



**PHILLY I-DAY**  
Philly All Industry Day

**Friday, March 26, 2010**

***Managing Risk in a Challenging Environment***

**Pennsylvania Convention Center  
1101 Arch Street  
Philadelphia, PA 19107**

**Philly I-Day is presented by:**

The Insurance Society of Philadelphia  
The Philadelphia Chapter of the Society of CPCU  
The Greater Valley Forge Chapter of the Society of CPCU  
The Brandywine Chapter of the Society of CPCU  
The Risk and Insurance Management Society (RIMS) Delaware Valley Chapter

For Sponsor, Exhibitor and  
Registration information  
log on to our website at  
[www.insurancesociety.org](http://www.insurancesociety.org)  
or call 215-627-5306

**SCHEDULE**

- 8:00 AM** Continental Breakfast - Exhibits  
**8:30 AM** Opening Panel - General Session
- **Gregory C. Case**, President & CEO, Aon
  - **Brian Dowd, CPCU**, CEO ACE Insurance, North American Operating Division & V.P. ACE Limited & ACE Group
  - **George Haitzsch ARM**, VP Global Risk Management, SAP
  - **Kevin H. Kelley, CEO**, Ironshore
  - **Chuck Romberger**, Director of Bureau of P&C State of PA
  - **Moderator: Dianne Salter**, SVP – Insurance Operations, Jefferson Health System
- 9:45 AM** Coffee Break – Exhibits  
**10:30 AM** AM Sessions - Choose One
- #1 - Going Green, Staying Covered
  - #2 - Little Known Characteristics of the Underwriting Cycle, How the Economy Has and Will Continue to Drive Property and Casualty Financial Performance
  - #3 - Developing an Award Winning Workers' Compensation Program
- 12:15 PM** Break – Exhibits  
**1:00 PM** Luncheon: Keynote; **Al Golden**, Head Coach, Temple University Football  
Franklin Award Recipient: **James Sherlock - MBA, CPCU, CLU, ARM, ACE Group**
- 2:30 PM** Optional PM Sessions - Choose One
- #1 - Going Green, Staying Covered
  - #2- Little Known Characteristics of the Underwriting Cycle, How the Economy Has and Will Continue to Drive Property and Casualty Financial Performance
- 4:15 PM** Conclusion of PM session

**Continuing Education Credits – Sponsored by The Insurance Society of Philadelphia**

2 State of Pennsylvania - *Approved*  
2 New Jersey - *pending approval*  
2 Delaware Insurance Credits –*pending approval*  
1.5 State of Pennsylvania CLE Substantive Credits - *approved*  
2 CPD Points for CPCU - *approved* -  
2 State of Pennsylvania and New Jersey CPE (CPA) Credits - *approved*



## 2010 EDUCATIONAL SESSIONS

### #1. **Going Green, Staying Covered**

*AM & PM Sessions*

“Green” is one of the most over-used words in advertising today, but how does it really affect insurance coverage? This program will present an overview on the development of various Green Building industry certifications and the requirements involved. The potential advantages and possible offsetting risks created from Green building construction and renovation will be discussed, along with an overview of new Green property and liability insurance coverages and related underwriting and claims issues. Risk Management approaches to manage and mitigate Green building risks will also be reviewed.

*Speakers:*

**Samuel J. Garro, Jr. J.D., CPCU**, OneBeacon Insurance

**Phillip Glick, CPCU, RPLU**, Senior Vice President, ECBM

**Bruce J. Offner**, Resource Dynamics / Green Building Education

### #2. **Little Known Characteristics of the Underwriting Cycle**

*AM & PM Sessions*

#### **How the Economy Has and Will Continue to Drive Property and Casualty Financial Performance**

What drives the financial performance of the P&C industry? It's the economy! This presentation will start by identifying economic factors that are key to the financial performance of the P&C industry and showing how these factors moved over the course of recent business cycles. Strengthening the case for the central role of the economy by noting, undoubtedly to the surprise of many industry observers, how the underwriting cycle is largely driven by the business cycle. It ends by presenting a brief case study of how the major cost drivers in workers compensation – frequency, severity, and costs per worker – respond in unanticipated ways to changes in economic activity.

*Speaker:*

**Harry Shuford, Ph.D.**, NCCI Holdings, Inc.

### #3. **Developing an Award Winning Workers' Compensation Program**

*AM Session only*

This session will provide attendees with education around workers' compensation program best practices from an overall risk management perspective including pre-loss and post-loss measures. Presenters will share a wealth of knowledge and opportunities which attendees can apply to their own organizations, insureds and clients.

*Speakers:*

**Kenneth Bowman**, Vice President, Safety & Risk Control, ARAMARK

**Andrew Pelcin, Ph.D., CPCU**, Director of Decision Support, ARAMARK

**Debra L. Rodgers**, Vice President, Global Risk Management, ARAMARK

**Carla Wynn, AIC**, Director Workers' Compensation, ARAMARK

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**Registration Form**

Reservations for \_\_\_\_\_ persons.  
\$95.00 each  
\$50.00 / College Students

Reservation for \_\_\_\_\_ table(s) of 10. (*Please provide names of those attending*)  
\$900.00 each

CE/CLE Credit –  
\$10.00 per person/per session CE/CLE certificate processing fee, if applicable.

**Please complete registration form below and mail with payment for total amount due to:**

**Philly I-Day  
PO. Box 40088  
Philadelphia, PA 19106-40088**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Register me for the following educational sessions:

\_\_\_\_\_ AM Session # \_\_\_\_\_

\_\_\_\_\_ PM Session # \_\_\_\_\_

Fee \$95/person plus CE/CLE Processing Fee (\$900 - Tables of 10) \_\_\_\_\_

plus CE/CLE Processing Fee, \$10 each person/session-if applicable: \_\_\_\_\_

Total Amount Enclosed: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Please make checks payable to: Philly I-Day**

**To Register online please visit the following website: [www.insurancesociety.org](http://www.insurancesociety.org)**

***Tickets purchased at the door will be \$110.00 + CE/CLE processing fee, if applicable.***