

Looking into the Future

AGENDA

Sunday

5:00 – 7:00	Registration Printing sponsored by Conning Research & Consulting	Foyer
5:30 – 7:00	Exhibit Fair	Madison Ballroom
5:30 – 7:00	Reception sponsored by HIGHLINE DATA	Madison Ballroom

Monday

7:30 – 8:30	Registration, Continental Breakfast, & Networking Opportunity Breakfast sponsored by NIELSEN CLARITAS	Madison Ballroom
8:30 – 8:45	General Session: Welcome and Opening Remarks	Tom Forristell CPA Conference Chair InsurQuote, a LexisNexis Company
	CHOICE of CONCURRENT TRACKS	
8:45 – 10:45	PERSONAL LINES TRACK (P)	North Ballroom
	P Moderator: Laura Taccini , AAA of Northern CA, NV & UT	
	P Looking into the Future of the Marketplace	
8:45 - 9:45	P Building & Positioning Your CI Unit for Future Success	Steve Micksch IIA Allstate
9:45 -10:45	P Simulation and Estimation of Lifetime Value	Mark Hookey Optimal Decisions Group
8:45 – 10:45	COMMERCIAL LINES TRACK (C)	South Ballroom
	C Moderators: Andre Burke , Zurich North America Rick Marchetti CPCU , The Hartford	
	C <i>Looking into the Future of the Marketplace</i>	
8:45 - 9:00	C Introduction	Andre Burke Zurich North America Rick Marchetti CPCU The Hartford
9:00 - 9:30	C Commercial Benchmarks	Clint Harris CPCU, ARe Conning Research
9:30 - 10:45	C P&C Exposure Trends	Charlie Kingdollar Gen Re

**Society of Insurance Research
38th Annual Conference**

**October 19 – 21, 2008
Hilton DeSoto Hotel
Savannah, Georgia**

Monday (continued)

10:45 - 11:15		Networking Break sponsored by THE GRIFFITH FOUNDATION		Foyer
11:15 -12:15	P	Rate-making and Modeling	Rich Babel MAAA, FCAS ChoicePoint Insurance Analytics	North Ballroom
11:15 -12:15	C	Large Customer Segment	Greg Martin Zurich North America	South Ballroom
12:15 - 1:15		Lunch sponsored by ALLSTATE		Madison Ballroom
	P	<i>Consumer Behavior and the Future</i>		
1:15 - 2:15	P	Maximizing Your Communication Metrics	Karen Imbrogno MBA, ME Insurance.com / Comparison Markets	North Ballroom
2:15 - 3:15	P	J. D. Power Survey on Insurance Shopping	Steve Crewdson J. D. Power & Associates	North Ballroom
	C	<i>Looking into the Future of the Marketplace</i>		
1:15 -2:30	C	Specialty & Micro Segmentation in the Small & Mid-Sized Customer Segments	Clint Harris CPCU, ARe Conning Research Matthew Mitchell Hanover Insurance Group Mike Vettel CIC Westfield Insurance	South Ballroom
2:30 -3:15	C	It Ain't Easy Being Green: A Look at the Issues & Marketplace Responses to Ecological Consciousness	Andre Burke Zurich North America Charlie Kingdollar Gen Re Rick Marchetti CPCU The Hartford	South Ballroom
3:15 -3:45		Networking Break sponsored by THE GRIFFITH FOUNDATION		Foyer
3:45 -4:45	P	Insurance Production / Operations Funnel	Keith Toney ChoicePoint Insurance Analytics	North Ballroom
3:45 -4:45	C	Tailwind Trends & Underwriting Appetite	Fritz Yohn Ph.D. MarketStance	South Ballroom
5:30 – 7:00		Exhibit Fair		Madison Ballroom
5:30 – 7:00		Reception sponsored by HIGHLINE DATA		Madison Ballroom

