



# 2008 eInsurance Symposium

## Symposium Schedule

### Monday, September 15

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6:30 - 8:00 pm Ice Breaker Networking Reception - *Networking Mall*

### Tuesday, September 16

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7:30 - 8:30am Opening Day Breakfast - *Networking Mall (Sponsored by AIG)*

8:30 - 8:45 am Welcome: "e" = electronic, entrepreneurial, and exceptional  
*Richard Kerr - Founder, MarketScout*

8:45 - 10:00 am Morning Keynote Presentation  
*Joseph J. Plumeri - Chairman and CEO, Willis, Inc.*

10:00 - 10:30 am Refreshment Break - *Networking Mall*

10:30 - 11:15 am Morning Keynote Presentation  
*Kim Garland - President, Open Seas Insurance*

11:15 - 12:00 pm Morning Keynote Presentation  
*Mario Vitale - CEO Global Corporate, Zurich North America*

12:00 - 1:15pm White Glove Luncheon - *42nd Floor*  
*Tony Jeary - "Strategic Acceleration"*

1:15 - 2:30 pm Breakout: Session 1  
**Success with SEMCI**  
*Kathryn Emmerson - CEO, InsuranceNoodle*

or **Online Marketing**  
*Leah Woolford - CEO, USDM.net*

or **Insurance Technology: Part A**  
*Frank Sentner - Director of Technology, CIAB (Moderator)*  
*Sharon Emek - President, CBS Coverage Group, Inc.*  
*Kenny McBride - Strategic Director for Financial Services, Verizon Business*  
*Eric Gewirtzman - CEO, SeaPass Solutions, Inc.*  
*Dennis Maroney - Managing Director Global Insurance Industry, Microsoft (ret.)*

2:45 - 3:30 pm Breakout: Session 2  
**Reputation Management**  
*James Omdahl - Marketing Strategist, InsureMe*

or **Foreign Language Initiative**  
*Jose Rivera - Marketing & Field Automation Specialist, American Family Insurance*

or **Insurance Technology: Part B**  
*Frank Sentner - Director of Technology, CIAB (Moderator)*  
*Sharon Emek - President, CBS Coverage Group, Inc.*  
*Kenny McBride - Strategic Director for Financial Services, Verizon Business*  
*Eric Gewirtzman - CEO, SeaPass Solutions, Inc.*  
*Dennis Maroney - Managing Director Global Insurance Industry, Microsoft (ret.)*



# 2008 eInsurance Symposium

Symposium Schedule

## Tuesday, September 17 cont'd

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|----------------|---|
| 3:30 - 4:00 pm | Refreshment Break - <i>Networking Mall</i>              |
| 4:00 - 5:00 pm | Breakout Sessions to be Announced                       |
| 5:00 - 6:30 pm | Skybar Reception ( <i>Sponsored by Brooke Capital</i> ) |

## Wednesday, September 17

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|------------------|--|
| 7:30 - 8:30 am   | Impact Breakfast - <i>Networking Mall (Sponsored by The Combined Group)</i>  |
| 8:30 - 9:30 am   | ACE's Innovation<br><i>John Lupica - President, ACE USA</i>  |
| 9:30 - 10:30 am  | Microsoft's View of the Future of Insurance Technology<br><i>Bill Hartnett - Managing Director of US Insurance Operations, Microsoft</i> |
| 10:30 - 11:00 am | Refreshment Break - <i>Networking Mall</i>   |
| 11:00 - 12:00 am | Successful Reinsurance Exchange<br><i>Alex Letts - CEO, RI3K</i>   |

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