

# The **Epicerter** of Program Business Networking



*Where Program Business Gets Done*

## **2012 TMPAA Mid Year Meeting**

**April 30th–May 2nd • The Westin Copley Place, Boston, MA**

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Dear Target Markets Conference Delegates:

Welcome to the 12th Annual Mid Year Conference!

This year's event takes place at an interesting time as the insurance industry finally shows signs of shaking loose from a long and painful soft market and the economy appears to be gathering strength. And as documented by Target Markets groundbreaking "State of Program Business Study" last year, the program administration segment has enjoyed relative success despite the difficult environment in which we operated over the last several years. That being said, we are still confronted by significant risks and challenges as the industry comes off the worst year ever for insured catastrophe losses, Europe faces a continuing economic crisis and political changes continue to ripple around the globe.

With that as a backdrop, we're very fortunate to have renowned broadcast journalist Ted Koppel as our keynote speaker this year. Mr. Koppel spent 42 years with ABC News, including 25 years as anchor of the critically acclaimed news program Nightline. Mr. Koppel is a member of the Broadcasting Hall of Fame and has earned 40 Emmy awards during his distinguished career. I'm certain we will learn much from his journalistic experiences covering major events and interviewing key newsmakers.

I'm certain that you will also enjoy our industry speaker, Dr. Robert P. Hartwig, President of the Insurance Information Institute. Dr. Hartwig is a leading spokesperson for the industry and is frequently quoted in leading publications and can be seen contributing to industry stories on major television networks. His background as an economist underpins his fast-paced, insightful and critical analysis of our industry and the challenges and opportunities we face.

We've also added a new "Town Hall" meeting to our programming this year. The event is designed to facilitate peer to peer interaction and knowledge sharing amongst program administrators. We've identified several members of the Association willing to share their expertise on the topics of "In House Producer Compensation" and "The Rewards and Pitfalls of Taking Risk" with the hopes that additional audience participation will shed light on these two important subjects. There is also a great selection of program workshops that include; The Twenty First Century PA – What it takes to sell to the modern consumer, CAT Modeling and the effect on your Program Business, and Target University Presents- MGA Contracts Point/Counterpoint.

And as always, Target Markets remains the premier event for networking amongst Program Administrators, Insurance Companies and key Industry Vendors. There are both formal and informal ways to network at the event. Take advantage of the formal meeting opportunities with our Carrier and Vendor partners, or simply grab a drink and mingle during the networking receptions.

TMPAA is always looking for ways to enhance your experience as a member. On behalf of the entire board and executive team, I encourage you to seek us out during the conference if you have ideas that you think we should consider. We'd really welcome and appreciate the input.

Best Regards,

A handwritten signature in black ink, appearing to read "Jeremy Hitzig".

Jeremy Hitzig, TMPAA Board President  
CEO, Distinguished Programs

# Target Markets Program Administrators Association

## HISTORY and MISSION

The Target Markets Program Administrators Association is an organization dedicated to the unique challenges of Program Specialists. The TMPAA defines Program Business as insurance products targeted to a particular niche market or class, generally representing a book of similar risks placed with one carrier. Administration is done through Program Specialists who have developed an expertise in that market or class. Administrative responsibilities are negotiated between the Specialist and Carrier, but would include underwriting selection, binding, issuing, billing, and often times marketing, premium collections, data gathering, claims management/ loss control and possibly risk sharing. Program Specialists typically target their niches through differentiation either in product, risk management services, delivery mechanism or price. Specialists can distribute these Programs on a retail or wholesale basis.

Since our successful launch of the Target Markets concept at the First Annual Summit in Tempe, (October 16-18, 2001), we created a business plan to align only with specialists in Programs. We want to advance the interests of our specialist carrier and vendor partners within the Association. Our goal is to provide more efficient access to decision-makers in programs in exchange for value to the group.

Beginning in 2004, the Association doubled its commitment to provide the contacts, education and resources necessary for its members to achieve greater profitability and excellence in program business, by adding an East Coast Mid Year Meeting to the annual Summit in Arizona.

In 2010 The Association announced the creation of a strategic partnership with the Breckenridge Insurance Group whose mission is to create value-added products and deliver unparalleled servicing in the specialty insurance arena through trusted partner relationships. The partnership is designed to bring unique services and opportunities that foster growth and efficiencies in our member's program business operations.

Target Markets now has over 53 Carrier Partners committed to Program Business, and provides unprecedented access to decision makers from these companies at both national meetings, allowing both the administrator and company to forge successful partnerships for new program business opportunities. The Association has grown to over 360 members, 240 of which are agencies who specialize in programs.

One core element of the TMPAA mission is to promote excellence for this most elite segment of insurance

intermediaries, program administrators/MGA's. Target Markets has developed a protocol and criteria to evaluate the program business operations of Association members. Participation in a best practice evaluation encourages applicants to review their current level of functioning, look for greater efficiencies in the way they currently do business, and ultimately be recognized by program business professionals as a best in class operation. The **TMPAA Best Practice Designation** will not only benefit members through critical reviews and improvements in agency function, but through enhanced market image, product promotion and recognition from their peers.

**Target University**, is now open for program business education, and will assist program specialists to manage their operations, raise the industry standards for program business, and provide the CPL Designation (Certified Programs Leader) to members who complete the University coursework and meet the CPL criteria.

The Association's commercial website, **Target Programs**, continues to drive business to agency members who participate and have their programs listed on the site. Target Programs, through its regular communication to a large database of independent retail P&C agents, attracts the attention of the retail agent community as they search to find coverage for their insured's. Individual electronic marketing is now offered at prices well below current market value in addition to the program marketing provided as part of participation. In addition to the product distribution offered through this website, the **Target Programs Marketing Service (TPMS)** was recently developed to provide additional assistance to members seeking to upgrade their program marketing initiatives and resources.

Thanks to the Generosity of our members **TMPAA Charities** has provided over \$50,000 dollars in grants to community organizations that focus on education and business development, supports hundreds of entrepreneurs in developing countries with micro loans, as well as our active duty military with our "Packages from Home" initiative conducted at every Association event.

With the assistance of the working committees, Board Members and individual contributions of Association members, Target Markets will continue to develop new and innovative solutions to the challenges of program administration, and provide tangible assistance for those who make their living in Program Business.

## 2012 MID YEAR MEETING AGENDA

April 30-May 2, 2012 • Boston, MA

***The Most Intensive Three Days of Program-Related Issues You'll Ever Experience!***

### ***Monday, April 30***

- 9:00 a.m. **TMPAA Registration and Networking Lounge Open**—Sponsored by **QBE**
- 1:00 p.m. **TMPAA Trade Show Open**—Sponsored by **Counterpoint Software**
- 1:30-3:30 p.m. **M&A Open House**—Sponsored by **Mystic Capital**
- 1:30-3:30 p.m. **Breckenridge Open House**
- 3:30-5:00 p.m. **Program Workshop—  
The 21st Century Program Administrator  
"Selling to the Modern Consumer"**
- 5:00-6:30 p.m. **Welcome Reception**—Sponsored by **Hudson Insurance**

### ***Tuesday, May 1***

- 7:00 a.m. **Networking Breakfast**—Sponsored by **Liberty International Underwriters**
- 8:00-10:00 a.m. **General Session  
Announcements/Presentation Best Practice Awards  
Keynote Speaker—Ted Koppel**—Sponsored by **Wilson Elser & York Programs**
- 10:30 a.m.-12:00 p.m. **Program Administrator "Town Hall Meeting"  
Topics—In House Producer Compensation  
—Rewards and Pitfalls of Taking Risks**—Sponsored by **RoughNotes**
- 12:00-1:00 p.m. **Networking Lunch**—Sponsored by **NARS**
- 1:00-5:00 p.m. **Carrier Meetings**—Sponsored by **The Hartford**
- 5:00-6:30 p.m. **Networking Reception**—Sponsored by **Allianz**

### ***Wednesday, May 2***

- 7:00 a.m. **Networking Breakfast**—Sponsored by **SPARTA**
- 8:00-9:30 a.m. **General Session  
Announcements/Presentation of the  
Best Marketing Campaign Award  
Industry Speaker—Robert Hartwig**—Sponsored by **Munich Re**
- 10:00 a.m.-12:00 p.m. **Program Workshop—Target University Presents  
MGA Contracts—Point/Counterpoint  
—Sponsored by THOMCO & Munich Re**
- 10:00 a.m.-12:00 p.m. **Program Workshop—CAT Modeling and the Effect on  
Your Program Business**—Sponsored by **Breckenridge Insurance Group**
- 12:00-1:00 p.m. **Networking Lunch**—Sponsored by **Tysers**



## ***TMPAA 2012 Mid Year Meeting***

### **Keynote Speaker**

## **TED KOPPEL**



**Ted Koppel** was the youngest full-time correspondent ever hired by ABC News. By the time he left the network, 42 years later, Ted was the most honored reporter in the network's history; having received more Overseas Press Club awards than the previous record holder—Edward R. Murrow—two George Polk awards, eight George Foster Peabody awards, eleven duPont-Columbia awards (television's equivalent to the Pulitzer Prize) and 42 Emmys.

