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## **Differentiation That Matters: Driving Agency Retention**

*Industry Leaders to Speak at Society of Insurance Research  
October 23, 2007 at Nashville.*

Indianapolis, IN, September 11, 2007 —

Whether they are captive agencies or independent business owners, insurance producers across the U.S. work tirelessly to differentiate themselves from their competition in the marketplace. The prize? Coveted insurance purchasers across the product spectrum.

So how does a producer find the company relationships necessary to provide "best in class" products for prospective customers? In turn, how do insurance companies find and establish relationships with "best in class" producers?

This topic, and others, will be addressed at the 2007 Society of Insurance Research (S.I.R.) Annual Conference, October 21 through October 24 in Nashville, TN.

The Conference is open to Society members and other insurance practitioners with an interest in differentiating themselves through skills and professional knowledge. Fast paced sessions blend with informal opportunities for attendees to connect with industry leaders. Details of the entire event can be found at the Society's website, [www.sirnet.org](http://www.sirnet.org).

The "Differentiation That Matters" session will be chaired by Anne Bailey Berman, President of Chadwick, Martin, Bailey, and will feature Rick Bondurant, Director of Agency Management Resources of the Independent Insurance Agents of Texas; Ed Buhl, Executive Vice President of Central Insurance; Christopher Capone, Senior Managing Director with Liberty Mutual Insurance; and William Ryan, Senior Director of Marketing Strategy & Communications, Travelers Group.

"Why producers of all types and experience select one competitor over another in specific cases, and why insurance companies select specific producers has been a topic of interest among S.I.R. member companies and individuals for some time" according to Conference Chair and S.I.R. past president Candace Thornton. "With the help of Anne Bailey Berman we'll explore that subject with some great representatives from both sides of the issue. When coupled with the other compelling sessions covering topics such as Insurance Fraud and Online Insurance production, and powerful keynote speakers, this conference will be the highlight of the S.I.R. year" Thornton explained.

Information regarding the 2007 S.I.R. Annual Conference and registration information can be obtained by contacting the Society's Executive Director, Ed Budd, at 317.398.3684, or Candace Thornton at 818.386.0011, or visiting the Society's website at [www.sirnet.org](http://www.sirnet.org).

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