

## Monday, September 17

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6:30 PM – 8:00 PM

### ICE BREAKER RECEPTION

Join your colleagues, exhibitors, and speakers at this opening reception where you will start making valuable connections. The open format allows you to meet old friends and establish new relationships. A fantastic cocktail assortment will make this Ice Breaker Reception a real winner.

## Tuesday, September 18

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7:30 AM – 8:30 AM

### CONTINENTAL BREAKFAST – NETWORKING MALL

Kick start the symposium by checking out the exhibits and networking with the speakers and other attendees in a friendly atmosphere.

8:30 AM – 8:50 AM

### eINSURANCE: FROM BOOM TO BUST TO BOOM AGAIN

Richard Kerr, Founder & CEO – MarketScout

8:50 AM – 10:00 AM

### eINSURANCE: GET ON BOARD OR GET LEFT BEHIND – MICROSOFT'S VIEW

Hear from Microsoft's vision for the future of eInsurance, including the most successful strategies for technology deployment. Learn what has worked, what hasn't and why.

#### Keynote Speaker:

William C. Hartnett, General Manager, Microsoft Financial Services Strategy & Solutions

10:00 AM – 10:30 AM

### REFRESHMENT BREAK – NETWORKING MALL

Plan the rest of your day while networking with new and old friends.

10:30 AM – 12:00 PM

### A+ XV AND WEB ENABLED

Big companies, big bucks, and big ideas. These industry leaders will share their experiences in building leading edge models that are literally delivering billions of dollars of premium income.

#### Moderator:

Rodd Zolkos, Editor – Business Insurance

#### Panelist:

- John Chu, Senior Vice President, eBusiness & Technology – The Hartford Companies
- Rod Fox, former CEO – Praetorian Financial Group
- Larry Illion, Senior Vice President – CNA Small Business
- Robert G. Purdy, President – AIG Specialty Workers' Compensation
- Henry O. Schramm II, Senior Vice President – WC, ACE USA

## Tuesday, September 18 – continued

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12:00 PM – 1:30 PM

### EXECUTIVE LUNCHEON

**Keynote Speaker:**

Dean O'Hare, Chairman – SeaPass Solutions, Inc.  
Former Chairman and CEO of Chubb Insurance Company

Mr. O'Hare will share his vision for the future of our business and how the internet and automation will influence our lives. There will be time for Q&A.

1:30 pm – 5:00pm

### Panel Selections

#### Choose Two of the Following Five 1 1/2 Hour Afternoon Panels

To get the most from your experience at the symposium, we have organized five extraordinary panels comprised of CEOs, presidents, and founders of industry leading eInsurance companies. Panel sessions are 90 minutes each with time for Q&A.

#### WEB BASED AUTOMATION & APPLICATIONS

Looking for a way to quote multiple carriers? What are the latest innovations and quoting processes? Which agency management system works best? Are there new innovations in rating and policy issuance technology? Learn all this and more from these industry leaders.

**Moderator:**

Frank Sentner, Director of Strategic Technology – CIAB

**Panelists:**

- Jim Blinn, Principle – Advisen
- Charles Fillizola, President – MFXchange Holdings, Inc.
- Roger Rudell, Director – Product Management – P&C Solutions for Computer Sciences Corporation (CSC)
- Randy Skinner, COO – Skywire Software

#### eINSURANCE INVESTOR'S FORUM

Does an "e" strategy enhance the value of an insurer? An Intermediary? What creates value and what is a waste of money? Hear from industry leading merger and acquisition advisors, stock analysts and venture capitalists as they set forth what you can do to enhance the value of your company. Also learn about valuations of companies that are web enabled.

**Moderator:**

Jay Chase, SVP & CUO – MarketScout

**Panelists:**

- John J. Kraska, Managing Director – Hales & Company
- Aaron T. Miller, VP – Great Hills Partners
- Ian Packer, Partner – Bexar Capital

## Tuesday, September 18- continued

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### eAGGREGATORS

Tired of volume commitments? Need access to multiple carriers? If you have an interest in the latest innovations for product distribution and single entry, multi-company quotes (SEMCI) - this panel is a must attend.

**Moderator:**

Krista Tankersley, EVP – MarketScout

**Panelists:**

- Ed Gillman, Founder & President – AgentSecure
- Rick Quagliaroli, CEO – Strongwood Insurance Holdings
- Blake Stock, CEO – Combined Group

### LIFE & HEALTH INNOVATION

Learn about the most successful online models for life, health, and employee benefits. This diverse panel will cover issues from personal life insurance to corporate sponsored life and health programs, all utilizing the web for ease of distribution. The result? Profits for the early adopters.

**Moderator:**

Patrick Brandt, CEO – Skywire Software

**Panelists:**

- Fidel Baca, Principal – ExponentHR
- Kurt de Grosz, SVP New Business Development – Vertafore, Inc.
- John Maxwell, Managing Director Voluntary Products – Marsh
- Alan Snyder, CEO – Shinnecock

### INTERACTIVE MARKETING

Learn the tricks of the trade for broadcast e-mails, site positioning, search engine controls and other online marketing techniques. Make sure your message gets through and your website is well positioned.