Tuesday

7:00 – 8:00		Registration, Continental Breakfast, & Networking Opportunity Breakfast sponsored by AAA OF NORTHERN CA, NV, & UT		Madison Ballroom
8:00 – 8:15		Recap and introductory remarks	Tom Forristell CPA Conference Chair InsurQuote, a LexisNexis Company	North Ballroom

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Tuesday (continued)

8:15 - 9:30	<i>Keynote Address</i> Property/Casualty Insurance Overview: Future Challenges Amid the Economic Storm <i>Organizing for the Future</i> Moderator: Diana Lee CPCU, ARP PCIAA	Robert P. Hartwig Ph.D., CPCU Insurance Information Institute	North Ballroom
9:30 - 10:30	Organizing yourself: A Recruiter Discusses What Skills You Will Need	David Broad The Lead Group	North Ballroom
10:30 -11:00	Networking Break sponsored by INSURQUOTE, A LEXISNEXIS COMPANY		Foyer
11:00–12:00	Organizing Around Channel Separation, Changing Technology & Consumer Appetites	Carol Smith Progressive	North Ballroom
12:00 - 1:00	Lunch & SIR Annual Business Meeting Lunch sponsored by NIELSEN CLARITAS <i>Market Research & Segmentation into the Future</i> Moderator: Jane Crossan , Nielsen Claritas		Madison Ballroom
1:00 - 2:00	Hispanic Market: How Are Carriers Reacting, Planning, Forecasting for the Fastest Growing Ethnic Market?	John Coleman Mintel Comperemedia Gabriela Rodriguez Allstate Insurance Company	North Ballroom
2:00 - 3:00	Marketing on the Web: Insurance meets Web 2.0 – Navigating Digital Marketing and Social Media	Brian Schlessinger Nielsen Online	North Ballroom
3:00 - 3:30	Networking Break sponsored by INSURQUOTE, A LEXISNEXIS COMPANY		Foyer
3:30 - 5:00	The Rating Agency Perspective	Mike Murray (Moderator) Insurance Services Office Panelists: Sarah Hibler CPA Moody's John Iten Standard & Poor's Kenneth Frino A.M. Best Company	North Ballroom
5:30 – 7:00	Exhibit Fair		Madison Ballroom
5:30 – 7:00	Reception sponsored by A.M. BEST COMPANY		Madison Ballroom

Wednesday

7:30 – 8:30	Breakfast & Networking Opportunity Breakfast sponsored by NIELSEN CLARITAS		Madison Ballroom
8:30 – 8:45	Recap & introductory remarks	Tom Forristell CPA Conference Chair InsurQuote, a LexisNexis Company	North Ballroom
	<i>The Future of Insurance Regulation</i>		
	Moderator: Greg O'Hara , American Family Insurance		
8:45 - 9:45	Federal vs State Regulation: Differing Views from Carriers	Chris Longeway J.D. Allstate Scott Seymour J.D. American Family	North Ballroom
9:45 - 10:45	Issues Relevant to Transformations of Auto Regulatory Environments	Peter Delucchi CPCU, ARP, ARe AAA of Northern CA, NV & UT	North Ballroom
10:45 -11:15	Networking Break & Hotel Checkout Break sponsored by INSURQUOTE, A LEXISNEXIS COMPANY		Foyer
	<i>Back to the Future</i>		
11:15 -12:15	Tracing the Industry Back to the 1960's, Extrapolating the Impact of Historical Trends, and Forecasting for the Future	Herb Sauer (Moderator) MetLife Auto & Home Charlie Kingdollar Gen Re Andy Rieder Allstate Insurance Company	North Ballroom
12:15 –12:30	Wrap Up and Closing Comments	Tom Forristell CPA Conference Chair InsurQuote, a LexisNexis Company	North Ballroom
	Prize Drawings Only paid or coupon attendees are eligible. SIR Board & staff not eligible. Must be present to win.		

We'll see you in Las Vegas and Orlando in 2009!