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# Lending a Helping Hand 24/7

Our last two issues of *Impact* focused on the insurance community's response to the dramatic needs of storm victims in the wake of Hurricane Katrina and how we reached out globally to provide financial relief, volunteer efforts and compassion to the victims of the Asian tsunami.

But the insurance industry doesn't wait for a catastrophe to step up and help out those in need—we are there lending a helping hand 24 hours a day, seven days a week. In this issue we present several long-term programs that have resulted in perfect partnerships. 21st Century Insurance is celebrating a ten-year alliance with the Los Angeles Police Academy in a program that prepares students for careers in law enforcement and public service. Since the program's inception, more than 750 students have received their diplomas from this school program and 1,200 middle and high school students are currently enrolled in the program.

For more than 10 years, Aflac has had an intimate relationship with the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta. Each year an estimated 1,300 newly diagnosed patients and their families begin their journey toward a cure at the Center. Besides being a generous financial supporter, Aflac employees from diverse backgrounds and skill sets have rallied around the Center by visiting each month to play bingo with the patients, holding toy drives, participating in basketball tournaments, selling ice cream and holding other fundraisers.

Since 1998, MetLife has provided support for the National Marrow Donor program. The company has worked actively to recruit employees as potential marrow donors by having them join the National Registry. To date, about 4,000 associates have done so. The company also hosts blood drives throughout the year and, in 2005, met and exceeded its goals.

More than 15 years ago, Chubb Corporation began building the foundation for women's advancement by developing a set of corporate policies and aligning them with the target of an inclusive workplace. Since then, Chubb has expanded its diversity practices and policies and recently won an award for its "Reach Up, Reach Out, Reach Down" initiative, a collection of strategies, programs and policies created to enable the career development and advancement of a diversity of employees.

A new program brings Harleysville Insurance and ABC-TV's "Extreme Makeover: Home Edition" show together in a unique collaboration. The insurer is providing free coverage for one year for a family's new, made-over home in Philadelphia, saving them a lot of money. Complimentary one-year homeowners insurance policies were also presented to other families recently featured on the show and the insurer is pursuing opportunities with the program to assist other families that will appear on the show in the future.



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Summer 2006 Vol. 12 No.1 *Impact* is published by the Insurance Information Institute, 110 William Street, New York, N.Y. 10038; 212-346-5500. Editor: Diane Portantiere; ©2006 Insurance Information Institute, www.iii.org

Cover: Dan Amos, chairman and chief executive officer of Aflac, Inc., plays with building blocks with cancer center patients. Photo courtesy of Aflac.



# Auto Insurer Celebrates 10 Years of Partnership with Police Academy

**H**ollywood would have you believe you can't fight crime without a good partner. From CSI's Gil Grissom and Detective Jim Brass to Batman and Robin, a good partner can make a big difference.

Another kind of partnership has helped make a difference on the streets of Los Angeles since 1996. That's when the Los Angeles Police Department (LAPD), Los Angeles Unified School District (LAUSD) and 21st Century Insurance partnered to create an innovative program that prepares students for careers in law enforcement and public service. Earlier this month, more than 130 high school students celebrated the 10th anniversary of the Los Angeles Police Academy Magnet School Program at a graduation ceremony.

For the last decade, the magnet school program has offered students hands-on career education in criminology and forensics classes. Los Angeles police officers serve as teachers and mentors. In 2004, Cadet



**Cadets from Mulholland Middle School celebrate after receiving a commendation from the City of Los Angeles marking the magnet program's 10 years of success.**

Melody Perez became the first program graduate to join the LAPD. Since then, 15 more magnet school graduates have earned LAPD badges and at least 30 others are on their way to becoming police officers.

"Through my participation in the magnet school program I have grown tremendously as an individual," said Diana Marin, a senior graduating from Reseda High School. "The supportive staff has opened my mind to the different law enforcement options I have after graduation. I am proud to say I am part of the magnet school family!"

Founding sponsor 21st Century Insurance donated \$250,000 to

launch the magnet school program and has continued to support the program ever since. The insurer's financial contributions have totaled more than \$500,000 since 1996. Each year, 21st Century Insurance presents \$2,500 scholarships to outstanding program graduates. Perez is among the program's past scholarship recipients.