Ted covered Dr. Martin Luther King's march from Selma to Montgomery, Alabama, he was a war correspondent in Vietnam, Laos and Cambodia, traveled with President Nixon to China during his historic visit in 1972, and covered Henry Kissinger's shuttle diplomacy in the Middle East. He has covered wars in Bosnia, Congo and Somalia, covered the first Gulf War and was embedded with the 3rd Armored Infantry Division during the invasion of Iraq in 2003.

The first presidential campaign that Ted covered was Barry Goldwater's in 1964. The most recent was Barak Obama's in 2008. On the last day of the Soviet Union, Ted was the only reporter with Mikhail Gorbachev inside the Kremlin. On the day of Nelson Mandela's release from prison, Ted interviewed him at his home in Suweto, South Africa.

Ted was the anchor and managing editor of Nightline over a period of 26 years, or roughly 6,000 programs, making him the longest-serving news anchor in broadcast network history.

Since leaving ABC, Ted has been a contributing columnist for The New York Times and The Washington Post. He has produced twenty hours of documentaries during his tenure as managing editor of the Discovery Channel and serves as news analyst and commentator for BBC America and NPR.

***Sponsored by:***

**Wilson Elser**



***TMCAA 2012 Mid Year Meeting***  
**Industry Speaker**  
**DR. ROBERT P. HARTWIG, CPCU**  
**President, Insurance Information Institute**

Robert P. Hartwig is president of the Insurance Information Institute. Since joining the I.I.I. in 1998 as an economist and becoming chief economist in 1999, he has focused his work on improving understanding of key insurance issues across all industry stakeholders including media, consumers, insurers, producers, regulators, legislators and investors.

Dr. Hartwig previously served as director of economic research and senior economist with the National Council on Compensation Insurance (NCCI) in Boca Raton, Florida. He has also worked as senior economist for the Swiss Reinsurance Group in New York and as senior statistician for the United States Consumer Product Safety Commission in Washington, D.C. He is a member of the American Economic Association, the American Risk and Insurance Association, the National Association of Business Economics and the CPCU Society. Currently, he serves on the board of directors of the American Risk and Insurance Association and the Griffith Foundation for Insurance Education.



Dr. Hartwig has authored and co-authored papers that have appeared in numerous publications, and makes frequent presentations to industry associations, company management, industry executives, analysts and clients and speaks internationally on a wide range of insurance issues. He has testified before numerous state and federal regulatory and legislative bodies, including the U.S. Senate Judiciary Committee, the Senate Banking, Housing and Urban Affairs Committee, the House Financial Services Subcommittee on Capital Markets, Insurance and Government Sponsored Enterprises and the House Financial Services Subcommittee on Oversight and Investigations and the House Committee on Transportation and Infrastructure.

Dr. Hartwig serves as a media spokesperson for the property/casualty insurance industry, and is quoted frequently in leading publications such as The Wall Street Journal, The New York Times, USA Today, Washington Post, Los Angeles Times, Financial Times, BusinessWeek, Newsweek, U.S. News & World Report, CFO, Fortune, Forbes, The Economist and many others throughout the world. He also appears regularly on television, including programs on ABC, CBS, NBC, CNN, CNBC, Fox, PBS and the BBC.

***Sponsored by:***





## ***REASONS TO JOIN TARGET MARKETS***

- Access to decision makers at over 50 Program Markets
- Networking with 245 Program Specialists
- Exclusive Program Marketing and Distribution Opportunities
- Target University
- Best Practice Designation
- Program Administrator E&O
- Program Services from 67 Vendor members

## ***Target Markets Membership Fees***

<b>Agency Membership Application Fee</b> .....	\$2,500
(allows for 5 individuals from an agency to participate in Association activities and receive member discounts on meeting attendance etc.)	
<b>Agency Annual Dues</b> .....	\$1,000
<b>Vendor Partners</b> .....	Application \$5,000. .... Renewal \$5,000
<b>Carrier</b> .....	Application \$10,000. .... Renewal \$7,500*
*Reduced to <b>\$5,000</b> with the successful referral of a Program Administrator Membership.	

## ***Target Programs Membership Fees***

Members who participate in Target Programs will pay an additional \$2,500 per year.

<b>Target Markets—Target Programs Yearly Renewal</b> .....	\$3,500
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## **CARRIER PARTNERS**

Accident Insurance Company  
ACE Commercial Risk Services  
Admiral Insurance Company  
Aegis Security Insurance Company  
Aix, Inc.  
Allianz Global Corp. & Specialty  
Allied World Assurance Company  
American Southern Insurance Companies  
AmTrust Underwriters, Inc.  
Arch Insurance Group  
Argo Group  
Aspen US Insurance  
Axis US Insurance  
Beazley Insurance Group  
Berkley Net Underwriters  
Berkley Underwriting Partners LLC  
Catlin Group  
CNA Select Risk Programs

Endurance American Specialty  
Everest National Company  
Fireman's Fund  
General Star Management Co.  
Great American Insurance Group  
The Hartford Financial Services Gp.  
Hiscox  
Hudson Insurance Company  
Imperium Insurance Company  
Ironshore, Inc.  
Liberty International Underwriters  
Liberty Mutual Agency Underwriters  
Liberty Mutual Commercial Affinity  
Markel  
Maxum Specialty Insurance Group  
Meadowbrook Insurance Group  
Mid-Continent Group  
Munich Reinsurance America

National Interstate Insurance Co.  
Navigators Management Co.  
One Beacon Insurance Group  
QBE Insurance Corporation  
The Republic Group  
Scottsdale Insurance Company  
SeaBright Insurance Company  
SPARTA Insurance Holdings, Inc.  
Starr Indemnity & Liability Co.  
State National Companies  
Torus Specialty Insurance Co.  
Tower Group Companies  
Travelers  
Western Heritage Insurance Co.  
Western World  
XL Programs  
Zurich

