

AGENDA

Sunday

| | | |
|-------------|--|-------------------|
| 5:00 – 7:00 | Registration Printing sponsored by Conning Research & Consulting | Eldorado Foyer |
| 5:30 – 7:00 | Exhibit Fair | Mesquite |
| 5:30 – 7:00 | Reception sponsored by AAA of Northern CA, NV, & UT | Mesquite |

Monday

| | | |
|-------------|--|-------------------|
| 7:30 | Registration | Eldorado Foyer |
| 7:30 – 8:30 | Breakfast sponsored by InsurQuote | Mesquite |

CHOICE of CONCURRENT TRACKS

| | | | |
|---------------|--|---|--------------|
| 8:30 – 10:30 | HEALTH TRACK (H) | | Carson 2 |
| 8:30 – 8:45 | H Welcome & Opening Remarks | Lisa Hicks Fletcher/CSI | Carson 2 |
| 8:45 - 9:45 | H Limited Benefit Plans | Rich Manners AmWins Group Benefits | Carson 2 |
| 9:45 - 10:30 | H Health Reform | Marc Pierce Stonegate Strategic Advisors | Carson 2 |
| 8:30 – 10:30 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 8:30 – 8:45 | P Welcome & Opening Remarks | Laura Taccini AAA of Northern CA, NV & UT | Savoy |
| 8:45 – 10:30 | P Economic Update & the Effects on the P&C Industry | Stephan Christiansen Conning Research & Consulting | Savoy |
| 10:30 – 11:00 | Networking Break | | Mesquite |
| 11:00 – 12:30 | HEALTH TRACK (H) | | Carson 2 |
| 11:00 – 12:30 | H Emergence of "Retail Medicine" | Martha Gleason Blue Cross Blue Shield Florida | Carson 2 |
| 11:00 – 12:30 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 11:00 – 12:30 | P How has the economy affected the impact of credit models in insurance? | Rich Babel John Beal ChoicePoint / LexisNexis | Savoy |
| 12:30 - 1:30 | Lunch sponsored by AAA of Northern CA, NV, & UT | | Virginia 2,3 |
| 1:30 – 3:00 | HEALTH TRACK (H) | | Carson 2 |
| 1:30 – 2:15 | H Wal-Mart as a Key Competitor | Steve Levy Fletcher/CSI | Carson 2 |
| 2:15 – 3:00 | H Health Plan Markets: Membership Trends & Competitive Positioning | LuAnne Farrah Mark Farrah Associates | Carson 2 |

**Society of Insurance Research
Spring Seminars & Exhibit Fair**

**March 29 – April 1, 2009
Flamingo Las Vegas**

| | | | |
|-------------|---|---|----------|
| 1:30 – 3:00 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 1:30 – 3:00 | P Implications of emerging technologies | Matt Cullina Identity Theft 911 Garry Edwards Aon Risk Services | Carson 2 |
| 3:00 – 3:30 | Networking Break | | Mesquite |
| 3:30 – 5:15 | HEALTH TRACK (H) | | Carson 2 |
| 3:30 – 4:15 | H Lifetime Coverage | Erik Glitman (Moderator) Fletcher/CSI Howard Pierce PKC Richard Skyba Regence BlueCross BlueShield Jennifer Steinhilber-Erb Blue Cross Blue Shield of Michigan | Carson 2 |
| 4:15 – 5:15 | H Health Technology | Vince Kuraitis Better Health Technologies, LLC | Carson 2 |
| 3:30 – 5:00 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 3:30 – 5:00 | P Advanced analytics as the key to survival | Marty Ellingsworth David Cummings ISO Innovative Analytics | Savoy |
| 5:30 – 7:00 | Exhibit Fair | | Mesquite |
| 5:30 – 7:00 | Reception sponsored by InsurQuote | | Mesquite |

