



# APPLES TO APPLES



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## CORE CONSIDERATIONS



YES VIRGINIA THERE IS AN APPLES TO APPLES COMPARISON . . . YOU JUST HAVE TO KNOW WHERE TO LOOK. THERE ARE PEOPLE WHO WILL TELL YOU THAT YOU CAN'T TAKE A HALF DOZEN INSURANCE PROPOSALS AND ENTER THEM ON A SPREADSHEET AND CREATE A SPREADSHEET THAT WILL MEASURE ALL THE PROPOSALS AGAINST THE NEEDS OF THE CLIENT. YOU SIMPLY HAVE TO START CORRECTLY. YOU MUST DO A THOROUGH REVIEW OF ALL PAST LOSSES AND PROJECTED GROWTH IN ALL AREAS OF THE BUSINESS.

YOU MUST FOLLOW ALL THE STEPS OF RISK MANAGEMENT DISCIPLINE INVOLVED IN IDENTIFICATION, ANALYSIS, ASSESSMENT, CONTROL, AVOIDANCE, MINIMIZATION OR ELIMINATION OF UNACCEPTABLE RISKS. A FIRM MAY USE RISK ASSUMPTION, RISK AVOIDANCE, RISK RETENTION, RISK TRANSFER OR ANY OTHER STRATEGY IN PROPER MANAGEMENT OF POTENTIAL FUTURE EVENTS. AFTER ALL OTHER SOLUTIONS HAVE BEEN USED INCLUDING THE TRANSFER BY CONTRACT OF THE UNACCEPTABLE RISKS, YOU MAY SEEK TO TRANSFER SOME RISKS THROUGH THE PURCHASE OF INSURANCE.

AT THIS POINT BID SPECIFICATIONS HAVE TO BE DRAFTED TO CORRECTLY REFLECT THE EXPOSURES (RISKS) TO BE INSURED BY THE POLICIES. CAREFUL ATTENTION MUST BE GIVEN TO CORRECTLY REFLECT THE SPECIFIC NEEDS OF COVERAGE. ALL UNDERWRITING DATA MUST BE GIVEN TO CORRECTLY REFLECT THE SPECIFIC NEEDS OF COVERAGE. ALL UNDERWRITING DATA MUST BE COMPLETE AND TRUTHFUL. IN ADDITION TO THE BID SPECIFICATIONS A COMPANION DOCUMENT (BID FORM) IS TO BE CREATED AND WILL ACCOMPANY THE SPECIFICATIONS TO THE AGENTS QUOTING THE ACCOUNT.

AGENTS WILL BE SELECTED, NOTIFIED AND ASKED TO SUBMIT A LIST OF THEIR PREFERRED MARKETS IN ORDER OF PREFERENCE. MARKETS WILL THEN BE ASSIGNED. AGENT OF RECORD LETTERS WILL ACCOMPANY THE BID SPECIFICATIONS, BID FORM AND ANY OTHER APPROPRIATE UNDERWRITING INFORMATION SUBMITTED TO THE SELECTED AGENTS. THE CONSULTING FIRM WILL ASSIST THE AGENTS WITH THEIR DEVELOPMENT OF THE PROPOSAL. PROPOSALS AND BID FORMS WILL BE RECEIVED SOME 15 DAYS PRIOR TO RENEWAL.

THE BID FORM WHICH WILL REFLECT DEDUCTIBLES, COVERAGE OR LACK THERE OF, RATES USED TO DEVELOP PREMIUMS OF PAYROLL, SALES, BUILDING RATE, AND ALL OTHER MEASUREMENTS USED TO DEVELOP THE PREMIUM PRESENTED. THE SPREADSHEET WILL REFLECT THE EXACT COVERAGE SOUGHT. USING THE MEASUREMENT UNITS FROM THE BID FORM AND ADJUSTMENT FOR HIGHER DEDUCTIBLE, FLOOD, EARTHQUAKE OR ANY OTHER OMISSION A FULL AND ACCURATE PREMIUM FOR EACH PROGRAM CAN BE DEVELOPED SO THAT MANAGEMENT IS LOOKING AT A TRUE APPLES TO APPLES QUOTE.

AMERICAN RISK MANAGERS KNOWS THIS, VIRGINIA BECAUSE WE HAVE BEEN DOING IT FOR OVER 30 YEARS AND ACHIEVING SAVINGS OF 25% TO 30% FOR OUR CLIENTS.



BILLY BOB, THE FAVORITE DEACON DOWN AT THE MUDDY CREEK BAPTIST CHURCH WAS A FAIRLY GOOD FISHERMAN. AFTER A FULL DAY SPENT FISHING AND NOT GETTING AS MUCH AS A BITE, HE WENT BACK TO SHORE, LOADED UP HIS BOAT AND BEGAN TO DRIVE HOME. BEFORE REACHING HOME, HE DECIDED TO STOP AT A FISH MARKET.