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## **VENDOR PARTNERS**

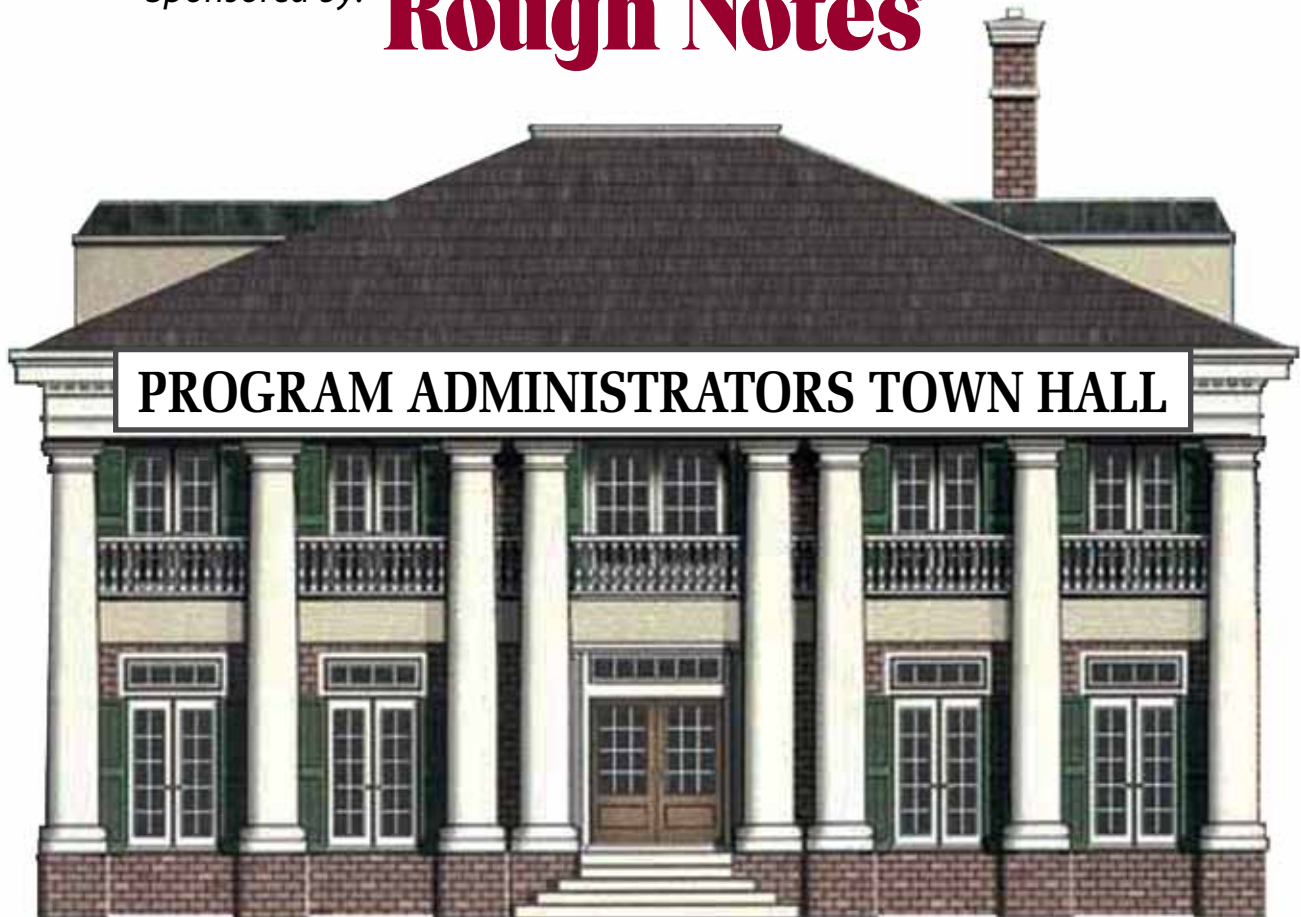
Afco Direct  
Agility Recovery Solutions  
American Claims Management  
American Ins. Mgmt Group (AIM)  
Aon Benfield  
ASAE Insurance, Co.  
Astonish Results  
Axiom Development  
Blue Goose Technology Solutions  
Carl Warren & Company  
ClealRisk, Inc.  
Cost Financial Group, Inc.  
Counterpoint Software, Inc.  
Cover-All Technologies  
Crawford & Co.  
CSC  
Dragonflyware LLC  
Engle Martin & Associates, Inc.  
Epic-Premier Insurance Solutions  
Gallagher Bassett Services, Inc.  
GPW and Associates, Inc.

I-Engineering, Inc.  
Imperial PFS  
Instec  
Insure Learn  
Insurance Recruiting Specialists  
International Insurance Consultants  
Johnson Lambert & Co.  
The Kingstree Group  
Martin & Co.  
Milliman, Inc.  
Mutual Boiler Re  
Mystic Capital  
NetRate Systems, Inc.  
North American Risk Services, Inc.  
One, Inc.  
Paradigm Management Services  
Perr & Knight  
Professional Claims Managers, Inc.  
Quivira Capital  
Raphael and Associates  
Raymond James & Associates

Regional Reporting, Inc.  
ReSource Pro  
Risk Enterprise Management  
RiskMeter Online  
Rockville Risk Management  
Sedgwick CMS  
SeQure Underwriters  
Specialty Claims Management  
Supportive Insurance Services  
Tysers & Co. Limited  
Vantage Agora, Inc.  
VeriClaim, Inc.  
Vertafore, Inc.  
Vertibrands, Inc.  
Virtual MGA Ltd. Co.  
Van Dinter & Associates  
VRC Insurance Systems  
Wilson Elser Moskowitz Edleman  
Dicker  
York Programs

# **TMPAA Program Administrators Town Hall Meeting**

Sponsored by: **Rough Notes®**



A frequent theme expressed by our Program Administrator members is the need for more opportunities to hear how their peers run successful program business operations.

***Our first PA Town Hall Meeting will provide this opportunity and explore the following issues:***

- 1 In House Producer/Sales Force Compensation**
- 2 Rewards and Pitfalls of Taking Risk**

*Hear from panels of your Program Administrator peers about the successes and challenges faced in their agencies.*

*Be prepared to discuss your experiences with the group as sharing our collective expertise makes us all stronger.*



## TOWN HALL MEETING ON PRODUCER COMPENSATION

### MODERATOR

**Jeremy Hitzig**—*Distinguished Programs (See biography Page 16)*  
**TMPAA President**



### **Dusty Rowland**—*Fulcrum Insurance Programs*

Dusty Rowland founded Fulcrum Insurance Programs, a Bellevue, Washington-based national insurance program administrator and specialty wholesale broker, in 2008 as Mainstay Insurance Group. In 2011, the company rebranded as Fulcrum Insurance Programs to reflect its commitment and success in delivering innovative, profitable programs to its insurance carrier and agency partners. Dusty has a strong background in developing program business, having co-founded National Specialty Underwriters, Inc. (NSU) in 1995, a program administrator that serves retail agents and brokers looking for niche expertise and exclusive products.

Fulcrum Insurance Programs offers unique programs for Hotels/Resorts, Casinos, Habitational and Real Estate. The programs include an exclusive comprehensive platform through the Association of Green Property Owners and Managers (AGPOM), which provides coverages for members who pursue a green-building strategy and an array of resources to promote and reward green-building efforts. Dusty is a Director at AGPOM.

Dusty holds a B.S. in Economics from the State University of New York College at Plattsburgh.



### **Bob Mackoul**—*New Empire Group*

Robert E. Mackoul, CLU has over 35 years experience in insurance and risk management and is the Chief Executive Officer and founder of New Empire Group, Ltd., a New York based MGA that offers several programs for real estate to insurance brokers nationally. He is also the founder of Mackoul & Associates, Inc., a highly acclaimed retail insurance and financial services agency that specializes in the insurances for Cooperative and Condominium Associations in the New York Metropolitan area with branch offices in New Jersey & Florida.

Mr. Mackoul has been a featured speaker at seminars, workshops, and symposia for many years including the NY City Bar Association and NYU School of Real Estate. He is frequently quoted in the New York Times, Rough Notes Magazine, The National Underwriter and other publications. He is a Chartered Life Underwriter, and member of the Society of Financial Services Professionals, and serves as Vice President of Tri-County Independent Agents and Brokers Association of New York.

Bob is a decorated Vietnam combat veteran who lives on Long Island. He has five children, three of which are his associates in New Empire Group and/or Mackoul & Associates.



### **Matt Schiefferly**—*Paul Hanson Partners*

Matt Schiefferly is CFO and a Principal at Paul Hanson Partners Specialty Insurance Solutions in Napa, CA. Paul Hanson Partners has been in business since 1993 and operates as a program administrator specializing in unique insurance programs within the transportation industry, and specifically for Moving and Storage and Last Mile Logistics operations.

Matt has served as the director of Safety and Loss Control at Paul Hanson and has consulted with transportation companies and associations across the country on loss control, safety and risk management topics. Matt became a principal shareholder in Paul Hanson Partners in 1996, and is the current Chief Financial Officer of Paul Hanson Partners. In addition to CFO duties, his responsibilities include managing the retail sales and service operations at PHP. Matt lives in Napa, CA with his wife Diane and their two children. In his free time Matt enjoys riding his bike and snow skiing.



## TOWN HALL MEETING ON TAKING RISK

### MODERATOR

**David Springer**—*NIP (See biography Page 17)*  
**TMPAA President Elect**



### **C. Douglas Bennett**—*QBE Program Business*

Doug's current role as Head of Sales at QBE's Program Business unit is focused on developing new relationships with top tier Program Administrators and helping existing partners with their growth initiatives. He joined QBE Programs in late December 2010 and helped launch the new operating model and structure that currently serves the program market. Previously Doug served as the Business Leader of Aon Benfield's MGA Specialty unit, responsible for the development and placement of MGA program business. He joined Benfield Inc. in November 2001 following four years running Five Mile River Underwriting Managers, a specialized reinsurance intermediary who managed MGA program business on behalf of a select group of insurance and reinsurance companies. Prior to that Doug worked for TIG Re running their program operation in Stamford, CT and, before joining TIG Re in 1990, Doug worked for General Re for ten years in their Casualty Facultative Division.