"We are very proud to be a founding sponsor of this outstanding program," said Joyce Prager, assistant vice president of community relations, 21st Century Insurance. "We saw an opportunity to make a positive difference in the lives of local students and in our community."



Graduates are now making our streets safer, and it's humbling to have helped shape those career choices."

Each year, 21st Century Insurance employees create a celebration worthy of the graduating class. Graduation is held at the Los Angeles Police Academy in Elysian Park and selected student leaders represent the class in a reception before the ceremony where they are honored by program sponsors and community leaders. Since the program's inception, more than 750 students have crossed the police academy's parade field to accept their high school diploma, culminating a life-changing journey.

Graduation day always produces inspiring stories of success from students honored for overcoming personal, physical or socioeconomic adversity to graduate from the program. Approximately 90 percent of the class of 2005 enrolled in college and the remaining 10 percent entered military service after graduation. An impressive statistic for any high school class, this achievement is heightened by the diverse makeup of the magnet school student body; most graduates come from underserved communities throughout Los Angeles.

"This magnet school program has

**21st Century Insurance is honored for its founding role in the magnet program by the Los Angeles City Council.**



come so far so fast, thanks to the vision and support of the LAPD, the LAUSD and founding sponsor 21st Century Insurance," said Roberta Weintraub, founder and executive director of the magnet school program. "It's unusual for a corporation to stick with a program for 10 years and 21st Century Insurance has continued its support. To have more than 1,200 cadets enrolled and to see the smiles on the faces of these outstanding young men and women is a wonderful tribute to everyone associated with this program."

Five magnet school programs at high schools across Los Angeles now prepare students for careers in law enforcement and public service as participants in the magnet school program. The current enrollment of more than 1,200 middle and high school students is more than 10 times

larger than the original class of 110 students.

"The magnet school program exposes students to the world of law enforcement and teaches them about the importance of community service and being a good citizen," said Alise Cayen, magnet school coordinator at Reseda High School. "The program truly produces well-rounded graduates."

21st Century Insurance has remained a staunch supporter of the program, not just financially but by becoming involved in the teens' lives as well.

In addition to organizing 21st's involvement in each graduation, Prager, or "Auntie Joyce" as she is called by cadets who know her, founded the 21st Adventure Club. While most magnet school program students are Los Angeles natives, many have not had the opportunity to explore their own exciting city.

During the club's tenure, Prager and teams of four students would spend an entire Saturday exploring various city attractions, including a UCLA basketball game, the Getty Museum and historic Downtown. Magnet students have also received hands-on

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**Los Angeles Police Chief William Bratton meets with magnet school cadets at Reseda High School.**

# Bringing Peace of Mind to a Family in Need

For the next year, William and Carole Py won't have to worry about paying for their homeowners insurance policy. That's because Harleysville Insurance, a regional property/casualty carrier based in Harleysville, Pennsylvania, is providing free coverage for the family's new, made-over home in Philadelphia. Harleysville is working in conjunction with Sylvester & Keating, one of its independent insurance agencies.

The Py family saw their lives turned upside down in 1997 when their daughter and son-in-law were both tragically taken from them within the span of little more than a year. They left behind three children,

William, Samantha and Jose, all of whom were under the age of six at the time. The grandparents then stepped up to fill the void in their grandchildren's lives, raising them as their own.

More recently, the Pys learned that their 50-year-old home in the Northeast section of Philadelphia, which was already too small for three growing children, was plagued by significant problems that would require extensive (and expensive) renovations.

When the ABC prime-time Sunday show, "Extreme Makeover: Home Edition," learned of the Pys' plight and decided to help the embattled family, an entire community joined the effort.



Photos courtesy of Harleysville Insurance

**During a tour of his new home, William Py talks about his granddaughter's renaissance-themed bedroom.**

On Sunday, April 30, during a special two-hour episode of the show, a national television audience watched the demolition of the Py home and, with the help of hundreds of local workers and volunteers, a dream home was built in its place in less than a week.

Actual construction of the "Extreme Makeover" home took place in mid-March. As the transformation was being chronicled in the Philadelphia news media, Andy Vivian, a personal lines underwriter in Harleysville's home office and an admitted "big fan of the show," considered a plan to involve his company.

