

AGENDA

Sunday


5:00 – 7:00	Registration		Ballroom C
5:30 – 7:00	Exhibit Fair		Ballroom C
5:30 – 7:00	Reception sponsored by Highline Data		Ballroom C

Monday

7:00 – 8:00	Registration, Breakfast, & Networking Opportunity Breakfast sponsored by The Griffith Foundation		Ballroom C
8:00 – 8:15	Welcome and Opening Remarks	Diana Lee, CPCU, ARP <i>Conference Chair</i> Asst. VP – Research Property Casualty Insurers Association of America	Salon 5/6
8:15 – 9:00	Best Practices in Diversity Management and Employment	Harris Rosen President and COO Rosen Hotel & Resorts	Salon 5/6
9:00 – 9:30	SIR Jeopardy		Salon 5/6
9:30 - 10:00	Networking Break sponsored by InsurQuote, a LexisNexis company		Salon 5/6
10:00 - 11:00	Dynamic Personal Development & Growth: Surviving & Thriving in the Work Environment	Lynn Thomas President, 21st Century Management Consulting, Inc.	Salon 5/6
11:00 - Noon	Great Expectations: Industry Trends and Observations	Jeffrey Rieder, CPA, CPCU President, Ward Group	Salon 5/6
Noon - 1:15	Lunch & SIR Annual Business Meeting Lunch sponsored by Allstate		Ballroom C
1:15 – 2:15	Promoting Resilient Homes & Businesses through Effective Mitigation	Timothy Reinhold, Ph.D. Chief Engineer & SVP-Research, Institute for Business & Home Safety	Salon 5/6
2:15 – 3:15	Auto Insurance Shopping Patterns & Behaviors – Growing Share in Today’s Challenging Market	Stephen Crewdson Senior Research Manager, J.D. Power and Associates	Salon 5/6
3:15 - 3:30	Break sponsored by InsurQuote, a LexisNexis company		Salon 5/6
3:30 - 4:30	Usage-Based Auto Insurance	Robin Harbage C-Counsel EMB Consultancy, LLC	Salon 5/6

AGENDA

Monday (continued)

5:30 – 7:00	Exhibit Fair	Ballroom C
5:30 – 7:00	Reception sponsored by Conning Research & Consulting	Ballroom C
	<i>Optional activity:</i>	Lobby
7:15 –	<i>StormStruck: A Tale of Two Homes</i> at EPCOT Innoventions; sponsored by:	
	 RISK SCIENCES FOUNDATION INC.	

Tuesday

7:00 – 8:00	Registration, Breakfast, & Networking Opportunity Breakfast sponsored by The Griffith Foundation	Ballroom C
8:00 – 9:15	All's Not Quiet on the Congressional Legislative Front – Responding to the Latest Challenges	Salon 5/6/7
	Robert Gordon SVP Policy Development & Research, Property Casualty Insurers Association of America	
	Melissa Shelk Vice President of Federal Affairs, American Insurance Association	
9:15 – 9:30	Break sponsored by Florida Catastrophic Storm Risk Management Center	Salon 5/6/7 and Salon 8

TWO CONCURRENT TRACKS

Track P	Product Development Innovations for P&C	Salon 5/6/7
	Moderator:	Denese Ross Product Executive Commerce West Insurance Co.
9:30 - 10:30	P Finding Value in Novel Data	Salon 5/6/7
		Martin Ellingsworth President ISO Innovative Analytics
		David Cummings, FCAS, CPCU Vice President of Research ISO Innovative Analytics
10:30 -11:15	P Maximizing Your Investment in New Product / Service Development	Salon 5/6/7
		Roy Baldassari SVP, GfK Financial Services GfK Custom Research North America

AGENDA

Tuesday (continued)