He is a graduate of Trinity College and has been active in Target Markets since its founding in 2001.

## TOWN HALL MEETING ON TAKING RISK *Continued...*



### **Rob Reinarz, Jr.—iMGA LLC**

Mr. Reinarz, Jr. is an insurance executive with more than 25 years in the Property and Casualty insurance and reinsurance industry.

Rob created iMGA in 2009 focusing on Texas personal lines programs that include; mobile homes, rental dwellings, low-value dwellings, vacant dwellings, renters/tenants, travel trailers, homeowners, home-based businesses, small farm ranch, and umbrellas. Prior to this, he spent 4 years as a Senior Vice President at the reinsurance broker Benfield Inc., Before to joining Benfield, Rob was a Managing Director at Guy Carpenter & Company Inc., Rob's experience includes the development and placement of specialty casualty reinsurance treaties for major insurance companies partnered with MGAs to underwrite business on their behalf. Rob was also actively involved in starting an MGA that currently writes more than in \$60 million in premium annually. He participated in the formation of an insurance carrier created specifically to write MGA program business. This company currently writes more than \$150 million in specialty program business. Rob began his insurance career with the Travelers Insurance Company where he spent four years as a commercial property casualty underwriter. He was based in the company's Dallas, Texas office.

Rob earned a BBA in Finance/Insurance and an MBA in Finance from Southern Methodist University in Dallas.



### **Ted Nolan—OnPoint Underwriting, a Beecher Carlson Company**

In his current role as president, Mr. Nolan is responsible for all OnPoint operations which are located in Atlanta, Denver, Minneapolis and Phoenix. Mr. Nolan has spent his career focused on underwriting, consulting and managing within the structure of Managing General Agents, Managing General Underwriters and Program Administrators. His background includes a focus in Healthcare related programs most notably medical malpractice, consumer directed healthcare, long term care and benefit offerings.

Prior to joining OnPoint Underwriting, Mr. Nolan served as Vice President of Operations for MGIS, Inc. which provides specialized insurance products and services to physicians and their advisors. Additionally, Mr. Nolan worked as an Underwriter for Sherwood Insurance Services, now Swett & Crawford, and Aon Risk Services, both based in San Francisco, CA.

Mr. Nolan holds a Doctor of Jurisprudence degree from the University Of Utah S.J. Quinney College of Law and a Bachelor of Arts degree in Economics from the University of California, San Diego. Mr. Nolan is a member of the Bar in the State of Utah.



### **Mark S. Schmidt—Insurance Company Operations, Glatfelter Insurance Group**

Mr. Schmidt, as president, is responsible for all aspects of underwriting, policy administration, product development, program management, risk control, compliance and reinsurance for all GIG programs with over 25,000 clients in 49 states. Mark spearheaded the formation of our agency captive, GIG Reinsurance Company, in 1994.

Mark joined Glatfelter Insurance Group in 1973 and has progressed steadily with positions of increasing responsibility. He began his insurance career as an Underwriter, and advanced rapidly to Underwriting Manager, and subsequently Vice President, Underwriting in 1979. He was promoted to Senior VP, Operations in 1984 and Senior VP, Underwriting in 1988. In 1991 he was named Executive VP, Marketing Support Services. He assumed his current position as President, Insurance Company Operations in 2000.

Mark received his Bachelor of Arts Degree in History in 1973 from York College of Pennsylvania. He earned the Associate in Underwriting (AU) designation in 1988. In 1993 he completed the Insurance Agency Management Program at Wharton School, University of Pennsylvania.



### **Bob Broomall—Business Development Specialist, Breckenridge Insurance Group**

Bob Broomall is a senior insurance industry executive with 30 years experience with expertise in specialty program business working through the Program Administrators and MGA distribution model. His expertise ranges from starting program units within insurance companies to starting and building insurance companies. He is presently working with Breckenridge as a contract consultant building the different organizations within the Breckenridge brand.

Prior to being a Contract Consultant Bob was a Senior Vice President of Argo Group US, Senior Vice President of Arch Insurance Company and Senior Vice President of John Deere Insurance Group building operating units writing program business through Program Administrators MGA's.

Bob graduated from the University of Hartford with a BS degree in Business and is a Chartered Property Casualty Underwriter (CPCU). He was also adjunct faculty at the University of Connecticut and in 2011 appointed by Governor Jodi Rell to the Connecticut Commission for Insurance and Risk Management.



**MONDAY, APRIL 30**

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## **OPEN HOUSE FUNCTIONS**

1:30–3:30 p.m. **St. George A Conference Room**

### ***M&A OPEN HOUSE—FOCUSED ON YOUR BUSINESS***

How are the recent trends and issues in the industry affecting the value of my business? Do I have an effective perpetuation plan in place? Is this a good time to sell, or should I consider growing my business if I can find capital?

If you have any of these or other questions about your business, stop by the M&A Open House. The Team from Mystic Capital Advisors will be available to discuss your specific situation and offer advice/solutions. Information about, and directions to the open house will be available at the TMPAA registration table. The Mystic Team has been a member of the TMPAA since 2003 providing education and M&A support to over 100 Program Administrator members during that time.

1:30–3:30 p.m. **St. George D Conference Room**

### ***BRECKENRIDGE INSURANCE GROUP OPEN HOUSE***

As you are aware, one of the many reasons the Breckenridge Ins. Group invested in the TMPAA, was to bring expanded services and capabilities for Association members. There are a number of these services currently being discussed ranging from a confidential review of your program; the use of reinsurance; property and casualty modeling; participating in St. Charles Re, and the use of alternative risk structures.

At this Mid Year event, you are invited to meet the Breckenridge team members and share ideas on the various issues confronting your business. Follow-up personal meetings are available if interested. Information about, and directions to the open house will be available at the TMPAA registration table.

3:30–5:00 p.m. Workshop **Essex Center Conference Room**

### ***THE TWENTY FIRST CENTURY PROGRAM ADMINISTRATOR— “What it Takes to Serve and Sell the Modern Consumer”***

**ADAM DEGRAIDE/TIM SAWYER**—Astonish Results

**GLENN CLARK**—Rockwood Programs

This will be a fast paced seminar aimed at Agency Principals and senior managers. Specific strategies to improve your operation will be discussed. *They include:*

- Identification of the nine profit leaks and nine profit makers specific to program administrators
- Simplified explanation of Social Media and its effect on the independent agent
- Case studies on breakthrough agencies and what they are doing differently
- It will provide excellent content for both the program manager and services they can provide for their retail distribution networks, and
- What it takes for the twenty first century agency to change its culture in order to serve and sell the modern consumer.

*This workshop promises to be a high energy and practical way to start your Mid Year Meeting!*



## TUESDAY, MAY 1

---

10:30 a.m. to 12:00 p.m. **Essex Center Conference Room**

### **PROGRAM ADMINISTRATOR TOWN HALL MEETING**

A frequent theme expressed by our Program Administrator members involves the need for more opportunities to hear how their peers run successful program business operations. The Town Hall concept was developed by the meeting committee to meet this need.

Panels of Program Administrators will address two topics areas that have been suggested by members of the group. Participation by PA attendees is expected to fully explore both topic areas.

1. Producer Compensation (In house producers and sales force)
2. Rewards and Pitfalls of Taking Risk

## WEDNESDAY, MAY 2

---

10:00 a.m. to 12:00 p.m. **St. George A Conference Room**

### **TARGET UNIVERSITY PRESENTS—MGA Contracts, Point/Counterpoint**

**GREG THOMPSON—THOMCO • CHRISTOPHER DALEY—Munich Re**

This two part workshop will explore the critical elements of developing effective MGA contracts from both the PA and Carrier perspectives in an active exchange between the two presenters. Program Administrators and Carriers are encouraged to bring their questions and experiences to share and discuss.

Attendees should expect to gain valuable insight regarding the basic elements of these contracts, the legal basis of the carrier/agency relationship and other important aspects to consider during the development process.

Specific topics to be covered include:

#### **Part 1**

- Ownership of Records and Expirations
- Ownership of Claims Data
- Termination
- Suspension
- Run-Off-Provisions

#### **Part 2**

- Exclusivity
- Negotiating Terms: Commission, Payment, etc.
- Profit Sharing • Trust Funds
- Financial Guarantees to Carrier • Audits
- Non Disclosure Agreements (NDA's)

10:00 a.m. to 12:00 p.m. **St. George D Conference Room**

### **CAT MODELING AND THE EFFECT ON YOUR PROGRAM BUSINESS**

#### **Part 1—Using Catastrophe Models to Better Understand Your Risk**

**JOHN MCILWAINE, JOEL THOMSON—AIR Worldwide**

This session will explore questions such as “How are catastrophe models constructed” and “What can you expect from a catastrophe model.” We will discuss the underlying data and components of catastrophe models, as well as model assumptions. Best practices for interpreting model results to develop a comprehensive risk management strategy will also be covered. Finally, we will dive deeper into the model to better understand results and differences between models.

