



AGENDA

2011 State Insurance Trade
Association Conference
Oct. 2-5, 2011
Napa Marriott, Napa, CA

Sunday, Oct. 2

9:00 a.m.

Golf At Chardonnay Golf Club

Golfers meet in Lobby at 9:00 a.m. for transportation to golf course; 10 a.m. tee time

6-7 p.m.

Welcome Reception/Registration

Garden Courtyard

Dinner on your own

Monday, Oct. 3

7:45 a.m.

Breakfast

Carneros Room

8:30 a.m.

General Session

Mt. Veeder/Howell Mountain

Welcoming Remarks

Candysse Miller, Executive Director, Insurance Information Network of CA
Rex Frazier, President, Personal Insurance Federation of California

9:00 a.m.

Treading Water: Inside the NFIP

Gregor Blackburn, FEMA Region IX

Moderator: [TBA](#)

Just how exactly does the National Flood Insurance Program work? And why can't Congress make up its mind about how to properly fund it and extend its life for more than a few months at a time? Gregor Blackburn of FEMA Region IX will talk about coverage, cost and his ideas on how FEMA and SITA members can work together when the next flood catastrophe hits your state.

9:45 a.m.

Break

10:00 a.m.

Hot Topic – Think Tanks and Government Relations

Alan Smith, Senior Fellow, The Heartland Institute

The Heartland Institute is a 27-year old Chicago-based public policy organization of free-market inclination. A brief consideration of the enhancement to an advocacy program provided by independent sources of research and commentary, and the current impact of the broad public policy organization world on law and regulation.

10:15 a.m.

Banking & Insurance: To Merge or Not to Merge

Steve Goldman, Former New Jersey Commissioner of Banking & Insurance
Moderator: Elle Melchionni, New York Insurance Association

With states facing budget issues, “consolidation” is the new public policymaker buzzword. New York merged its Banking and Insurance Departments this year—creating the new Department of Financial Services, which officially takes effect October 3rd. Former New Jersey’s Commissioner of Banking & Insurance Steven Goldman was tasked with the implementation and execution of the merged Departments. He will share with us the benefits, pitfalls and the lessons learned.

11:00 a.m.

Accident Response Fees: Where the Rubber Hits the Road

Max Rexroad, Yolo County Board of Supervisors
John Kabateck, Exec Director, National Federation of Independent Business
Moderator: Dan Kelso, President, Ohio Insurance Institute

Accident response fees are a growing trend not only in cash-strapped California communities, but also across the country. The panel will discuss the strategies utilized in fighting these policies in as the trend swept the Sacramento region.

11:45 a.m.

Break

Noon

Lunch

Garden Courtyard

Keynote Speaker

Glenn Pomeroy, CEO, California Earthquake Authority

“Earthquake Insurance: Making the Case Through Communication, Mitigation & Insurance”

1:15 p.m.

Communications Break-Out

Mt. Veeder

Out, Damn'd Spot: Reputation Management on a Budget

John Spagnuolo, President, New Media Institute

Reputation Management is more than just the PR buzz term de jour. It is a critical component in a communications professional's tool kit, and skills in this emerging field are necessary whether you represent a celebrity or an industry. How do you keep a damaging spot from becoming a viral sensation? And can you do it without hiring a costly reputation management firm? Of course you can.

Lobbying Roundtable

Howell Mountain

2:30 p.m.

Insurance Association "Speed Dating"

Garden Courtyard

Share some snacks and strategy in these quick, roundtable idea-exchange mini-panels.

3:30 p.m.

End of daily program - Dinner on your own

Tuesday, Oct. 4

7:30 a.m.

Breakfast

Carneros

General Session

Mt. Veeder/Howell Mountain

8:30 a.m.

"Is Your Social Media Vision 20/20?"

Terry Golesworthy, President, The Customer Respect Group

Moderator: Carole Walker, Rocky Mountain Insurance Information Assoc.

Insurers don't have a choice on whether they do social media -- the choice is how well they do it. Trade associations need to know how their member insurance companies are leveraging social media so they can add value *and* be prepared to respond when a company has a social media crisis.

9:15 a.m.

America's Next Top (Risk) Model

Thomas Larson, Sr Vice President and Product Architect, EQECAT

Don Windeler, Director of NatCat and Portfolio Solutions, RMS

Moderator: Michael Barry, Vice President of Media Relations, III

Risk modeling is an ever changing and growing technology adding to confusion among the general public, but its benefits for the insurance industry are many. Today's panel will discuss the changing face of technology and its effect on modeling and underwriting.

10:00 a.m.

Break

10:30 a.m.

Hot Topic: Partners in Disaster Safety

Brenda O'Connor, Senior Vice President, Insurance Institute for Business and Home Safety

The IBHS has worked closely with numerous insurance trade associations at both the state and federal level to communicate effective strategies for residents and business owners to make their property more resistant to disasters. Several brief case studies of particular efforts will be discussed, as well as ideas for future joint efforts. Conference participants also will hear about the latest building science work at the IBHS Research Center.

11:00 a.m.

Federal Insurance Office

Jessica Hanson, Director of Federal and International Affairs, PCI

Will Rijkssen, Vice President of Public Affairs, AIA

Joe Thesing Assistant, Vice President of State Affairs, NAMIC

Moderator: Russ Dubisky, South Carolina Insurance News Service

As a new office established under the Treasury Department, how will the FIO influence or relate to state laws and regulations, and could it influence international insurance matters? Panelists will provide their thoughts on how the FIO can influence regulatory modernization, identify industry issues, and streamline rules relative to excess and surplus lines.

Wednesday, Oct. 5

7:45 – 8:45 a.m.

Breakfast
Stag's Leap

8:30 a.m.

General Session
Mt. Veeder/Howell Mountain

Open Discussion of SITA: Past, Present and Especially Future

9:15 a.m.

SITA 2012 Conference
Location and Logistics for the 2012 State Insurance Trade Associations
Conference

10:00 a.m.

Conference Concludes