11:15 – 11:30	P Stretch Break		
11:30 – 12:15	P Challenges of Technology in Rolling Out New Products: Speed to Market – Build, Buy or Outsource?	Phil Ehlen Chief Technology Officer CSC (Computer Sciences Corporation)	Salon 5/6/7
12:15 - 1:15	Lunch sponsored by Florida Catastrophic Storm Risk Management Center		Ballroom C
1:15 - 2:15	P Demystifying Marketing Strategies	Candace Thornton Customer Insights Specialist Robert Adler Founder Strategic Marketing Advisory Services LLC Mary Fran Mullan Senior Vice President Director of Insurance Operations Lanier Upshaw, Inc.	Salon 5/6/7
2:15 - 3:30	P Product Life Cycle Management Panel Discussion	Robert Adler Founder Strategic Marketing Advisory Services LLC Matthew Cullina Chief Executive Officer Identity Theft 911, LLC Peter Delucchi Director, Staff Operations AAA Northern CA, NV & UT Robin Harbage C-Counsel Consultant EMB	Salon 5/6/7

AGENDA

Tuesday (continued)

Track C	Herding Cats: Growing Challenges of Catastrophe Risks (C)		Salon 8
9:30 - 9:45	C Welcome & Introductory Remarks	Patrick Maroney, JD Director, Florida Catastrophic Storm Risk Management Center The College of Business Florida State University	Salon 8
9:45 - 11:15	C Storm Center Research Updates: Capital Markets, Subsidies, and Mitigation	Patrick Maroney, JD Director Florida Catastrophic Storm Risk Management Center Charles Nyce, Ph.D. Associate Director Florida Catastrophic Storm Risk Management Center Lori Schneider, Ph.D. Associate Director Florida Catastrophic Storm Risk Management Center	Salon 8
11:15 – 11:30	C Stretch Break		
11:30 – 12:15	C Insurance Market Response to the Output of Catastrophic Models	Patricia Born, Ph.D. Associate Professor Florida State University	Salon 8
12:15 - 1:15	Lunch sponsored by Florida Catastrophic Storm Risk Management Center		Ballroom C
1:15 - 2:00	C Developing an Innovative, Computer-based Approach to Test the Effectiveness of Alternative Approaches to Encouraging Mitigation	Robert Meyer, Ph.D. Warren Johnson Professor of Marketing School of Business University of Miami	Salon 8
2:00 - 2:45	C Determining Wind and Surge Losses	John G. Minor President, Complete General Contractors, Inc.	Salon 8
2:45 - 3:30	C Florida Hurricane Trends and Damage Costs	James Elsner, Ph.D. Shaw Professor of Geography, Department of Geography College of Social Sciences Florida State University	Salon 8
3:45	<i>Optional activity:</i> Risk Management Tour of the Rosen Plaza	Ashley Bacot Risk Manager, Rosen Hotel & Resorts and President, ProvInsure Agency	Lobby

AGENDA

Tuesday (continued)

5:30 – 7:00	Exhibit Fair	Ballroom C
5:30 – 7:00	Reception sponsored by A.M. Best	Ballroom C
7:15 –	<i>Optional activity:</i> Evening Airboat Ride / Alligator Handling Show	Lobby

Wednesday

7:00 – 8:00	Breakfast, & Networking Opportunity Breakfast sponsored by The Griffith Foundation	Ballroom C
8:00 – 9:15	The Emerging Risk of Data Breach Affecting P&C Carriers Matthew Cullina Chief Executive Officer Identity Theft 911, LLC Eduard Goodman, J.D., LL.M., CIPP Chief Privacy Officer Identity Theft 911, LLC Roger Pare Commercial Lines, Chief Underwriting Officer OneBeacon Insurance Company	Salon 5/6/7
9:15 – 10:15	Research-Driven Customer Advocacy Programs Mathew Greenwald, Ph.D. President and CEO Mathew Greenwald & Associates, Inc.	Salon 5/6/7
10:15 – 10:45	Break and Hotel Checkout	Salon 5/6/7
10:45 – 11:45	The Ups and Downs of Highway Safety Kim Hazelbaker Senior Vice President Highway Loss Data Institute	Salon 5/6/7
11:45 – 12:00	Wrap Up and Closing Comments Diana Lee, CPCU, ARP <i>Conference Chair</i> Asst. VP – Research Property Casualty Insurers Association of America	Salon 5/6/7
	Prize Drawing* Sponsored by: Perr & Knight	
	Prize Drawing* Sponsored by: Allstate	

*SIR Board & staff not eligible.
*Must be present to win.

We'll see you in Jacksonville, November 14-17, 2010!