Topics will include:

- The fundamentals of catastrophe modeling
- What do catastrophe model results mean?
- Validating and comparing models

*Continued on next page...*

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## **CAT MODELING AND THE EFFECT ON YOUR PROGRAM BUSINESS** **Part 2—The Impact of Models on Carriers and Program Administrators**

**SCOTT HANSON, TIM SINGLETARY, ERIC POWELL—AmRisc, LP**

This workshop is a comprehensive review of how Carriers and Program Administrators use models such as AIR and RMS to manage their portfolio, as well as their impact on the market.

Key discussion points will include:

- Effective use of the models to underwrite
- The impact changes in AIR and RMS have on the market
- Anticipating and adapting to model changes

## **2012 Mid Year Meeting WORKSHOP PRESENTERS**

### ***Biographies Listed by Name, Company***

INDIVIDUAL	COMPANY	PAGE	INDIVIDUAL	COMPANY	PAGE
Clark, Glenn . . . . .	Rockwood Programs, Inc. . .	17	Powell, Eric. . . . .	AmRisc, LP . . . . .	14
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**GLENN CLARK**  
*President, Rockwood Programs*  
**TMPAA Past President**  
(See biography on Page 17)

as an assistant brokerage manager and as an underwriter at American Home, a division of AIG.

Chris is a graduate of Providence College with a double major in Business Management and Marketing. He has been a speaker at a variety of industry seminars such as the Vermont Captive Insurance Association and the Professional Insurance Agents Association.



**CHRISTOPHER DALEY**  
*Senior Vice President, Munich Re*

Chris Daley is a Senior Vice President and Underwriting Manager of insurance programs in the Specialty Markets division of Munich Reinsurance America, Inc. (Munich Re). Munich Re's Specialty Markets division is a recognized leader in the Alternative Market and

Insurance Program segments, delivering customized risk transfer, risk sharing, and risk management solutions. In his present position, he manages a multi-disciplined team of underwriters in the development and oversight of MGA programs.

Prior to joining Munich Re in 2003, Chris worked for fifteen years at Kemper Insurance in the Commercial Lines Division as a Branch Executive and a Regional Underwriting Manager. Prior to that Chris was at Continental Insurance



**ADAM DEGRAIDE**  
*Co-Founder and CEO, Astonish Result*

As a veteran Internet marketer, DeGraide has made a name for himself over the past decade as an entrepreneur, record producer, and motivational speaker. In 1997, DeGraide started his first company, BZ Results, in Providence, Rhode Island. BZ Results is a digital marketing

company that helps car dealers use the Internet to grow their businesses. In 2006, with over 1,600 dealership clients and 150 employees, DeGraide and his partners sold BZ Results to Advanced Digital Processing (ADP).

After the sale of BZ Results, DeGraide started Astonish Results. As the founder and CEO of Astonish Results, DeGraide and his team are the driving forces behind a vision to help insurance agencies across the country grow their businesses by using the Internet. DeGraide and his team have been highlighted in Rough Notes in an article about

Astonish Results titled “Unfair Advantage” as well as an Insurance Journal cover story titled, “The Face of Freakin’ Agency Marketing.” He was also featured on the cover of National Underwriter Magazine in the article entitled “Game Changers”.



**C. SCOTT HANSON—AmRisc, LP**

C. Scott Hanson, Chief Capacity Officer, has a B.S. degree in Chemical Engineering with Professional Engineering and CPCU designations. With over 25 years experience in the industry, his background includes time at Factory Mutual before joining CIGNA as Account Executive. From there, Scott spent 5 years in Bermuda with XL Capital as Director of Energy, then 3 years as Chief Property Underwriter for G.E. Insurance in Kansas City, and finally, Chief Property Underwriter for Aspen Specialty (E&S) in Boston. Scott also serves as Division President of AmRisc’s National Accounts and Public Entity Team.



**JOHN McILWAINE—AIR Worldwide**

John McIlwaine is Assistant Vice President in AIR’s Business Development group. He is responsible for providing service and support to AIR clients in the reinsurer and broker markets. Prior to joining AIR, he was a Manager at PRTM Management Consulting, focusing on financial services and technology sectors. Before that, he held senior marketing and product line management positions for leading telecom / datacom vendor equipment companies. Mr. McIlwaine earned a B.Eng. in Electrical and Electronics and an M.Sc. in Optical Electronics from Strathclyde University, and an M.B.A. from the Tuck School of Business at Dartmouth College.



**ERIC POWELL—AmRisc, LP**

Team Manager—General Property Critical Cat Team, has a B.S. degree in Chemical Engineering. His 17 years of experience includes an extensive background as a Loss Prevention Specialist and Senior Account Engineer with Factory Mutual. In addition, Eric worked as Assistant Vice President—Risk Engineering at AON Risk Services. He joined AmRisc in 2007 and currently manages underwriting activity for properties with critical coastal exposures in the Five-County, Florida region (Miami-Dade, Broward, Palm Beach, Hillsborough, and Pinellas).



**TIM SAWYER—Co-Founder and CEO, Astonish Result**

Tim Sawyer is President and Co-Founder of Astonish Results. He has overseen the growth of the company from start up in 2006 to more than 500 customers at the end of 2010. Tim has been featured in articles in Insurance Journal, National Underwriter and Rough Notes Magazine. He has trained thousands of insurance professionals nationwide with a focus on executive coaching and sales training.



**TIM SINGLETARY—AmRisc, LP**

Tim Singletary, ARM, ARe, President of American Coastal Insurance Company (ACIC), has a B.S. degree in Petroleum Engineering with a background in loss prevention engineering (Factory Mutual) and HPR underwriting experience as a District Underwriting Manager with Protection Mutual. Prior to assisting with the start-up of AmRisc in late 2000, Tim worked at Sorema North America and Fulcrum Insurance Company as the Second Vice President in charge of the E&S Catastrophe Division. In 2008, Tim took over as President of ACIC, managed by AmRisc.



**GREG THOMPSON—THOMCO**

**TMPAA Past President**  
(See biography on Page 16)



**JOEL THOMSON—AIR Worldwide**

Mr. Thomson is a member AIR’s insurance market business development team. His principal focus at AIR is sales and client relationship management for the primary insurance market. He has over 39 years of experience in the insurance industry and a strong background in the underwriting, pricing and marketing of U.S. and international catastrophe exposures. Joining AIR in 1999, he has been closely involved with the development, testing and training of the CLASIC/2™ and CATStation® catastrophe analysis systems. Mr. Thomson earned a B.S. in Business Administration at the University of Rhode Island. Prior to the start of his insurance career, he served as a junior officer in the U.S. Army. Mr. Thomson has achieved the designation of Certified Catastrophe Modeler by completing the requirements of the AIR Institute Certification Program.



**JEREMY HITZIG**  
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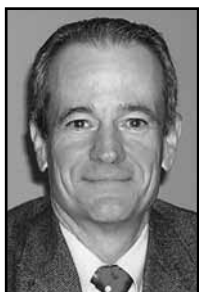
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<b>Bill Mecklenburg</b> . . . . . Redwoods Group	<b>Karen Trudel</b> . . . . . GMI

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<b>Ben Francavilla</b> . . . . AmWINS Program Underwriters	

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## TARGET UNIVERSITY COMMITTEE

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<b>Art Seifert</b> . . . . . Glatfelter Insurance Group	<b>Jino Masone</b> . . . . . Zurich
<b>David Springer</b> . . . . . NIP Group	<b>Chris McGovern</b> . . . . All Risks LTD

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<b>Jon Stark</b> . . . . . Great American	<b>Bill Rinaldi</b> . . . . . Western World

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<b>Ian Sterling</b> . . . . . Sterling and Sterling	<b>Sim Bridges</b> . . . . . Coastal Insurance Underwriters
<b>Tim Cappellett</b> . . . . . Oryx Insurance Brokerage	



# Target Markets Program Administrators Association LEADERSHIP



**JEREMY R. HITZIG**, *CEO, The Distinguished Programs Group LLC*  
***TMPAA Board President***

The Distinguished Programs Group (“DP”), is a New York-based program administrator specializing in the real estate industry. DP’s operating units include ReSource Pro, a back-office support and remote staffing operation in Qingdao, China and Saranac Insurance Company, a Barbados-based captive.

