NFS is the first organization out of the gate this year pushing the just back in session Congress to get serious about reforms.

Stephen Harty — NFS president — sent a letter to Senate Majority Leader Harry Reid and others in leadership in the senate stating the need to extend the NFIP through September of 2016. "In our view, and that of much of the insurance and housing industries, this is a case where a 'good' bill enacted now is more beneficial to all parties, including the taxpayer, than a 'great' bill that never sees the light of day."

He wants the ***Flood Insurance Reform and Modernization Act of 2011*** passed.

"Failure to enact legislation providing a five-year reauthorization of the program is inimical to the interests of Congress, the Treasury and the more than five million homeowners and businesses across the country who depend on this program. What we are hearing from the industry perspective is that uncertainty over the federal government's commitment to NFIP — as evidenced by Congress's inability to reauthorize the program — is a major negative factor in terms of private sector participation."

After sending the letter, Harty met with Reid's staff, the staff of Senate Banking Committee Chair Sen. Tim Johnson and with the staff of Senate Minority Leader Mitch McConnell. He also met with Montana Democrat Sen. John Tester.

Harty said a Congressional Budget Office (CBO) report from October of 2011 cites compelling evidence to get the job done. "The changes made by the bill would improve the financial condition of the program and reduce its need to borrow from the Treasury—a source of direct spending—by a total of \$380 million between 2012 and 2014."

There appears to be support in the senate for the bill. Support also exists in the House for one close to what the Senate passed last year. Insurance lobbyists — whose names are withheld for anonymity — say the holdup is Reid and McConnell.

The two leaders of the senate disagree on final provisions for the bill and each leader is holding the bill up because they want to use it to attach provisions unrelated to flood insurance when the bill finally gets heard.

One last point — the NFIP lapsed four times in 2010 for 53 days. ■

# Government Run Insurance

*California & the U.S.*

A grand almost experiment in California came to a screeching halt. Senate Bill 810 was to create a government controlled health care payment plan and that would have outlawed the sale of any private health insurance by 2014.

It set up a payment structure where all Californians paid the same rate for specific types of care.

It failed 19 to 15 and opponents were in both parties. Businesses didn't like the bill. The tax costs were prohibitive and it clashed — they said — with the new federal mandates coming in 2014.

Business isn't the only place opposition is found to government run health care. As you know the U.S. Supreme Court in March will begin the decision on whether the individual mandate in the Patient Protection and Affordable Care Act (ObamaCare) is constitutional.

A poll from the Kaiser Family Foundation says more than half of us want the court to overturn that part of the plan. Here's the breakdown:

- 54% think the court should say no to the mandate.
- 17% say it ought to be upheld.
- 29% either don't know or won't answer.

Breaking it down even more:

- 73% of Republicans oppose the law and that opposition is intense.
- 62% of Democrats like the law. ■

# Health Care Spending & Salaries

Spending on health care is dropping. Well, at least the rate is dropping. Fitch released a report showing that health care spending in 2011 rose just a tad from 2010's record low. It's up 3.9% to \$2.6 trillion — or \$8,402 per person.

Those figures are from the U.S. Centers for Medicare and Medicaid Services.

The economy is to blame the centers say. Treatment is being delayed for those with insurance that cannot afford the co-pays etc. and those without insurance are not being treated at all. This is where Fitch comes in. It says look for that trend to continue long term.

The Kaiser Family Foundation's 2011 study titled **Employer Health Benefits** says the average increase in premiums from 2001 to 2005 was 9% to 13% per year. From 2006 to 2008 the increases dropped to 3% to 6% annually.

In 2011 the rate rose to 9% and the share employees paid for their health insurance increased across the board.

While health care spending is down, spending on the people providing health care is not. The publication **On Numbers** looked at the salary figures nationwide for health care practitioners and support staff from the U.S. Bureau of Labor Statistics.