Tuesday

| | | | |
|------------------------------------|--|---|-------------------|
| 7:30 | Registration | | Eldorado Foyer |
| 7:30 – 8:30 | Breakfast sponsored by Allstate Insurance Company | | Mesquite |
| CHOICE of CONCURRENT TRACKS | | | |
| 8:30 – 10:30 | HEALTH TRACK (H) | | Carson 2 |
| 8:30 – 8:45 | H Recap & Opening Remarks | Lisa Hicks Fletcher/CSI | Carson 2 |
| 8:45 – 10:30 | H Win/Loss Analysis | Lisa Hicks Fletcher/CSI | Carson 2 |
| 8:30 – 10:30 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 8:30 – 8:45 | P Recap & Opening Remarks | Laura Taccini AAA of Northern CA, NV & UT | Savoy |
| 8:45 – 10:30 | P How to Workshop | Kevin Oates Highline Data | Savoy |
| 10:30 – 11:00 | Networking Break | | Mesquite |
| 11:00 – 12:30 | HEALTH TRACK (H) | | Carson 2 |
| 11:00 – 12:30 | H Scenario Planning for Health Insurance Companies | Neelima Firth The Aequitas Group | Carson 2 |

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| | | | |
|---------------|--|---|--------------|
| 11:00 – 12:30 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 11:00 – 12:30 | P Strategic Positioning of the Competitive Intelligence Function | Claudia Clayton ViewPoint Consulting | Savoy |
| 12:30 - 1:45 | Lunch sponsored by The Griffith Foundation for Insurance Education | | Virginia 2,3 |
| 1:45 – 3:15 | HEALTH TRACK (H) | | Carson 2 |
| 1:45 – 3:15 | H KITs Workshop | Paul Patterson Blue Cross Blue Shield Florida | Carson 2 |
| 1:45 – 3:15 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 1:45 – 2:30 | P Managing CI in a Turbulent Environment | Steve Micksch Allstate | Savoy |
| 2:30 – 3:15 | P Customer Loyalty and Retention Studies | Mark Willard Market Strategies International | Savoy |
| 3:15 – 3:45 | Networking Break | | Mesquite |
| 3:45 – 5:00 | HEALTH TRACK (H) | | Carson 2 |
| 3:45 – 5:00 | H Market Segmentation: How Market Leaders Drive Top Performance | Chris Smith Nielsen-Claritas Justin Skinner CareFirst | Carson 2 |
| 3:45 – 5:15 | PROPERTY CASUALTY TRACK (P) | | Savoy |
| 3:45 – 4:30 | P Online shop/buy behaviors: Online Auto Study/Survey Results | Susan Engelson comScore, Inc. | Savoy |
| 4:30 – 5:15 | P What's Behind the Online Ad Spending Curtain? | Candace Thornton Customer Insights Specialist Jaimie Pickles Canal Partner LLC | Savoy |
| 5:30 – 7:00 | Exhibit Fair | | Mesquite |
| 5:30 – 7:00 | Reception sponsored by AAA of Northern CA, NV, & UT | | Mesquite |

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**March 29 – April 1, 2009
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Wednesday

| | | | |
|---------------|--|--|----------------|
| 7:30 – 8:30 | Breakfast sponsored by The Griffith Foundation for Insurance Education | | Garden View |
| 8:30 – 8:45 | Recap & Opening Remarks | Lisa Hicks Fletcher/CSI Laura Taccini AAA of Northern CA, NV & UT | Carson 1,2 |
| 8:45 – 10:15 | Best Practices for Building and Managing a Marketing Research / CI Department | Howard Goldstein Glen Ellyn Consulting Group | Carson 1,2 |
| 10:15 – 10:45 | Networking Break & Hotel Checkout | | Carson 1,2 |
| 10:45 – 11:30 | Best Practices for Building and Managing a Marketing Research / CI Department (continued) | Howard Goldstein Glen Ellyn Consulting Group | Carson 1,2 |
| 11:30 – Noon | Wrap Up & Closing Comments | Lisa Hicks Fletcher/CSI Laura Taccini AAA of Northern CA, NV & UT | Carson 1,2 |

Prize Drawings

Must be present to win.

SIR Board & staff not eligible.

Drawings sponsored by **AAA of Northern CA, NV, & UT**

We'll see you in Orlando, September 20-23, 2009!