

These conferment remarks may be used if a keynote speaker is needed. This speech is approximately 5- to 7-minutes long.

Hello, everyone. I'm very pleased to be here at this regional conferment ceremony. Were any of you able to be in Denver?

<If there are people who were in Denver> For those of you who were there, you know what a wonderful event it was. If you weren't able to be there, I'm going to try to capture at least some of the flavor for you today.

<If no one was in Denver>I'm really sorry you weren't able to be there; it was a wonderful event. But I'm going to try to capture at least some of the flavor for you today.

Thanks so much for inviting me. I hope you're all enjoying this celebration, because you've each done something very special to be here and this is a time to sit back and really enjoy your accomplishment. This is a time to celebrate because you've each done something very special to be here. You've all worked very hard and made real sacrifices to earn the CPCU designation and I hope you all feel *very* proud of this achievement.

I'm sure I can speak for <name(s) of exec(s) present at event>, <title>, and all of <company name> in saying that they appreciate your efforts very much. The American Institute for CPCU and we at the <local chapter name> do, too.

Denver is known as the "Mile-High City" because its official elevation is exactly one mile above sea level. Visitors travel from near and far to explore its beautiful landscape. Located just 70 miles south of Denver is Pike's Peak. Standing at over 14,000 feet, it is the most visited mountain in North America, and the second most visited in the world, after Japan's Mount Fuji. Each year, about 15,000 people attempt to climb Pikes Peak on foot. You might not know it, but this is the mountain that inspired Katharine Lee Bates to write her most famous poem, "America the Beautiful."

Today, you are here to celebrate *your* peak performance. After all, earning the CPCU designation requires perseverance. Just like the early pioneers who came to Denver from all over the country seeking their fortunes, you worked hard and you struck gold!

Now, we can't speak of Denver and not mention the Broncos.

John Elway, the undisputed leader of the Denver Broncos, realizes success requires perseverance. Elway said, "I've always joked about Joe Montana not appreciating his Super Bowls nearly as much as I do because he never lost one. We lost three before we got one." The key is to never give up.

And speaking of never giving up, some of you may be familiar with the story of the "unsinkable Molly Brown." A resident of Denver and a survivor of the *Titanic* disaster, she showed that hard work and perseverance pay off. Born in Missouri to Irish immigrants in the late 1800's, she began working in a factory at age 13. She followed her dream to move west and landed in Leadville, Colorado. Although she would become a millionaire, she was quick to help those in need. While on board a rescue boat after the sinking of the *Titanic*, she rallied the first class passengers to donate money to help the less fortunate passengers. Before the boat reached New York she had raised \$10,000. Upon docking in New York, reporters asked Molly Brown to what she attributed her survival. "Typical Brown luck," she replied. "We're unsinkable."

You're unsinkable, too. You kept studying that CPCU 540 textbook when sleep or the Sunday game seemed much more attractive. And here you are today, celebrating a hard-earned achievement.

But it doesn't stop here. Like Molly Brown, we need to use what we have to help others. You have a wealth of CPCU knowledge and I really challenge you to share it. Be an advocate for professional development and encourage others to do as you have done and pursue CPCU or some other professional development opportunity.

The best investment you can make is an investment in your knowledge. And of all the investments you could make, CPCU is by far the most sound. Believe me, I'm not so naïve as to believe that CPCU is the *only* way to advance your career, but I am confident that it is the *best* way. You made a good decision and wise investment. Having in-depth technical knowledge is so important in our industry. The knowledge you possess and how well you use it will set you apart from your peers.

Finally, I'd like to leave you with this thought. When you make an investment, you can make it even stronger by increasing how much you invest and by diversifying your portfolio; the same goes for an investment in knowledge. Please never stop learning. Pursue another designation, teach a class, lead a study group, write an article, be a mentor. By continuing to pursue lifelong learning, you will help this CPCU investment pay even more interest than you ever imagined.

Earning the CPCU designation says a lot about you. Now whenever you meet someone or when a client looks at your business card or a colleague sees your name on a conference program, they'll know that you're a CPCU. They'll know that you dedicated a lot of hard work to bettering yourself and advancing our profession.

They'll know that you're dedicated and knowledgeable. They'll also know that you're committed to high ethical standards. All it takes is one quick look in the business press to know that those skills and that kind of commitment are highly valued in a person.

Tony Hughes, CPCU, AIC, AU, a European immigrant and one of our class spokespeople, summed up very clearly what it means to be a CPCU. In his remarks in Denver, he said, "Obtaining the CPCU designation makes me feel more at home in this country and it provides me with a feeling of inclusion in a place so different to where I've spent most of my life. I belong here. This is where I'm meant to be, doing what I'm meant to do."

I know I'm not the first and I'm certainly not going to be the last to say this to you:
Congratulations. Enjoy this time to celebrate. The American Institute for CPCU, the
<local chapter name> and I wish you the best luck in the future. Go out and make your
own positive changes and grow.

Thank you very much!