

March Tips for Business Interruption: Educating the Insured and Their Authorized Representatives

In a perfect world, your keys would always be in the first place you look, the bread would always land jelly side up and the insured would have a complete understanding of the insurance coverage they purchased for their business.

But, alas, we live in a wonderfully messy world where Murphy's law prevails and most insureds feel they are too busy running their businesses to take the time to read and understand their insurance policy. Few businesses have the luxury of having a team in place that is responsible for reviewing and updating their insurance coverage with each renewal year. In fact, most believe insurance is simply a necessary evil....until they experience a loss.

After the loss occurs, it would be easy to throw up our hands in exasperation, placing blame on the insured or the producer. But what is done, is done. Our job now, is to break the cycle of ignorance by recognizing the need to educate the insured and fill it.

Each insured has a different level of understanding, or misunderstanding, about their Business Income and Extra Expense coverage.

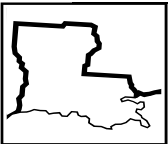
However, there are four elements of determining a Business Interruption loss that confuse, confound and mystify most of the insureds who experience a loss, especially a devastating one:

- Covered Cause of Loss vs Actual Cause of Loss
- Period of Restoration
- Extra Expense
- Coinsurance (Collectible Claim)

All these elements need to be explained to the insured in language to which they can relate. Although this can be accomplished verbally, it is much more effective to send prepared material to the insured at the beginning of the process, as well as following up with additional instructional material about how to interpret the Business Income and Extra Expense schedules after they have been prepared by the financial analyst.

You would be surprised how many CPA's, other than those specifically trained in BI, do not understand how a loss of income should be calculated.

Providing the insured with all they never knew they needed to know about their coverage fosters cooperation and expedites the process of handling the Business Interruption claim.



***March Tastes:
Girlfriend's Layered Salad***

- 3 heads of Romaine lettuce
- 1 lb. fried bacon (drained and crumbled)
- 1/2 purple onion sliced
- 2 cups cauliflower cut in small pieces
- 1-1/2 cup mayonnaise and 1/2 cup sugar (blend the sugar and mayo together)
- Small bag shredded Parmesan cheese

Put together in the following layers:

- Wash and tear lettuce
- Add cut cauliflower
- Crumbled bacon on top
- Add mayo/sugar mixture
- Top with parmesan cheese

This salad can be made a day ahead if desired.
Toss when ready to serve.

Note: If you want to reduce some calories, use fat free mayo, replace sugar with Splenda and Guatley's reduced bacon (people who tried it could not tell the difference)



***Bonus from Baltimore:
Artichoke Lump Crab Salad***

- 1 cup field greens
- 1/4 cup lump crab
- 1/4 cup artichoke, quartered (jarred/canned in water)
- A few julienne slices of sweet red pepper
- A few thinly sliced red onion rings
- A few thin slices avocado

Dressing:

- 1/4 cup champagne vinegar
- 1 tsp Dijon mustard
- 1/2 tsp Old Bay
- 1/3 cup Extra Virgin Olive Oil

Whisk together the vinegar, mustard and Old Bay. Continue whisking while drizzling olive oil into the mixture, crating an emulsion.

Place field greens on salad plate and arrange remaining ingredients creatively.

Pour desired amount of dressing over each salad.