They checked in 406 metropolitan areas and here is what they found:

- Four California metros have the highest salaries for surgeons, doctors, therapists, aides, etc.
- Napa, California has the highest average at \$107,000 a year.
- San Jose ranks second at \$106,590.
- Oakland is \$96,980
- San Francisco sits at \$95,320. ■

## States & Exchanges

### *Oregon Leads the Way*

The health exchanges mandated by the Patient Protection and Affordable Care Act are due to be in operation by January 2014. The Obama administration says 28 states are moving ahead as if the U.S. Supreme Court will rule that the act is constitutional.

Another 14 states aren't moving so fast. The administration says Republican governors — while not exactly setting up the required exchange — have taken some steps in that direction. Just not enough.

A few states — however — are holding off because of the uncertainty of the legal action being considered. That — the administration indicates — is dangerous because the exchanges must be created by January of 2013 and that's now less than a year away.

If one isn't done the federal government is obligated to make sure one is in place.

Oregon — which passed its own version of ObamaCare a year before Congress passed the Patient Protection and Affordable Care Act — is ahead of most states when it comes to the development of the exchange.

But Oregon — like most states — is struggling with a budget deficit in its health programs. The state is looking at a \$640 million hole. But there is a solution. What else? The federal government.

Oregon Governor John Kitzhaber and Oregon Health Authority head Bruce Goldberg went to Washington D.C. to see about a lifeline. They've asked for \$2.5 billion over the next five years. It may be coming. At least the governor and Goldberg are optimistic help is on the way.

Kitzhaber said, "They were fruitful conversations."

Federal officials are so pleased with Oregon's progress that the talks weren't about if the money is coming, but about when. ■







## State of the Union

### State of the Union 1 *ObamaCare Avoided*

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For the last three State of the Union Addresses, President Obama has made reference to national health care and his — what may be — signature piece of legislation, the Patient Protection and Affordable Care Act.

The closest he came to commenting on the legislation was when he said, “I’m a Democrat. But I believe what Republican Abraham Lincoln believed: That Government should do for people only what they cannot do better by themselves, and no more ... That’s why we’re getting rid of regulations that don’t work. That’s why our health care law relies on a reformed private market, not a Government program.”

The president also pledged to not go back to allowing insurance companies to deny coverage because of pre-existing conditions. ■

### State of the Union 2 *Taxes*

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In his State of the Union address President Obama said he wants to see 30% as the minimal marginal tax rate for people that make over \$1 million a year. He called it the Buffet rule after billionaire investor Warren Buffet who says his secretary pays more each year in taxes — percentage wise — than he does.

“Tax reform should follow the Buffet rule. If you make more than \$1 million a year, you should not pay less than 30 percent in taxes. And my Republican friend Tom Coburn is right: Washington should stop subsidizing millionaires.”

Some Republicans are calling the president’s call for the minimum tax a “gimmick” that will do little to fix Washington’s income problems.

Taxes were a big topic in the State of the Union address and the president spoke about them six times. A group called Investors.com analyzed the president’s take on taxes. In its article criticizing the president’s “not-so-accurate” view of taxes, the group said, “If President Obama wants to create a fairer country, shouldn’t he start by fairly portraying our tax code? Instead, he used his State of the Union speech to peddle a number of blatant tax falsehoods.”

The group noted the president said the rich, business people and corporations are not paying their fair share. President Obama: “We need to change our tax code so that

people like me, and an awful lot of members of Congress, pay our fair share of taxes.”

The group’s response:

- The Congressional Budget Office says the current tax code is more progressive now than in 1979.
- The richest 1% — the CBO says — pay 36% of all income taxes paid.
- Nearly half of the taxpayers pay nothing at all, or get cash back at the end of the year.

Investors.com said, “If that isn’t fair, Obama owes it to the country to describe just what sort of distribution would be fair.”

Another point. President Obama: “Right now, because of loopholes and shelters in the tax code, a quarter of all millionaires pay lower tax rates than millions of middle-class households.”

The group’s response is to quote the Internal Revenue Service:

- Families with incomes of \$50,000 to \$100,000 pay an average 8.9%.
- Families with incomes of more than \$1 million pay 23%.

Investors.com says a few may be getting away with paying less taxes, but the IRS figures show it is the exception, not the rule.

President Obama: “Right now, we’re poised to spend nearly \$1 trillion more on what was supposed to be a temporary tax break for the wealthiest 2% of Americans.”

