

21st Annual TMPAA Summit



Today's Agenda

The Target Markets Program Administrators Association

*In recognition of the successful completion of all required
Target University Courses and a history of program leadership
in this industry segment, the Association confers upon*

Your Name

the designation of

Certified Programs Leader (CPL)

this eighth day of May, 2013

this eighth day of May, 2013

Anatomy of a Fronted Program



Tom Gillingham
NFP



Brian Cohen
Arden Programs



Desmond Bohan
BMS Re



Lee Brenner
Swiss Re



Jerome Breslin
Clear Blue Insurance Group

Making the Most of Your Marketing Dollar: Where You Should Be Focusing Your Spend, and Why



Emily Hathcoat

Head of Marketing
Risk Placement Services



Jim Flynn

Executive VP / Chief Brand Strategist
ONEFIRE, Inc.



Rich Look

President & Chief Strategist
Vertibrands Marketing

CPL Designation

Requirements to receive the Certified Programs Leader (CPL) Designation:

- Successful completion of all University courses
- 5 years total experience in Insurance
- 2 years experience in a Program Leadership Role **OR** 5 years as a Program Underwriter **OR** 5 years as a Vendor in a technical position serving the program business industry
- Absence of any ethical violations

CPL Recipients

- Kelley Bernal,
QBE
- Connie Carpenter,
Landscape Contractors Ins Services
- Kristi Gayle,
QBE
- Timothy Hannon,
Berkley Program Specialists
- Savannah Hayes,
Great American Insurance Group
- Joseph D. Kulas III,
Pearl Insurance
- Brandon Loyd,
Palomar Holdings
- Brian O'Neil,
Zurich
- Marla Peters,
American Specialty
- Janice Vasquez,
Landscape Contractors Ins Services

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