

FOR IMMEDIATE RELEASE

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Donna Popow to Address Insurance Claim Adjusters in San Antonio

MALVERN, Pa.—Donna J. Popow, JD, CPCU, AIC, senior director of knowledge resources at The Institutes, will address insurance claim adjusters at the PLRB annual claims conference on March 22-23. The conference will be held at the Henry B. Gonzalez Convention Center in San Antonio, Texas. The PLRB claims conference is the largest property and liability claims educational event in the industry.

Popow's presentation, titled "Ethical Decision Making," will be presented utilizing class discussion of the values of an ethical person and methods for making ethical decisions. Following the class discussion, the attendees will be broken out into smaller groups and review numerous scenarios involving ethical dilemmas.

Participants will learn how to:

- Recognize and analyze the ethical dilemmas insurance professionals face
- Develop tools for making ethical decisions
- Create an ethical culture that empowers employees to make the right choices
- Identify how ethical choices play a key role in organizational success

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About PLRB

The Property Loss Research Bureau (PLRB) claims conference is the largest property and liability claims educational event in the industry. It is an intensive three and a half days of 90-minute concept sessions and technical clinics, half-day workshops and seminars, exhibits, and other training and networking events allowing experienced claims personnel to study, analyze, and debate hypothetical claims situations, theories, and practices with their peers, lawyers, accountants, and other professionals.

About The Institutes

The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry.

The Institutes' knowledge solutions include the CPCU designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; online courses; research; custom solutions; assessment tools, and continuing education (CE) courses for licensed insurance professionals and adjusters through its CEU.com business unit.