



What Do You Think?

by David C. Marlett, Ph.D., CPCU

Our Performance Evaluation

I recently had the opportunity to meet with numerous members of the CPCU Society during the Annual Meeting and Seminars in Atlanta. Fortunately, most of the comments regarding the *CPCU eJournal* were favorable. However, several people raised questions regarding the content and format of the *eJournal*. Things are going well in my opinion; however, there are always areas in which we can improve. I would like to start a discussion on the direction of the *eJournal* and learn more about your thoughts on these matters. Your guidance will help maintain the high level of quality that people have come to expect from the *CPCU eJournal*. The *eJournal* continues to be well-received; this is just an attempt to make it even better.

In the paper edition of the *CPCU Journal*, Barry Smith included a “Letters” section in which readers could comment on recent articles. I would like to once again include a “Letters” section on occasion so that you have a forum to share your perspectives. You are encouraged to e-mail your thoughts on both recent articles and also on topics you would like to see addressed in the future. My contact information is provided on the next page.

Thanks to the Assistant Editors

This issue marks the completion of my first year as editor. It has been a challenging and very rewarding experience. During the last year, approximately 30 articles have been submitted to the *CPCU eJournal*. With the help of the assistant editors, 12 were selected and published. The published articles were authored by an equal mix of academics and practitioners, which I believe is appropriate for this *eJournal*. The assistant editors were a tremendous help, and their guidance has been invaluable. Being the season of Thanksgiving, it a good time to thank the following people for their work as assistant editors:

- Dan R. Anderson, Ph.D., CPCU, University of Wisconsin
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- William J. Warfel, Ph.D., CPCU, CLU, Indiana State University
- David D. Wood, Ph.D., CPCU, Appalachian State University

I do hope you fulfill the request for your feedback. Please feel free to contact me via e-mail to marlettdc@appstate.edu or by telephone at (828) 262-2849.



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