"A group of our underwriters were at lunch reading articles in the local paper about what was going on in the Py home," explained Vivian. "Then, it hit me. I said, 'How great would it be if our President and CEO Michael Browne showed up at the

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**William and Carole Py (left and second from left), receive a check for homeowners insurance for one year from Harleysville Insurance President and CEO Michael Browne (second from right) and insurance agents Dennis Keating and Michele Taylor of Sylvester & Keating, Pennel, Pa.**

# Making a Difference, One Platelet at a Time

**W**hen she donated her bone marrow in November 2002 to a woman with leukemia, Chrissy Krauss never dreamed she would be identified as a match for someone else. But in April, she learned that she had been—this time, for a seven-year-old boy, also with leukemia.

The systems analyst from MetLife®'s office in Convent Station, New Jersey, said there was no question she would donate again. Krauss first became involved in the National Marrow Donor Program through a recruitment program at MetLife. "I had never really thought about marrow donation until MetLife set up a booth in our office to talk about this," said Krauss.

MetLife has provided longstanding support for the Marrow Donor Program. Since 1998, the company has worked actively to recruit employees, such as Krauss, as potential marrow donors by having them join the National Registry. To date, about 4,000 associates have done so. The MetLife Foundation provided funding to the Marrow Foundation to begin the program. MetLife has also supported the registry effort by developing an educational corporate donor video for the Bone Marrow Foundation to use on a national basis.

Although Krauss was surprised to

be identified a second time as a match, she willingly agreed to be a donor. "How can you balance a couple of days of discomfort with what this boy is going through," she explained. "The idea that I could help save a life—that I had something very unique to give—is what led me to donate both times."

The need for marrow donors is great, even more so in certain minority populations, according to Deanna Sainten, who manages MetLife's Corporate Blood and Marrow Program. Every year, 30,000 children and adults are diagnosed with leukemia or other forms of cancer for which a marrow or a blood stem cell transplant could be the cure. About 30 percent will find a matching donor within their family; the remaining 70 percent will need to search for an unrelated donor.

"Truth be told, I was afraid to join the Registry at first," admitted Krauss. "But there is so much good that can be done, and you really get the support, information and medical



Photos courtesy of MetLife.

**Chrissy Krauss shares a hug and a smile with the recipient of her bone marrow, Kyle.**

care you need to make the decision that's right for you. It's a personal choice but, for my part, I could only say yes."

One year after the donation, Krauss got the opportunity to meet Kyle, the boy whose life she had transformed. Krauss attended an event sponsored by the National Marrow Foundation at Carnegie Hall in New York and was able to see firsthand the positive impact she had made in someone's life.

"Kyle is doing well," said Krauss. "The emotions that I felt when I met Kyle for the first time were indescribable. I am so fortunate to have had

the opportunity. I've thought of and prayed for him throughout this past year. Just seeing what a strong and healthy eight-year-old Kyle has become is all the thanks I need. Being a bone marrow donor has been such a wonderful, eye-opening experience."

"Krauss is an outstanding example of what our MetLife recruitment program can accomplish, bringing together real heroes with people in real need," said Bill Mullaney, president of MetLife Auto & Home® and chair of MetLife's Blood and Bone Marrow Program.

Chrissy Krauss is just one of thousands of MetLife associates who have made a difference through blood or bone marrow donations. MetLife Auto & Home agent Tony Catalanotto is another example. Tony, a Rio Rancho, New Mexico, resident, recently coordinated and hosted a community blood drive in his hometown.

A blood donor for over twenty years, Tony knew the extent of the community's ever-increasing demand for blood donations and took it upon himself to spearhead this effort. With the necessary information, guidance and materials provided by Deanna Sainten, plans were placed in motion.

In order to publicize the event, Tony invited clients, prospects and the local business community to participate in this endeavor. Community calendar listings in local publications as well as on-air promos on a local radio station got the word out. In addition, as a result of United Blood Services' bloodmobile's prime and highly visible location, there were many walk-in donors on the day of the drive. Incentives and refreshments were provided courtesy of local merchants and all donors were entered in

a raffle for additional prizes. The drive was a great success, with some 25 percent of the day's donors being first-timers.

