



SESSION TOPICS

General Session

Customer Satisfaction as an Engine for Profit **Representative from J.D. Power and Associates**

This presentation provides a broad view of customer satisfaction and introduces a framework to assess its importance as an element of strategic thinking, financial planning and operational planning. Starting with a Cross Industry Perspective that compares the drivers of customer satisfaction in durable goods industries versus service industries, we will examine key behaviors that are influencing the ever more demanding expectations of your insureds. Building upon this theme, a financial framework will be presented that seeks to quantify the financial advantages enjoyed by those carriers that provide high levels of customer satisfaction. While the cost involved to drive performance improvements will vary depending upon each carrier's unique circumstances, this framework provides an illustration of the potential profit to be gained by an improvement in customer experience. With an appreciation for the return on investment that can be realized by providing world-class customer satisfaction, the next logical question is what is required to improve satisfaction. The final section of this presentation will utilize the findings from our syndicated Auto and Homeowners customer satisfaction studies to identify factors that differentiate each carrier's current customer satisfaction performance and benchmarks it against the industry, as well as share a number of best-practices drawn from both the Insurance industry and others served by J.D. Power and Associates.

Executive Breakout Sessions

Executive Roundtable Discussions

Back by Popular Demand! This year there will be six Discussion Groups to choose from. Each discussion will last approximately 25 minutes giving you time to visit three different Roundtables including:

- ◆ **Corporate Governance & Compliance**
- ◆ **Effective Cost Containment, Peter Kraynak, Info724 Ltd.**
- ◆ **Enterprise Risk Management, Jack Snyder, Guy Carpenter**
- ◆ **HR Legal Issues, Towers Perrin Representative**
- ◆ **Keeping the Important Papers in a Paperless World**
- ◆ **Reinsurance Market Place, John Stone, Gen Re**

Insurance Coverages Legal Panel

Dale Forsythe, Esq., Wayman, Irvin & McAuley, LLC

John Lewis, Esq., Swartz, Campbell LLC

Rolf Kroll, Esq., Margolis Edelstein

Paul Walker, Esq., Thomas, Thomas & Hafer, LLP

New to PAMIC! A legal insurance panel to answer your insurance coverage questions! Questions may be submitted in advance or from the floor. You won't want to miss this educational and eye-opening session.



Credit Rating Agency Challenges

Shaun Flynn, Senior VP Market Services Group, Towers Perrin

This presentation will address the meaning of an A.M. Best Rating, the Best Rating process, and the important metrics used to determine a rating. We also will review some recent changes to rating methodology's and discuss challenges now faced by Credit Rating Agencies.

Pennsylvania Insurance Department Panel

Ronald Gallagher, Deputy Insurance Commissioner

Office of Consumer & Producer Services

Dennis Shoop, Deputy Insurance Commissioner

Bureau of Enforcement

Representative, Office of Cooperate & Financial Regulation

Representatives from the Insurance Department will share department news and initiatives and be on hand to answer your questions.

Director Breakout Sessions

Insurance Board Member Orientation Panel

Robert Brandon, VP Underwriting Operations, Penn National

William Hamrick, Jr, RPA, AIC, Home Office Line of Business Manager

Property, Auto & SIU, Penn National Insurance

Sharyn Klimko, CPCU, AAI, Marketing Rep, Lititz Mutual Group

Phillip Shirk, CFO, Goodville Mutual Casualty Company

Each panelist represents a key functional area in an insurance company; Underwriting, Claims, Marketing and Finance. This session will take a closer look at those areas and provide board members with an understanding of day to day operations in each department.

Executing for Real Results

Larry R. Webber, Management Instructor & Facilitator

You've had the retreat and developed what looks like a strategic plan ... now what? This session, aimed at the crucial task of managing your company, will give you a new and enlightening look at business, and introduce participants to a proven strategic management system that drives execution.



Duties and Responsibilities of Mutual Board Members **Timothy Sullivan, Vice President Claims, NAMICO**

This session will address the fundamentals of corporate governance for mutuals; understanding your role as a board member including role of management vs. role of the director; term limits and qualification for board positions; and the importance of independent directors.

Understanding Statutory Financial Statements **Henry J. Straub, Principal, Brown Schultz Sheridan & Fritz**

This session will cover the ABCs and 1,2,3s of insurance company statutory financial statements - both the audits and Annual Statements. New developments in financial reporting will also be discussed.

Spouse Sessions

How to Make a Positive and Powerful First Impression in the First 15 Seconds

**Sandy A. Sipe, CMP, Director of Sales and Marketing,
Radisson Penn Harris Hotel & Convention Center**

Do you make your first impression your best impression? Within the first 15 seconds of a new encounter, you are evaluated...even if it is just a glance. In this session, Sandy will discuss tools and techniques that you can apply immediately in making that first impression count. Don't let little etiquette "no-nos" prevent you from making a positive lasting impression. Learn how to improve your conversation and listening skills and present yourself with style and class.

Wine Tasting and Food Pairing **Steven Stark, Chef, Rocky Gap Resort**

"What wine do I serve with my mother's famous tuna casserole?" Have you ever wondered why some foods go better with reds while others prefer white? This session takes a unique look at wine and food pairing through "tasteful" experimentation. Guaranteed to entertain and educate!