**Speaker:**

Leah Woolford, CEO – BDSI

3:00PM – 3:30 PM

### AFTERNOON BREAK – NETWORKING MALL

5:15 PM – 7:00 PM

### SKY BAR COCKTAIL RECEPTION – CITYPLACE 42ND FLOOR

Close out a mind-numbing day with cocktails at the top of Dallas' Cityplace with a spectacular view of the downtown skyline.

## Wednesday, September 19

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**8:00 AM – 9:00 AM**

### **CONTINENTAL BREAKFAST – NETWORKING MALL**

Since learning new concepts takes some time and networking is so critical to our business, the Networking Mall is open for a full hour prior to this information packed day.

**9:00 AM – 10:30 AM**

### **ONLINE INSURANCE – TRAILBLAZING PIONEERS**

This is where online insurance all started – Personal Lines. These trailblazers pioneered business models that have been emulated by hundreds. From the dot.com explosion to the “bursting of the bubble,” these flourishing business models are some of the great success stories of eInsurance. Listen to amazing stories of trials, tribulations, and ultimately, success.

**Moderator:**

Paul Winston, Associate Publisher/Editorial Director – *Business Insurance*

**Panelists:**

- Hussein Enan, CEO/Founder – *Insweb*
- David Roush, CEO – *Insurance.com*
- Robert J Slingerland, CEO – *Answer Financial*

**10:30 AM – 11:00 AM**

### **REFRESHMENT BREAK – NETWORKING MALL**

More time to meet the exhibitors and make new connections.

**11:00 AM – 12:00 PM**

### **eINSURANCE INNOVATION – “DARE TO BE DIFFERENT”**

Blazing into the insurance industry with a motto of “Dare to be different,” Ms. Reynolds is introducing innovative ideas that will force companies that are more traditional back to the boardroom to develop new strategies. In the new world of eInsurance, innovation is key. Listen to Ms. Reynolds as she shares her ideas on how to convert an old-line insurer into one of the nation’s most progressive and “edgy” insurers of the 21st Century.

**Keynote Speaker:**

Paula Reynolds, CEO – *Safeco*

**12:00 PM – 1:15 PM**

### **STROLLING LUNCH – NETWORKING MALL**

For this final day, you will enjoy an incredible lunch set inside the Networking Mall so you can learn, connect, and make more friends.

## Wednesday, September 19 – continued

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1:15 PM – 2:15 PM

### PANEL SELECTIONS

**Choose Two of the Following Five 1 ½ Hour Breakout Sessions**

#### ENTREPRENEUR'S FORUM

By the end of the second day, you will have heard from the eInsurance industry's established leaders. It's time for a change of pace. Entrepreneurs with an idea on technology and use of the web will present their ideas for insurance distribution and/or underwriting. These new age pioneers will share their vision and solicit your opinions, your money, or simply your support in promoting their companies. This will be a fast-paced format profiling great new ideas from companies with all of the key elements for success.

##### Speakers:

- Gadi Binness, President and CEO – [MovingInsurance.com](http://MovingInsurance.com)
- Jeff Coppock, Director of National Sales – [NetQuote](http://NetQuote)

#### GEOCODING, MAPPING & TRACKING TECHNOLOGY

Tracking systems now enable us to monitor virtually every aspect of driver behaviors, be it for a large corporate fleet or for our 16-year-old teenager. The latest innovations in “black box technology” for improving automobile safety, monitoring seismic activity, and tracking cargo shipments will be profiled. Learn how this incredible new technology can enhance underwriting results.

Geocoding and mapping technology assists underwriters in better risk selection. This session will profile geocoding and mapping technology utilized by underwriters to monitor exposures in relation to preset underwriting criteria. Learn how underwriters can monitor risk selection, performance, and exposure database in real time.

##### Speakers:

- Todd Follmer, CEO – [Independent Witness](http://IndependentWitness)
- Dan Munson, Founder – [RiskMeter Online](http://RiskMeter Online)

#### MONEY

The investment community is very interested in supporting eInsurance initiatives. Learn where to get start up, expansion, and debt financing. Details on how to present your business plan. Find out who is investing and where to get the money. Incredibly valuable for anyone building a business, whether you need money or not.

##### Speakers:

- Kelly Drouillard, COO – [Brooke Capital Advisors](http://Brooke Capital Advisors)
- Jay Poorman, Partner, [StoneRidge Advisors, LLC](http://StoneRidge Advisors, LLC)

2:30 PM – 2:45 PM

### AFTERNOON BREAK – NETWORKING MALL

## Wednesday, September 19 – continued

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2:45 PM – 3:45 PM

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##### Speakers:

- Jake Hampton, President – Virtual MGA Ltd. Co.
- Tim McTavish, Founder & CEO – InsureMe

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