Nationally, only five percent of eligible blood donors actually give, although 4.5 million Americans will require a transfusion this year. "Companies like MetLife play a great role in bolstering the blood supply by encouraging associates to give and by making it very easy for them to do so," said Mullaney.

To do its part, MetLife hosts drives throughout the year in offices across the country and, in 2005, met and exceeded its goals. MetLife, which held its first blood drive in 1948, has been a leader in encouraging associates to give at work and has partnered with many organizations, from brand-name companies to sports organizations like the New York Yankees, to help them start

programs and increase donations.

MetLife's senior leadership have also personally appealed to leaders at other organizations to commit resources to this effort. This past March, MetLife invited companies from the New York/New Jersey area, including large corporations such as Johnson & Johnson, ExxonMobil and Novartis, to discuss best practices related to their corporate blood programs.

For more information about bone marrow donation, visit [www.themarrowsfoundation.org](http://www.themarrowsfoundation.org). Information on blood donations can be obtained from the American Association of Blood Banks at [www.aabb.org](http://www.aabb.org), which provides referrals to blood centers and information about giving blood. Free brochures can be ordered. Additional information is available at the American Red Cross Web site, [www.redcross.org](http://www.redcross.org). ■



**From left: Local radio host Jim Villanucci, MetLife agent Tony Catalanotto, client Dorian Nork and associate Brian Craig (along with a future blood donor) enjoy the festivities.**



# A Place for Hope and a Good Bingo Game

**T**he Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta is a place brimming with hope. It's also a place where you'll find dozens of doctors and medical staff who work daily to cure childhood cancers. You'll also find some very special bingo players.

On the third Saturday of each month, Aflac sends a van filled with eager employee volunteers from Columbus, Georgia, to Atlanta to play bingo with children being treated for childhood cancer. The Aflac volunteers have been going to the Center for more than five years, always bearing smiles, hugs and lots of prizes. The games started because Aflac employees wanted to have an intimate connection with the children they were already helping through monetary donations.

For the past three years, George Casey Sr. has driven the Aflac volunteers to the Center for a day of fun with the children. "The kids are fascinated with the volunteers. You watch them interact and you'll see that the children feel as if they've made a new best friend. On the way back to Columbus, you'll overhear the volunteers talking about how excited the kids were to win lots of prizes," Casey said. "And in that same conversation, you'll also overhear the volunteers talk about their plans to come back the next time."

Aflac's relationship with the Center started more than 10 years ago. In 1995, a poll of Aflac employees revealed that many of them had been touched by cancer, either through per-

sonal experience, a family member or the many policyholders they'd come to know. At that time, Dan Amos, Aflac's chairman and chief executive officer, pledged \$3 million to establish the Center at Egleston Children's Hospital, now part of Children's Healthcare of Atlanta.

In December 2001, Amos announced a gift of \$10 million to

the Center. The gift is the largest in Aflac's history and is the largest corporate gift ever made to Children's Healthcare of Atlanta. As of the beginning of 2006, Aflac had pledged nearly \$30 million to the Center.

From the beginning, Aflac employees from diverse backgrounds and skill sets have rallied around the Center. They hold toy drives, partici-



Photos courtesy of Aflac.

**Aflac Cancer Center patients enjoy a good time with the Aflac duck.**



pate in basketball tournaments, sell ice cream and hold other fundraisers to generate thousands of dollars each year.

“It’s very easy to get involved,” said Kim Reynolds, a senior manager in Aflac’s sales support division, who began playing bingo with the children in September 1997. When asked who has the most fun, Reynolds said, “It’s the children, but it’s close to a tie! The smiles, the joy, the laughter—it’s not something you expect to hear regularly at a children’s cancer hospital. That’s the norm at the Aflac Cancer Center. That is what keeps the volunteers going. The sheer exhilaration the children get from the monthly bingo games is something to behold.”

“The children love to see the volunteers,” said Francine Medley, Aflac’s foundation administrator and volunteer coordinator. “There are times when one child will play to win for themselves and then they’ll try to win a prize for another child who wasn’t feeling well enough to come and play bingo,” said Medley.