To counter, Investors.com went back to the IRS:

- In 2007 the richest 1% paid \$84 billion more in taxes than before Bush took office.
- The other 99% paid \$6 billion less.

President Obama: “Do we want to keep these tax cuts for the wealthiest Americans? Or do we want to keep our investments in everything else? Because if we’re serious about paying down our debt, we can’t do both.”

The group quotes President Obama’s debt commission heads former Sen. Alan Simpson and former Clinton Treasury Secretary Erskine Bowles, “We can’t simply cut or tax our way out of this problem. Bringing our debt under control will require tackling the growth of entitlements and reforming the tax code to promote economic growth.”

The rich do not have close to enough money — if you took it all — to put a dent in the problem.

At the same time, a report from ***The Wall Street Journal*** does seem to indicate a problem. The newspaper reports that as many as 60% of firms earning \$1 million or more per year are paying no taxes at all.

That is the highest figure in the “developed world.”

The glitch — it seems — is in how the firms are identified by the IRS. Pass-through companies — or those set up as tax-free operations — are increasing. Business was made up of 24% of them in 1986 and today that figure is 69%. ■

# States, Taxes & Business

Taxes matter to business. They affect decisions for the business as it moves forward. Taxes impact job creation and job retention. The locations of plants and business expansion depends on how a state's tax structure is set up.

The Tax Foundation tracks taxes and said, "Taxes diminish profits. If taxes take a larger portion of profits, that cost is passed along to either consumers (through higher prices), employees (through lower wages or fewer jobs), or shareholders (through lower dividends or share value). Thus a state with lower tax costs will be more attractive to business investment, and more likely to experience economic growth," the group said.

Thus its annual report of the worst and best states of business taxes.

## Worst States for Business Taxes

50 — New Jersey — 3.33 — The best ranking it got was 25 in unemployment insurance taxes and the lowest score is 49. That's in property taxes.

49 — New York — 3.59 — At best it is number 23 in corporate taxes and next to the lowest ranking — 49 — in individual income taxes.



48 — California — 3.71 — The best the Golden State does in the rankings is number 13 in unemployment insurance taxes. It is the worst state in the union for individual income taxes.

47 — Vermont — 4.17 — Vermont is good with sales taxes at number 14 but sits at 47 in individual income taxes.

46 — Rhode Island — 4.18 — It hit number 24 in sales taxes and ranks lowest in unemployment insurance taxes.

## Best States for Business Taxes

5 — Florida — 6.90 — Florida is tied for 1st in individual income taxes and at its worst is number 24 in property taxes.



4 — Alaska — 7.36 — Alaska is tied for 1st in individual income taxes and the worst it does is number 28 in unemployment insurance taxes.

3 — Nevada — 7.45 — Tied for 1st in individual income taxes and its lowest marks leave it at 42 in both unemployment insurance and sales taxes.

2 — South Dakota — 7.54 — It, too, is tied for 1st in individual income taxes and the worst showing is 41 in unemployment insurance taxes.

1 — Wyoming — 7.67 — Tied for 1st in individual income taxes and ranks 34 in property taxes.

## Where does Nebraska and Iowa fall?

Nebraska — 30 — number 33 in corporate taxes, 29 in individual income taxes, 27 in sales tax, 12 unemployment insurance, 37 property taxes.

Iowa — 41 — number 48 in corporate taxes, 32 in individual income taxes, 25 in sales tax, 35 unemployment insurance, 36 property taxes. ■



## ATTITUDES Small Business

EMPLOYERS®, America's small business insurance specialist® just finished its annual **Small Business Opinion Poll**. The results of the 501 small businesses surveyed are interesting but not surprising. Close to half of those polled think this nation's best days are gone. Those surveyed also don't have much nice to say about Washington D.C. and the federal government. They blame Congress and the administration for it being so hard to hire employees and keep their businesses going.

The negatives pretty much stop there. When it comes to their individual businesses, most are fairly optimistic and think they're headed in the right direction.