HE WALKED IN AND TOLD THE SALESMAN, "THROW ME SIX OF THE BIGGEST CATFISH YOU HAVE." "THROW THEM? WHY?" ASKED THE SALESMAN.

"BECAUSE I'M GOING TO CATCH THEM," REPLIED BILLY BOB. "I MAY BE A LOUSY FISHERMAN, BUT I'M NOT A LIAR."

## FOOD FOR THOUGHT

A MAN AND HIS WIFE WALKED INTO A DENTIST'S OFFICE. "DOC, I'M IN ONE HECK OF A HURRY," HE SAID. "I HAVE TWO BUDDIES SITTING OUT IN MY CAR WAITING FOR US TO GO PLAY GOLF, SO FORGET ABOUT THE ANESTHETIC. I DON'T HAVE TIME FOR THE GUMS TO GET NUMB. WE HAVE A 10 A.M. TEE TIME AT THE BEST GOLF COURSE IN TOWN, AND IT'S 9:30 ALREADY. I JUST WANT YOU TO PULL THE TOOTH AND BE DONE WITH IT."

THE DENTIST THOUGHT TO HIMSELF, "WOW, THIS GUY IS BRAVE, ASKING TO HAVE HIS TOOTH PULLED WITHOUT ANYTHING FOR THE PAIN." HE ASKED THE MAN, "WHICH TOOTH IS IT, SIR?"

THE MAN TURNED TO HIS WIFE AND SAID, "OPEN YOUR MOUTH, HONEY, AND SHOW HIM."



A LINGUISTICS PROFESSOR GAVE A LECTURE TO HIS ENGLISH CLASS. "IN ENGLISH," HE SAID, "A DOUBLE NEGATIVE FORMS A POSITIVE. IN SOME LANGUAGES, THOUGH, SUCH AS RUSSIAN, A DOUBLE NEGATIVE IS STILL A NEGATIVE. THERE IS, HOWEVER, NO LANGUAGE IN WHICH A DOUBLE POSITIVE CAN FORM A NEGATIVE."

A VOICE FROM THE BACK OF THE ROOM PIPED UP, "YEAH, RIGHT."



IMAGINATION IS EVERYTHING. IT IS THE PREVIEW OF LIFE'S COMING ATTRACTIONS. - ALBERT EINSTEIN



## FOOD FOR THOUGHT

A FEW DAYS BEFORE SALLY SUE'S SEVENTH BIRTHDAY HER GRANDMOTHER WAS DRIVING LITTLE SALLY TO THE STORE. SALLY SUE WAS SITTING IN THE BACK SEAT OF THE CAR, NOT MINDING HER GRANDMOTHER AS TYPICAL SEVEN YEAR OLDS DO. FRUSTRATED BY THE MISBEHAVIOR, HER GRANDMOTHER SAID, "YOU HAVE TWO OPTIONS: A. SHE WOULD NOT HAVE HER BIRTHDAY PARTY OR B. SHE WOULD NOT GET THE DOG SHE WANTED."

SALLY SUE QUICKLY RESPONDED, "WHAT IS OPTION C?"



ZEK AND LUKE WENT TO A TRUCKING COMPANY TO APPLY FOR A "TEAM" TRUCKING JOB. THE PERSONNEL MANAGER DECIDED, AFTER TALKING TO THEM BOTH THAT THEY WEREN'T THE SHARPEST KNIVES IN THE DRAWER. HE DECIDES TO INTERVIEW THEM SEPARATELY. HE FIRST INTERVIEWS ZEK. AFTER 15 MINUTES HE COMPLETES THE INTERVIEW. ZEK BARELY PASSES. NEXT HE INTERVIEWS LUKE. HE BEGINS BY ASKING THE USUAL TRANSPORTATION RELATED QUESTIONS. LUKE ALSO BARELY PASSES.

THE PERSONNEL MANAGER NEXT INTERVIEWS THEM TOGETHER. HE PRESENTS THEM WITH THIS POTENTIAL PROBLEM: NOW ZEK AND LUKE, LETS SAY THAT YOU TWO ARE A DRIVING TEAM. ONE OF YOU IF DRIVING THE RIG AND THE OTHER IS ASLEEP IN THE BACK. YOU ARE GOING DOWN THIS VERY STEEP HILL WITH SIXTY THOUSAND POUNDS OF STEEL ON THE TRUCK. ALL OF A SUDDEN YOUR BREAKS GO OUT AND YOUR SPEED IS INCREASING. WHAT WOULD BE THE FIRST THING YOU'D DO?

ABOUT A MINUTE PASSES AND THERE WAS NO ANSWER. THEN, ALL OF A SUDDEN LUKE SPOKE UP.

