



Member Initiative Forum



Lynn Krueger, Billing and Collections Manager, and her staff are utilizing the ICE Receivable Management certificate programs to get up to speed on collecting efficiently and effectively. Here is what Lynn has to say about the programs.

Q. How did you generate interest in the ICE Education program at your company?

A. We are in the beginning stages, but last year in March, during our evaluation process, I made it a goal to work toward the ICE Designation for each employee.

Q. Are course requirements incorporated into employee objectives or goals? If so, how?

A. The ICE Designation is listed as a goal for each employee to work toward their ICE designation. If they attain the ICE Designation, they will be promoted from a CSR-I to a CSR-II.

Q. How have the course requirements helped your employees in their personal development?

A. The employees have commented how the course answers daily questions, and recognized the importance of their job within the organization. Even the ethics course was valuable to them by giving them more confidence when deciding between what's right and what's wrong for the company.

Q. What advice/comments could you share with member companies that plan on incorporating the ICE Education program into employee objectives or goals?

A. It was easier for our department to see how the ICE Designation would impact and benefit us as employees once we understood the strategic plan and goals of our company.



From left to right: Chris Ortega, Lynn Krueger, Denise Johnson and Martha Armijo

DISCLAIMER: The views and opinions expressed are of the author and do not necessarily reflect any official policy, position or opinion of ICE. The purpose of this article is to provide general information about ICE member practices and initiatives. Every organization is unique and the practices outlined may not be suitable for use by some organizations.



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Nick presents
Brian Kohlbecker
with ICE certificate

Q. What advice and comments could you share with member companies that plan on incorporating the ICE Education program into employee objectives or goals?

A: Whether you have new members on your team that can use some training, or a seasoned veteran that can use some acknowledgement for displaying expertise in their profession, the ICE Certification and Associate Programs are a great accomplishment and shows dedication to the industry. Ask a member of the education committee about the benefits that the education program has to offer.

Nick Civitano, Vice President, Specialty Direct Accounting, has been a staunch supporter of the ICE Receivable Management Professional Designation programs since joining ICE in 2010. Nick shares his reasons why in the following segment.

Q. How did you generate interest in the ICE Education program at your company?

A: I am a firm believer in leading by example. As an alumni of the ICE Education Program, I consistently promote the ICE Education Program, not only with my staff, but with the overall Finance Department here at Arch. The ICE Education Program is a well-rounded program that cultivates skills in insurance, finance and business acumen. To generate additional interest, I send out "Insurance Terms of the Day" e-mails. These emails include terms and definitions taken directly from the Insurance Institute of Americas courses. After just a few months, employees retain some of the information from these emails and the courses become a breeze.

Q. Are course requirements incorporated into employee objectives or goals? If so, how?

A: We currently do not include the ICE Education Program requirements in our employee objectives. However, I personally do meet with the staff individually on an annual basis to discuss employee development. Arch both supports and encourages employees to continue their education in order to secure increased responsibility and growth within their professional careers. The company offers an educational assistance program for expenses incurred through accredited institutions of learning.

Q. How have the course requirements helped your employees in their personal development?

A: The key to promoting the program is the employee must buy in. The desire to be the best at what you do, starts with personal development. It is the manager's role to provide opportunities for development, but the employee must embrace the opportunity and continue to work at their craft. Arch encourages continuing insurance education through its Continuing Education Program. The program provides employees with awards for completion of individual insurance courses. In addition, program completion awards are given to the employees who successfully attain program approved industry designations.