James Mailman, an Aflac customer service center supervisor, discovered another way to help the children at the Center while his wife was undergoing chemotherapy. “I was in the waiting room with nothing to do and it occurred to me that the children had nothing to do while they were undergoing hours of chemo,” said Mailman. “I thought, ‘What if they had a video game or something to do so they wouldn’t have to sit there and think about what they’re going through?’”

To purchase those video games and other toys, five years ago Mailman began making and selling multi-colored beaded lanyards to hold employee identification badges. So far, he has raised about \$16,000.

“All of the money is used directly

for the children. It can be used for CDs, CD players, anything for the children. They get to keep what’s bought for them,” said Mailman. “We’ve had children who wanted their parents to go to dinner. We’re able to give them gift cards that can be used at restaurants.”

Children being treated at the Center also benefit from the generosity of Aflac sales associates, who are independent contractors. Each month, over 7,000 sales agents contribute more than \$200,000 from their commission checks to the Center. The sales agents have contributed more than \$16 million to the center since 1995. Often the agents will hold special events such as golf tournaments and auctions to raise money.

At Aflac, volunteer efforts on behalf of the children extend all the way up to the officer level. Brian Abeyta, second vice president in Aflac’s IT department, recently raised more than \$2,400 for the Center by competing in the 2006 Ford Ironman Arizona triathlon in Tempe. He swam 2.4 miles, cycled 112 miles and ran 26.2 miles. Many of the pledges Abeyta received were in memory of his mother, Cecilia, who died of breast cancer two years ago. “Since I dedicated this race to the memory of my mom, I often thought of her looking down on me during the race,” said Abeyta.

The spirit of volunteerism also can be found at Aflac’s offices in New York and Nebraska. Aflac team members in Nebraska have monthly fundraisers and in November buy Christmas presents and deliver them to pediatric cancer patients at the University of Nebraska Medical Center in Omaha.

Like their teammates in Columbus, Aflac’s New York employees participate in bingo game trips to the Children’s



**Kathelen Amos, president of Aflac Foundation, with a cancer center patient.**

Hospital at Albany Medical Center’s Morrell Center for Childhood Cancer and Blood Disorders Children’s Hospital. “The children love the Aflac duck prizes and the volunteers have found sharing time with the children to be a wonderful experience,” said Debbie Walker, human resources manager.

“It’s these types of efforts—the bingo games, selling lanyards, triathlon events, selling ice cream and other fundraising efforts to benefit the children and the Center—that bring out the volunteer spirit in the company’s employees,” said Buffy Swinehart, Aflac’s cause-related marketing and philanthropy manager.

“Volunteering is part of the Aflac spirit; it’s part of our culture,” Swinehart said. “Volunteering brings people together who otherwise would not have worked together.”

The Aflac Cancer Center, one of the country’s largest pediatric cancer centers, treats the nation’s largest load of sickle cell anemia patients. Each

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# Reach Up, Reach Out, Reach Down

**W**hen Ramona Bonner first came to Chubb in 1999, she had more than two decades of experience working in the insurance industry. Bonner had the skills but felt she needed a better understanding of the company's culture to avoid the pitfalls and missteps that could have short-circuited her career. So, she partnered with one of the many female Chubb executives who willingly act as mentors and, following her advice, advanced to assistant vice president and claim business consultant to Chubb's Eastern and Western service centers in five short years.

After climbing the ranks through Chubb's IT Department for 22 years, Kathy Kultys reached out to another senior manager to help her examine her career path and determine if it fit her strengths and goals for professional development. Kultys' mentor recommended that she transition to the business side of Chubb, where she is now a manager in its Global Financial Systems department.

Bonner and Kultys are but two of the many women who have benefited from Chubb's philosophy that building an inclusive workplace supportive of women and minorities translates to a competitive business advantage. As a result of this business strategy, Catalyst—a globally recognized, independent research and advisory organization working to expand opportunities for women at



Photos courtesy of Chubb Corporation.

**Chubb CEO John D. Finnegan holds the Catalyst Award, which the insurer received earlier this year to honor its commitment to the advancement of women in business.**

work—honored Chubb with a 2006 Catalyst Award for its achievements in diversity.