Mr. Hitzig began his insurance career in 1995 as a principal at Capital Risk Strategies where he focused on emerging risk transfer tools including catastrophe bonds and other blended capital markets/insurance products. He joined DP in 1997 and held a number of executive positions before being named CEO in 2006. In addition to being a director of DP, he is a member of the board of Target Markets and Accord Financial Corp. (2005-08), a publicly traded financial services company.

DP is a founding member of Target Markets and a recipient of the Best Practices designation. In 2007, Inc. Magazine named DP as one of America’s Top

5,000 fastest growing companies and the IAOP and Fortune Magazine recognized ReSource Pro as a “rising star” and one of the top 100 global outsourcing companies.

Mr. Hitzig is a graduate of McGill University and received his MBA from Columbia Business School in New York. He also holds the Chartered Financial Analyst and Chartered Property and Casualty Underwriter designations. He has been a member of the Young Presidents Organization (YPO) since 2006.



**GREG THOMPSON**, *Chairman & CEO, Thompson Insurance Enterprises, Inc. (THOMCO)*  
***TMPAA Past Board President***

Greg became the first full-time employee of THOMCO in 1979, which was founded by his father in 1977. THOMCO today has 95 employees with annualized premiums in excess of \$170 million. THOMCO is a national program administrator underwriting 15 national programs for three A-rated carrier partners.

Greg earned a Bachelor of Arts degree from Washington and Lee University in 1973 and obtained an MBA in 1975 from the Darden School of Business at the University of Virginia. After two years as a faculty assistant at INSEAD (European Institute of Business

Administration) in France, Greg spent two years in New York working for Marsh and McLennan in their Multinational Services Division. After a six month internship with a Lloyd’s broker in 1979 (F. Bolton and Company), Greg settled down to getting THOMCO off the ground.

Greg has earned the CPCU and ARM designations and has been the author of numerous articles in a variety of industry publications including Agent and Broker, Rough Notes, National Underwriter and Insurance Journal.



**ART SEIFERT**, *President, Glatfelter Program Managers* ***TMPAA Past Board President***

Mr. Seifert has been in the insurance industry for more than 30 years, starting as an underwriter with the Reliance Insurance Company in 1979. Mr. Seifert has also served as the Vice President for a retail insurance agency and built a specialty insurance consulting practice in 1989, Professional Insurance Purchase. In 1994 he founded and was President and CEO of Lighthouse Underwriters, which he subsequently sold in 2006 to US Risk based in Dallas, Texas. Following the sale, he moved to Dallas and spent four years as President of US Risk Underwriters and CUO of US Risk Group. Art moved to Bunker Hill Underwriters Agency in 2009 to be CEO. Currently Art is President of Glatfelter Program Managers in York, PA.

A graduate of Colgate University with a concentration in Philosophy, Art has earned the CPCU, CIC and RPLU designations. Art has been published in Rough Notes, Agent and Brokers, National Underwriter, Assisted Living Today, Inventor’s Digest, The Washington Journal and other publications. He is a current Director of the Target Markets Program Administrators Association and has also served as its President.



**GLENN CLARK, *President, Rockwood Programs* *TMPAA Past Board President***

Glenn W. Clark, CPCU is the owner and president of Rockwood Programs, a specialized insurance agency based in Wilmington, DE. Rockwood serves as the administrator of several nationwide management liability programs, including P&C, Life Agents Errors & Omissions, Medical Malpractice, and other Professional Liability lines through a subsidiary named Fox Point Programs. Mr. Clark was the first employee of Rockwood when it was launched in July 1996. In 2001, Glenn and a small group of Program Administrators, Carriers and Vendor partners founded a new association called Target Markets.

From 1993 to 1996, Mr. Clark was President of Morefar Marketing, Inc, an AIG subsidiary which provides business insurance programs to affinity groups.

From 1990-1993 Mr. Clark was President of UNAT Direct in Paris, an AIG subsidiary that markets insurance and financial services to consumers in a number of European countries. Prior to that, he was Vice President of Marketing and Administration at AIG Marketing, Inc.

Mr. Clark is a recognized expert in insurance product distribution and direct response marketing techniques. He has given numerous seminars and written articles for national trade publications. Mr. Clark has a BA degree from East Stroudsburg University. He earned his CPCU designation in 1983.



**DAVID SPRINGER, *President, NIP Programs* *TMPAA President Elect 2013***

David Springer has been President of NIP Programs, a national leader in Program Administration, since 2005. Since taking over NIP Programs, Mr. Springer has driven, through growth and discipline, the business into a world class program administrator. With a focus on developing leading edge business processes that are scalable to support growth, Mr. Springer has made dramatic improvements in efficiency and the service that NIP Programs provides to all of its customers, from carriers to brokers to insureds. Over that time, NIP Programs has also grown its program offerings from one active program to twelve, with several more in development.

The high standards of his operation were recognized in 2007 when NIP Programs was awarded the prestigious Best Practices Designation from the Target Markets Program Administrators Association (TMPAA). Evaluation for TMPAA's Best Practices Designation involves a rigorous and complete third party review of the business operations of nominees, and recognizes those that are best of breed operations.

Mr. Springer's insurance career spans over 20 years. Prior to joining NIP Programs he held senior executive positions with profit and loss responsibility at AmTrust Financial Services, Inc., Prudential Insurance Company and Small Business Underwriters, Inc. Mr. Springer has a long track record of profitability managing property, casualty and benefit insurance underwriting operations. Earlier in his Prudential Insurance Company career he was an operations and systems consultant.

Mr. Springer is a member of several industry associations and was elected in 2007 to the Board of Directors of the Target Markets Program Administrators Association. Mr. Springer graduated from the University of Delaware with a BA in Arts & Science.

## **TMPAA STAFF MEMBERS**



### **RAY SCOTTO** *Executive Director, Target Markets*

Ray Scotto has been involved with Target Markets since attending the first Summit in October 2001. He was hired as the Executive Director of the Association in January 2002. Ray was instrumental in the development and implementation of several Association initiatives including the commercial website, Target Programs, the Program Administrator Best Practice Designation, Target University, and TMPAA Charities.

Ray's management experience was gained in the public sector, serving as the administrator of a child abuse investigation unit in SE Pennsylvania for 22 years. He has also worked as an adjunct professor at West Chester University, PA. Ray holds a Masters Degree in Social Work.

### **SUSANNE WHARTNABY**

*Association Services Coordinator, Target Markets*

Prior to joining Target Markets, Susanne worked as an underwriting assistant for the EPLI department of Rockwood Programs. Previous industry experience includes State Farm Insurance Fire and Auto Claims, Marine Midland Bank Commercial Finance Division and AIG's Payroll Marketing Department. Susanne has been the Member Services Coordinator for the Association since January of 2002.



### **MONICA ELISCHER**

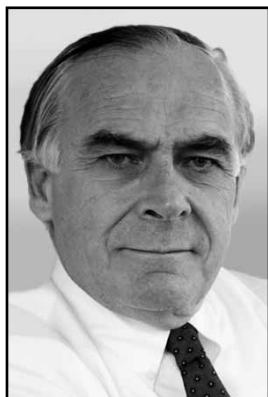
*TMPAA Membership Coordinator, Target Markets*

Prior to becoming a member of the Target Markets team, Monica worked the health and life arena through Aflac, and provided internet sales marketing at ByTheZip.com. She has held multiple positions in administration/sales throughout her career. Monica is currently responsible for enhancing the Association's Program Administrator membership base. She holds a bachelor degree in Marketing/Public Relations from Syracuse University.

### **SARAH AYARS**

*Marketing Coordinator, Target Programs*

Sarah Ayars is responsible for carrying out Target Programs initiatives including electronic marketing, Outlet Center design, website demonstrations and member support. Sarah joined the Target Markets staff in June 2010. Previously, she was Communications Coordinator for Performance Marketing where she implemented marketing strategies for clients in a wide range of industries. She has a bachelor's degree in Advertising/Public Relations from The Pennsylvania State University.