"I KNOW, I KNOW, I KNOW THE FIRST THING I'D DO." THE PERSONNEL MANAGER SAYS "YES LUKE, WHAT IS THE FIRST THING YOU'D DO?" LUKE SAYS, "I'D WAKE ZEK UP." THE PERSONNEL MANAGER REPLIES, "WHAT! WHY WOULD YOU WAKE ZEK UP?"

COOS, SAYS LUKE, "HE AIN'T NEVER SEEN NO BIG ACCIDENT BEFORE!"



A FELLOW WAS SITTING IN THE DOCTOR'S WAITING ROOM, SAYING TO HIMSELF EVERY SO OFTEN, "LORD, I HOPE I'M SICK!"

AFTER ABOUT THE FIFTH OR SIXTH UTTERANCE, THE RECEPTIONIST COULDN'T STAND IT ANY LONGER AND ASKED, "WHY IN THE WORLD WOULD YOU WANT TO BE SICK?"

THE MAN REPLIED, "WELL, I'D HATE TO BE WELL AND FEEL LIKE THIS."



"THERE ARE ONLY THREE THINGS YOU NEED TO LET GO OF: JUDGING, CONTROLLING, AND BEING RIGHT. RELEASE THESE THREE AND YOU WILL HAVE THE WHOLE MIND AND TWINKLY HEART OF A CHILD." - HUGH PRATHER



## TRUTHS FOR MATURE HUMANS



- ◇ NOTHING'S WORSE THAN THAT MOMENT DURING AN ARGUMENT WHEN YOU REALIZE YOU'RE WRONG.
- ◇ I TOTALLY TAKE BACK ALL THOSE TIMES I DIDN'T WANT TO NAP WHEN I WAS YOUNGER.
- ◇ THERE IS GREAT NEED FOR A SARCASM FONT.
- ◇ WAS LEARNING CURSIVE REALLY NECESSARY?
- ◇ MAPQUEST REALLY NEEDS TO START THEIR DIRECTIONS ON # FIVE. I'M PRETTY SURE I KNOW HOW TO GET OUT OF MY NEIGHBORHOOD.
- ◇ YOU NEVER KNOW WHEN IT WILL STRIKE, BUT THERE COMES A MOMENT AT WORK WHEN YOU KNOW THAT YOU AREN'T GOING TO DO ANYTHING PRODUCTIVE FOR THE REST OF THE DAY.
- ◇ I'M ALWAYS TERRIFIED WHEN I EXIT OUT OF WORD AND IT ASKS ME IF I WANT TO SAVE ANY CHANGES TO MY TEN-PAGE REPORT THAT I SWEAR I DID NOT MAKE ANY CHANGES TO.
- ◇ I HATE WHEN I JUST MISS A CALL BY THE LAST RING (HELLO? HELLO? DANG IT!), BUT WHEN I IMMEDIATELY CALL BACK, IT RINGS NINE TIMES AND GOES TO VOICEMAIL. WHAT DID YOU DO AFTER I DIDN'T ANSWER? DROP THE PHONE AND RUN AWAY?
- ◇ I HATE LEAVING MY HOUSE CONFIDENT AND LOOKING GOOD AND THEN NOT SEEING ANYONE OF IMPORTANCE THE ENTIRE DAY. WHAT A WASTE.
- ◇ I KEEP SOME PEOPLE'S PHONE NUMBERS IN MY PHONE JUST SO I KNOW NOT TO ANSWER WHEN THEY CALL.
- ◇ I WOULD RATHER TRY TO CARRY 10 OVERLOADED PLASTIC BAGS IN EACH HAND THAN TAKE 2 TRIPS TO BRING MY GROCERIES IN.
- ◇ HOW MANY TIMES IS IT APPROPRIATE TO SAY "WHAT?" BEFORE YOU JUST NOD AND SMILE BECAUSE YOU STILL DIDN'T HEAR OR UNDERSTAND A WORD THEY SAID?



TWO FISHERMEN GO ON A FISHING TRIP. THEY RENT ALL THE EQUIPMENT—THE REELS, THE RODS, THE WADING SUITS, THE ROWBOAT, THE CAR, AND EVEN A CABIN IN THE WOODS. I MEAN THEY SPEND A FORTUNE!

THE FIRST DAY THEY GO FISHING, BUT THEY DON'T CATCH ANYTHING. THE SAME THING HAPPENS ON THE SECOND DAY, AND ON THE THIRD DAY. IT GOES ON LIKE THIS UNTIL FINALLY, ON THE LAST DAY OF THEIR VACATION, ONE OF THE MEN CATCHES A FISH.

AS THEY'RE DRIVING HOME THEY'RE REALLY DEPRESSED. ONE GUY TURNS TO THE OTHER AND SAYS, "DO YOU REALIZE THAT THIS ONE LOUSY FISH WE CAUGHT COST US FIFTEEN HUNDRED BUCKS?"

THE OTHER GUY SAYS, "Wow! THEN IT'S A GOOD THING WE DIDN'T CATCH ANY MORE!"