Chubb's award-winning initiative, "Reach Up, Reach Out, Reach Down," is a collection of strategies, programs and policies created to enable the career development and advancement of women and diverse employees. Focused on building an inclusive corporate culture, the initiative encourages people to take control of their own careers while mentoring and advising those around them.

"Employees throughout the organization have been working together for a long time to build a culture of inclusion at Chubb," said

Kathy Marvel, Chubb's chief diversity officer. "We are deeply honored by our selection as a 2006 Catalyst Award recipient. While Chubb was chosen as an ideal example of properly implemented diversity programs, we realize that we can't let this award hinder our efforts; there will always be room for improvement."

More than 15 years ago, Chubb's senior executives began building the foundation for women's advancement by developing a set of corporate policies and aligning them with the target of an inclusive workplace. As a business goal shared by all of Chubb's managers, the advancement of women and diverse individuals gained momentum through the early 1990s. A chief diversity officer position was created by the board in 1996. Since then, Chubb has expanded its diversity practices and policies.

"Chubb readily makes available a variety of tools that provide women—and all employees—exposure to



**Kathy Kultys holds up a "Reach Up, Reach Out, Reach Down" mug Chubb gave to its employees after winning the Catalyst Award.**



One Chubb employee mentors another.

various opportunities within the corporation that support and enhance their professional and personal development,” said Bonner.

The influence and accountability of senior managers for Chubb’s diversity objectives helped to generate the “Reach Up, Reach Out, Reach Down” program, which includes a strategic talent management process, learning and development programs, and employee resource groups.

Working with senior managers throughout the company, Chubb’s Human Resources department identifies high-potential women and diverse individuals. A year-round effort, Chubb’s inclusive talent management process focuses on building diverse leaders capable of rising to high-level positions. The success of this program can be gleaned from the advancement of women in senior leadership positions. Since 2001, the number of women serving as senior vice presidents rose from 16 percent to 23 percent. Those serving as executive vice presidents rose from zero to 17 percent.

Chubb uses a wide variety of learning and development programs to build on its talent management process. These programs consist of a unique blend of traditional training, coaching and mentoring and on-the-job development projects. Leadership

conferences, outside speakers and networking luncheons are employed not only to cultivate the talents of candidates for senior leadership positions but also the skills of employees at every level of the organization.

“Not only the mentoring program but all the training opportunities Chubb offers have enabled me to deepen my confidence in leading groups, making decisions and giving strong presentations,” said Kultys.

As beneficiaries of these development programs, both Bonner and Kultys actively contribute to them by mentoring female colleagues.

To support these programs and processes as well as to enhance employee welfare, Chubb has also created a variety of employee resource groups (ERGs). These groups provide employees with an alternative resource for advancement and corporate development while advising their members on how to take advantage of their diverse backgrounds to benefit the company. Each backed by a senior executive corporate sponsor, these employee resource groups include the Women’s Development Council, Minority Development Council, the Gay & Lesbian Employee Network and the Asian American Business Network.

Aside from these national ERGs, Chubb also encourages its local branches to form their own resource groups. Bonner is an example of their success. Beginning in 2001, Bonner served as the inaugural chair of Chubb’s Chesapeake, Virginia, Diversity Council. Her involvement in the Diversity Council led to an invitation to attend a Woman of Color Summit, which led to an opportunity to represent Chubb at the *Working Mother Magazine’s* Annual Woman of Color Conference.

Though the “Reach Up, Reach Out, Reach Down” initiative may appear to be only an attempt to advance diverse individuals, research shows that companies that have successfully implemented similar diversity initiatives have also boosted their bottom line.

According to a survey of 353 Fortune 500 companies, Catalyst Award winners have higher representation of women in top management positions and consistently out-perform the typical Fortune 500 company. Award winners on average produced a 31.5 percent higher return on equity and a 34 percent higher total shareholder return. Chubb’s financial results also support the finding.

“It is no coincidence that we have received the Catalyst Award, along with significant recognition from Diversity Inc., the *Advocate* and the Human Rights Campaign at the same time that we are achieving outstanding financial results,” said John D. Finnegan, Chubb’s chairman, president and chief executive officer. “It’s clear that our diversity efforts contribute to Chubb’s success by helping us attract and retain valued employees, partners, customers and investors.”