### **REG PIERCE**, *Director, Target Program Marketing Services (TPMS)*

Reg Pierce has been involved with TMPAA since October 2010. He is responsible for managing and creating sponsorship opportunities for TMPAA members and also heads up the newly implemented Target Programs Marketing Services. After serving 4 years in the Navy, Reg started his career as an advertising executive in NYC. In 1993, he began a 17-year run in specialty insurance marketing, serving as SVP, Marketing at MRM, Managing Director at InMarket Partners and Brand Strategist at Bailey Brand Consulting in PA.

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**OVERVIEW** The Target Markets Program Administrators Association is dedicated to serving the interests of the Program Specialist. A core element of the Association's mission is to promote excellence for this most elite segment of insurance intermediaries, Managing General Agencies/Program Administrators.

Target Markets has developed a protocol and criteria to evaluate the program business operations of Association members. Participation in a best practice evaluation will encourage applicants to review their current level of functioning, look for greater efficiencies the way they currently do business, and ultimately be recognized by program business professionals as a best in class operation.

The TMPAA Best Practice Designation will benefit members through critical reviews and improvements in agency function, enhanced market image, product promotion, and recognition from their peers. The 53 Program Carrier Markets who are members of the Association and have endorsed this Best Practice Designation.

All program administrator members of the TMPAA are eligible to apply for the Best Practice Designation. The official Association definition of Program Business is as follows:

## PROGRAM BUSINESS DEFINITION

Insurance products targeted to a particular niche market or class, generally representing a book of similar risks placed with one carrier. Administration is done through Program Specialists who have developed an expertise in that market or class. Administrative responsibilities are negotiated between the Specialist and Carrier, and may include marketing, underwriting selection, binding, issuing, billing, premium collections, data gathering, claims management/loss control and possibly risk sharing. Program Specialists typically target their niches through differentiation either in product, risk management services, delivery mechanism or price. Specialists can distribute these Programs on a retail or wholesale basis.

## BEST PRACTICE EVALUATION PROCESS

- 1 Application/Survey
- 2 Confidentiality/Evaluation Waiver
- 3 On Site Evaluation/Consultation
- 4 Evaluation/Consultation Recommendation
- 5 Best Practice Committee Review
- 6 TMPAA Designation

It is important to recognize that only the Program Business function of agencies applying for this designation will be evaluated for this designation. Members who apply for the Best Practice Designation are expected to review the entire evaluation package, which includes the criteria categories and scoring matrix, prior to application.

The Evaluation Process begins with the completion of the Best Practice Survey. This survey will provide valuable information about an agency's program business operations, and allow for greater efficiency during the On

Site evaluation process. Members who choose to pursue the Best Practice Designation will need to review and sign the Confidentiality / Evaluation Waiver, which protects the member applicant and the evaluating entity. All evaluations will be conducted in the strictest confidence. No evaluation information or results will be released w/o the consent of the member applicant. Recommendations will not be released to the Best Practice Committee unless the Best Practice Designation is being recommended, and member applicant approves.

The On Site Evaluation/Consultation will be scheduled with the applicant, and is expected to require no more than 7.5 hours. An Evaluation Checklist will be provided to each applicant after submission of the Best Practice Survey detailing the information and documents that will need to be available at the time of the On Site visit.

**DESIGNATION DECISION** The Best Practice evaluation process has been developed to allow all applicants achieve the TMPAA Designation. Following the completion of the On Site evaluation, the evaluating entity will complete a report regarding the findings of the review process. If a Best Practice Designation is not being recommended, the evaluation entity will provide specific reasons for the decisions, as well as solutions to remedy the function or process that does not currently meet the standard. These solutions may involve the services provided by the Vendor Partners of the Association who provide products and services to TM members.

If the evaluating entity recommends the TMPAA Designation for the member applicant, the Evaluation Summary will be provided to the Best Practice Committee for approval.

Once approval is granted, member agency will be provided with the TMPAA Best Practice logo seal, for inclusion on their agency website. Plans for press releases, inclusion on the TMPAA Website, and notification in the TMPAA newsletter will be discussed with the agency.

**RE-EVALUATION** The TMPAA Best Practice Designation will remain in effect for a period of two years, with a re-certification paper review after the first completed year. The certification process will need to be repeated after a period of two years.

**GETTING STARTED** Association members, who are interested in participating in the designation process, should review all attachments to this package, then complete and submit the Application Survey to the TMPAA Executive Director. An organizational call will follow to begin organizing the review process.

**FEES** The TMPAA Best Practice Designation fee will be assessed to cover the costs of the evaluation process and the follow up marketing of the results. Members will be invoiced for \$2500 at the time the application/survey is received.



Target Markets Program Administrators Association Wilmington, DE May 2011

## AMRISC, BUNKER HILL UNDERWRITERS, AND GMI INSURANCE AWARDED TMPAA BEST PRACTICE HONORS

The Target Markets Program Administrators Association (TMPAA) awarded three of its member agencies, AmRisc, Bunker Hill Underwriters and GMI Insurance, the Association's Best Practice Designation at their recent Mid Year Meeting in Boston, MA.

Jeremy Hitzig, TMPAA President stated, "Many of our members have used these challenging economic times to find greater efficiencies in their agency operations, while maintaining underwriting discipline and excellence. Once again, the Best Practice Designation showcases our members who function at the highest levels of this industry segment and have demonstrated their expertise in Program Administration. We are pleased to recognize AmRisc, GMI Insurance and Bunker Hill Underwriters as our newest Best Practice Designation recipients."

"AmRisc is a relatively new member of Target Markets, though the carriers that support us are key sponsors of this Association", Stated Scott Hanson Executive Vice President of AmRisc, LP. "Carriers have a myriad of program choices, and we recognized that this designation would distinguish AmRisc and validate our underwriting execution, practices, and processes. We are proud to have received this award, and look forward to increased participation in the Target Markets Association."

Karen Trudel, COO of GMI Insurance Services described the importance of the award for her agency, "For thirty two years GMI has strived to become an elite program administrator focused on superior service, expertise, and client relationships. Our mission is to deliver a consistent profit to all our stakeholders. We are extremely pleased to know that all of our hard work and effort has been recognized by Target Markets with the receipt of its "Best Practices" designation. This award will only fuel our desire to reach new levels of excellence. We want to thank Target Markets for its efforts and dedication to our industry. The due Diligence process was enlightening and gave our company even more ways to become better program business professionals."

Art Seifert CEO of Bunker Hill Underwriters stated, "Target Markets' Best Practice designation is the standard of excellence for Program Managers. The process encouraged us to dig deeper into our business and develop several new practices that will improve our operations. The process is like having a highly recommended consultant come and help you look at your business. It is an investment in time and money that has already paid for itself."

The Association's 2011 Mid Year Meeting was attended by over 570 Program Business Professionals including 121 Program Agencies and the groups 57 Program Carriers. Management Expert and Author of "In Search of Excellence" Tom Peters provided the Keynote address and Peter Eastwood, President and CEO of Chartis U.S. shared his insights for leadership in challenging times.

The Target Markets Program Administrators Association's Eleventh Annual Summit is scheduled for October 24-26 in Scottsdale, AZ. Program Specialist/MGA's interested in learning more about the TMPAA Best Practice Designation or the Association can find more information on line at [www.targetmarkets.com](http://www.targetmarkets.com) or by calling 877-347-5700.

AmRisc can be found at [www.amrisc.com](http://www.amrisc.com), GMI at [www.gmi-insurance.com](http://www.gmi-insurance.com) and Bunker Hill Underwriters at [www.bhuainc.com](http://www.bhuainc.com).

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**For Additional Information**, contact The Target Markets Program Administrators Association (TMPAA) Ray Scotto-Executive Director at 877-347-5700. E-mail: [ray.scotto@targetmkts.com](mailto:ray.scotto@targetmkts.com)

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**BEST PRACTICE**  
**Target Markets**  
*Program Administrators Association*  
**DESIGNATION**

**TMPAA President Jeremy Hitzig  
presents Best Practice Awards  
at the Eleventh Annual Summit.**



Best Practice Designation  
presented to  
(l to r) Ann Stabile,  
Ian Sterling, and  
Leslie Nylund of  
Sterling & Sterling.

Best Practice Designation  
presented to  
William Meckienburg  
of The Redwood Group.



# TMPAA Best Practice Agencies Hall of Fame



## **Jeremy Hitzig—Distinguished Programs**

“Our Agency was excited about the possibility of demonstrating the systems and controls developed to run a successful program. The evaluation provided us the opportunity to re-evaluate our operation and look for additional efficiencies. Given the growing industry status of the TMPAA, earning this Best Practice Designation is also a good investment in our business.”