Here are the results:

- 46% of small businesses think this nation's best days are behind us.
- 82% think Washington ought to get out of the way of small business.
- 65% think their business is headed in the right direction.
- 34% say economic uncertainty is the biggest challenge they have.
- 70% think federal regulations on small business are unreasonable. ■

## A Summary *The Economy*

The Commerce Department said the U.S. economy grew a bit in the final three months of 2011. In fact, the economy expanded at a 2.8% annual rate from October to December. It is the fastest pace we've seen in a year-and-a-half.

Before you start cheering — economists had predicted a 3% rate. And for all of 2011 the growth rate was just 1.7%. In 2010 it was 3%. So things are actually down, not up.

The Federal Reserve also chimed in on the economy last week and Fed Chairman Ben Bernanke said the Fed will keep interest rates at the bottom at least through late 2014. He thinks the economy will grow from 2.2% to 2.7% in 2012. ■

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## TARP *Still Not Paid Back*

The Troubled Asset Relief Program (TARP) is the \$700 billion bank bailout originally initiated by the Bush administration but agreed to by President Obama during the 2008 presidential campaign.

Troubled banks aren't — as you know — the only firms helped by the program.

Christy Romero is the special inspector charged by Congress to track TARP. She says the program and the companies it bailed out still owe \$132.9 billion to taxpayers. The U.S. Treasury is trying to sell what it owns of 458

firms bailed out by TARP — like AIG, General Motors and Ally Financial — but the stock market going up and down, and up and down, is slowing progress.

The \$700 billion is also not an accurate figure. That's what was authorized. However, just \$413.4 billion was loaned out and the government has recovered \$318 billion to date. ■

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## *No Second Term for Treasury Secretary*

Treasury Secretary Timothy Geithner says it is highly unlikely he'll do a second stint as the head of the U.S. Treasury Department if President Obama gets a second term.

"He's not going to ask me to stay on, I'm pretty confident. I'm confident he'll be president, but I'm also confident he's going to have the privilege of having another secretary of the Treasury."

If reelected the president will have two major posts to refill because Secretary of State Hillary Clinton has also said she will not serve a second term. ■

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It's not going to help. The U.S. Postal Service is billions in the hole and more than 3,600 post offices are going to close in the next year. ■

# *Your Health*

## ***A New but Old Way to Die***

Love songs say only love can break your heart. Doctors at Beth Israel Deaconness say they've done a study that says it's not a myth. Heartbreak can break your heart — permanently.

Grief — the study says — puts individuals suffering from it at a higher risk for a heart attack. Grieving patients are at 21-times greater risk for a heart attack up to 24-hours after losing a loved one.

Elizabeth Mostofsky of the hospital and the study author said, "Bereavement and grief are associated with increased feelings of depression, anxiety and anger, and those have been shown to be associated with increases in heart rate and blood pressure, and changes in the blood that make it more likely to clot, all of which can lead to a heart attack." ■







# Upcoming Events Calendar 2012

For information and to register [Click Here](#)  
or call (402) 392-1611.

Start Date	Class	Type	Location
February 8, 2012		Legislative Luncheon at the Governor's Mansion	Lincoln, NE
February 13, 2012	Online	MERG: New Agency Employee Orientation	
February 13, 2012	Online	MERG: Delivering Quality Service (to the Customer and the Employer)	
February 13, 2012	Online	MERG: Commercial Lines Coverage Basics	
February 15, 2012	CPSR	Systems, Operations & Procedures	Grand Island, NE
February 16, 2012	CISR	Agency Operations	Des Moines, IA
Feb. 29 - March 2, 2012	CIC	Life & Health Institute	Omaha, NE
March 12, 2012	Online	MERG: Personal Lines Coverage Basics	
March 12, 2012	Online	MERG: New Agency Employee Orientation	
March 13, 2012	CISR	William T. Hold	Des Moines, IA
March 14 -16, 2012	CIC	Commercial Casualty Institute	Des Moines, IA
March 20, 2012	CISR	Insuring Commercial Property	Cedar Rapids/ Marion, IA
March 21 -24, 2012		Federal Legislative Summit	Washington, DC
April 9, 2012	Online	MERG: Commercial Lines Coverage Basics	
April 12, 2012	CISR	Personal Auto	Davenport, IA
April 17, 2012	CPIA	Position for Success	Lincoln, NE
April 17, 2012	CPIA	Position for Success	Des Moines, IA
April 17 -20, 2012	CIC	Agency Management Institute	Lincoln, NE
April 19, 2012	CISR	Insuring Personal Residential	Cedar Rapids/ Marion, IA
May 9, 2012	CISR	Insuring Personal Residential	Des Moines, IA
May 9 -11, 2012	CIC	Life & Health Institute	Cedar Rapids, IA
May 10, 2012	CISR	Insuring Commercial Casualty	Davenport, IA
May 16, 2012	CPSR	Commercial Casualty	Lincoln, NE
<b>June 7-8, 2012</b>		<b>PIA NE IA Convention - Save the Date!!</b>	<b>TBA</b>