Attracting and retaining talented employees are not the only benefits of an inclusive workforce. Employees with different backgrounds also bring a diversity of perspectives and familiarity with new markets to the table, fueling positive company-wide business results. Chubb’s ability to operate on a global stage is made possible by its diverse employee base that reflects customers in all its markets.

As Chubb has shown, building an inclusive workplace takes a lot of work, but the results it can catalyze are well worth the effort. ■



## FAMILY IN NEED

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house to present them with a free homeowners insurance policy?”

Ted Majewski, senior vice president of personal lines, agreed. “I thought it was a good idea, so we called upon our corporate communications staff to contact ABC, and we learned that no other insurer had offered to insure the property, but the network was very interested in having an insurance company do something like that—so we did,” said Majewski.

When asked by Browne if he would represent Harleysville as the agent for the “Extreme Makeover” project, Dennis Keating, president of Sylvester & Keating in Pennel, Pennsylvania, said, “Absolutely! This is a unique opportunity for Harleysville—and it makes us feel good to participate.”

Three days before the episode aired, Browne, Keating and Michele Taylor, also of Sylvester & Keating, arrived at the Py home to get a personal look at the transformation. “I thought it was really neat to tour the home in the same order that the Py family did after the makeover. There was a story for each room,” observed Keating.

During their visit, the group presented the Pys with Harleysville jackets for the grandparents, T-shirts for the children and other gifts. But, the best present they brought with them was the peace of mind afforded by the paid-up, one-year policy for their home, now valued at around \$800,000.

“We are providing comprehensive coverage and insuring the home at replacement value,” said Diane Stout, Harleysville specialty group supervisor for personal lines, who put the policy together. “It includes con-

tents, other structures and liability. I think it’s wonderful we’re doing something to help make this family’s life that much easier.”

Carole Py appreciates the help. “It’s really hard to believe. We’ve already been given the house, a vacation, a car and, to top it off, an insurance policy. I’d like to thank Harleysville Insurance for giving us this policy. I think they’re pretty awesome. We’re really grateful because this will save us a lot of money.”

“The way the Py family has responded to their difficult circumstances truly is heartwarming,” observed Browne. “Just as these grandparents stepped up on behalf of their family, we felt it was important for Harleysville Insurance to step up and provide them with a year of free homeowners insurance.”

“We really appreciate the opportunity to work with Harleysville to give the Py family the peace of mind that comes from a fully paid homeowners insurance policy on their brand new home,” added Keating. “Harleysville’s motto is ‘Good People to Know,’ and this is just another example of the way they put that into practice.”

But the Harleysville-“Extreme Makeover” connection didn’t end with the Py family. Complimentary one-year homeowners insurance policies also were presented to two other families recently featured on the show. The insurer is also pursuing opportunities to assist other families that will appear on the TV show later in the year.

So, when the now popular “Move that bus!” command is issued by the show’s design team and another renovated residence is revealed, there’s a good chance the makeover will be backed by a Harleysville Insurance policy. ■

## POLICE

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business lessons from 21st Century Insurance employees as volunteers on various marketing campaigns.

Over the years, the cadets’ adventures have included volunteer work at the insurer’s annual picnic, while others have had the opportunity to practice “security” duties at the company’s annual Rose Bowl Parade float party.

21st Century Insurance recently earned commendations from the Los Angeles City Council and the Los Angeles Unified School District for its continued support of the magnet school program. Now, 10 years later, the innovative collaboration between a national company, a school district and a metropolitan police force continues to excel, as program graduates complete the Police Academy, join the LAPD and begin patrolling in their own backyards. ■

## BINGO

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year an estimated 300 newly diagnosed cancer and 1,000 sickle cell patients and their families begin their journey toward a cure at the Center.

“Supporting the Cancer Center is something that all of us can do in our own way. From the start it’s been about more than writing a check,” said Swinehart. “This is a great morale booster, not only for the employees but for the children as well. They look forward to these bingo games as much as we do. We’ve always wanted to be intimately involved with the Center and with the children.” ■