## CALENDAR OF EVENTS

June 11, 2012	Online	MERG: Delivering Quality Service (to the Customer and the Employer)	
June 20, 2012	CISR	Insuring Commercial Property	Des Moines, IA
June 21, 2012	CISR	Agency Operations	Cedar Rapids/ Marion, IA
July 11, 2012	CISR	Agency Operations	Davenport, IA
July 18, 2012	CISR	Insuring Commercial Casualty	Des Moines, IA
July 18-20, 2012	CIC	Commercial Property Institute	Omaha, NE
July 19, 2012	CISR	Insuring Commercial Casualty	Cedar Rapids/ Marion, IA
July 25, 2012	CISR	William T. Hold	Cedar Rapids/ Marion, IA
July 25 -27, 2012	CIC	Agency Management Institute	Des Moines, IA
July 26, 2012	CPIA	Implement for Success	Des Moines, IA
July 26, 2012	CPSR	Commercial Property	North Platte, NE
August 16, 2012	CISR	Insuring Personal Auto	Des Moines, IA
August 22, 2012	CPIA	Implement for Success	Omaha, NE
August 22 -24, 2012	CIC	Personal Lines Institute	Lincoln, NE
August 28-30, 2012	CIC	Commercial Property Institute	Cedar Rapids, IA
September 12, 2012	CISR	Insuring Commercial Property	Davenport, IA
September 13, 2012	CISR	Insuring Personal Auto	Cedar Rapids/ Marion, IA
September 18, 2012		Greater Omaha Committee Scholarship Golf Outing	Ashland, NE
September 20, 2012		Rural & Town Agents Seminar	TBA
September 20 -23, 2012		PIA National Fall Governance Meetings	Baltimore, MD
October 10 -12, 2012	CIC	Commercial Casualty Institute	Omaha, NE
October 24, 2012	CISR	Agency Operations	Des Moines, IA
October 25, 2012	CISR	Insuring Commercial Casualty	Cedar Rapids/ Marion, IA
November 7, 2012	CISR	Insuring Personal Residential	Davenport, IA
November 8, 2012	CISR	Commercial Property	Des Moines, IA
November 8, 2012	CPSR	Residential Property	NE
November 13, 2012	CISR	Dynamics of Service	Des Moines, IA
November 14 -16, 2012	CIC	Personal Lines Institute	Des Moines, IA
December 6, 2012		Greater Omaha Committee Christmas Party	Omaha, NE

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# Surprise

## *Lying in Text Messages*

They'll study anything these days. The latest hot topic is what venue lets us lie the easiest. David Xu at W. Frank Barton School of Business at Wichita State University studied 170 students. He had them communicate face-to-face, via video (like Skype) and audio (like a phone conversation) and by text messaging.

Students were divided into two groups: brokers and buyers. Brokers were promised cash for more stock sales and were told the stock they were selling was going to lose half of its value almost immediately. Buyers were told about the

cash promise **after** the transactions and were asked if the brokers lied to them while selling the stock.

The results? Buyers getting the stock information via text messages were 95% more likely to report they were deceived than if the info came via video. It was 31% when compared to face-to-face and 18% more likely than an audio chat.

What did surprise Xu was that people are less likely to lie via video than any other format. ■



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