## **Marty O’Brien—Allied Insurance Brokers**

In receiving the Target Markets Best Practices Designation, we are proud to have been recognized for the quality of our operations. This designation is another step forward in having the insurance industry in general recognize the valuable and professional role that program underwriting managers provide. The establishment of a best practices designation in our industry is important to create greater confidence and credibility to this industry segment.”



## **Greg Thompson—THOMCO**

Our primary mission is to promote excellence in the administration of program business. Participation in the Best Practice evaluation encourages applicants to look for greater efficiencies in the way they currently do business, and to become better partners for their Insurance Carriers and the Insurance Community they serve. Program Insurance Carriers will also have the benefit of knowing that TMPAA members with this designation are “best of class” operations. Our most recent awards were presented to three member agencies deserving of this recognition.”

## **Phil Kelling—ARA Insurance Services**

“ARA Insurance Services is honored to achieve the Best Practice Designation awarded by Target Markets. This award confirms the pride that we have in our Equipment Rental Program as we serve the members of the American Rental Association. The designation is a mark of excellence that is recognized by our agents and our business partners and can be shown to our insureds to validate the faith they have placed in us.”



## **David Hampson—Willis Programs**

“It is a privilege and an honor to be awarded the Target Markets Best Practices Designation. This designation represents the hallmark of quality in Program Management and Willis Programs is very proud of this accomplishment. I strongly encourage all Program Managers to obtain the Best Practices designation.”

## **Ira Dawer—Synergy Professional Associates**

“It was an exercise well worth doing. In preparation for the audit we took an introspective look at our operations and procedures—we realize that keeping high standards is a journey and not a destination. The designation we believe is a value added proposition to our company partners and our producers.”





**Tim Cappellett—Oryx Insurance Brokerage**

“Oryx is proud to be associated with the select group of companies that have earned this award. The Best Practices designation validates the hard work and commitment we strive to provide to our insurance partners, brokers and insureds. We are honored to be a recipient of this significant designation.”

**Tony Campisi—Glatfelter Insurance Group**

It is an honor to be awarded the Best Practice Designation. The award is a reflection of the ideals we strive to achieve in the program world, and an important benchmark for all program specialists to reach in becoming a best in class operation.”



**Barry Gilway—Mattei Companies**

“The evaluation process validated the exceptional audit results we consistently receive from our Insurance Carrier Partners for Underwriting, Claims, Loss Control and Processing quality. The Best Practice Designation is also a testament to our staff who deserve credit for the award.”

**Phil Harvey—Venture Insurance Programs**

“Venture Insurance Programs has always strived to provide best in class solutions for the industries it serves. This Best Practice designation from Target Markets demonstrates the success of our approach, our systems and most importantly our people. We’re honored to be one of the first program administrators chosen for this prestigious designation.”



**Dave Springer—NIP Programs**

“We are extremely proud to have earned the Best Practices Designation from Target Markets. “Passing such a rigorous third party review of our operation is a testament to the underwriting systems and processes we’ve developed over the years, and our deep commitment to serving our carrier and broker partners.

**John Paulk—Britt-Paulk Insurance**

“Because of our relationship with Target Markets, our team was aware that the Best Practices designation was a comprehensive effort to qualify Program Administrators who are the best in all aspects of their operations. We at Britt Paulk are especially proud to know that our agency has qualified and operates under these stringent criteria to be awarded the Best Practice Designation. It is a proud day for us to have accomplished this level of excellence. It is important that every member of the Association strive to reach this same level, as the members of Target Markets are the best in the industry. The quality and professional efforts of the Target Markets team to encourage excellence is to be commended and we at Britt Paulk want to thank them for the going the extra mile in helping the industry *Be All They Can Be*”.







## OPEN FOR PROGRAM BUSINESS EDUCATION

Target University's (TU) mission is to prepare Program Administrators for the challenges and opportunities facing our industry. TU's premise is that most Program Managers have the technical insurance expertise necessary to be successful. However, some skills are often learned the hard way. Thus TU's diverse curriculum fills in "knowledge gaps" that Program Administrators frequently experience.

TU courses are offered online in an interactive, user friendly format. A combination of a visual lecture by a subject matter expert, state-of-the-art graphics and written materials are provided. Each course includes an online test. Participants are eligible to apply for the Certified Program Leader (CPL) designation upon successful completion of all twelve courses.

Topics for this education include:

- Actuarial
- Claims
- Finance & Accounting
- Strategic Planning
- Marketing
- Contracts
- Risk Management
- Ethics and Leadership
- M & A
- Underwriting
- Operations/Systems
- Program Submissions/Development

*The TMPAA would like to thank its current group of TU sponsors.*

University Sponsor:



Course Sponsors:



*Contact the Association to add your support to this **important initiative**.*



# Target Pr©grams *IS THE UNIQUE ENTITY...*

that provides members of the **Target Markets Program Administrators Association** with the ability to promote their Program Business to one of the largest databases of Independent P&C Retail Agents in the US. The Association will build your agency "Outlet Center" on the Target Programs website, which provides company information, and detailed descriptions of the Programs you provide. The Association generates agent traffic to the site using aggressive marketing initiatives, which includes electronic advertising of your program business.

## **See How Target Programs Brings Business to Your Agency:**

- Own and manage an "Outlet Center" on the Target Programs website, branded to your company, which enhances your website presence.
- Administrative controls that allow you to change and update your program/product offerings.
- Promotion of your programs in the Target Programs Newsletter to our database of 80,000 Independent P&C Agents.
- Generation of an elite opt-in marketing database collected as agents visit your Outlet Center, and available anytime as part of your administrative controls.
- Electronic marketing opportunities at a fraction of the cost currently available in the industry.
- Receive brief descriptions of business that retailers are having difficulty placing, including a capsule summary of the risk and agent information, allowing you to pursue if interested.

For more information about: **Target Markets Program Administrators Association** and participation in **Target Programs**, go to [www.targetmkts.com](http://www.targetmkts.com), visit [www.targetprograms.com](http://www.targetprograms.com), or call Sarah Ayars at **877-347-5700**.

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## Target Pr©grams **Marketing Services**

### **New Service opportunity for TMPAA members: Target Programs Marketing Services (TPMS)**

**What is TPMS?** In an effort to enhance TMPAA membership value, TPMS has been established to provide a variety of marketing services to TMPAA members seeking assistance in upgrading their program marketing initiatives and tools.

**What marketing services are available?** TPMS's team is well versed in all aspects of program marketing including:

- Brand development
- Competitive analysis
- Website design/enhancement
- Marketing plan development
- Media strategy
- Creative design
- Social/online marketing

### **How does the service work?**

- Service packages are flexible and, in most cases, can be customized to the PA/MGA's specific needs.
- Typically, step one is an upfront "Marketing Assessment" meeting or teleconference to start the fact finding process of existing marketing program, competitive set, web presence, brand strategy and messaging culminating in a written assessment and recommended plan of action.
- Upon delivery and/or presentation of the Assessment Report, PA/MGA clients are offered the option of accepting the report, proposed approach and a la carte budget and engaging TPMS as ongoing service provider to develop the proposed materials and marketing components. It is important to point out that the PA/MGA client is under no obligation to utilize the services of TPMS and can decide to use a preferred vendor or other service provider to develop the approved materials.
- TPMS is designed to assist TMPAA members who may not have the overall resources (staff, financial, vendors, etc.) to develop a comprehensive marketing plan and program. The more typical customer base is envisioned as the smaller to mid-size PA/MGA's looking to upgrade their marketing presence. For these clients, TPMS will propose a multi-phase approach with an a la carte selection of marketing tools.

### **How to contact TPMS?**

**TPMS Director:** Reg Pierce, ARM 302-765-6038 [reg.pierce@targetmkts.com](mailto:reg.pierce@targetmkts.com)

**Target Programs Marketing Coordinator:** Sarah Ayars 302-765-6053 [sarah.ayars@targetmkts.com](mailto:sarah.ayars@targetmkts.com)

# Target Programs

## *Where retail agents find their niche (programs, that is)*

In its 6th year of uniting program administrators with retail agents, Target Programs remains a valuable resource for its members and independent agents alike. It is the unique entity that allows agents to efficiently locate the coverage's they seek in the insurance marketplace—supported by the Target Markets Program Administrators Association (TMPAA).

Ray Scotto, executive director of the TMPAA describes the mission of Target Programs: "The goal is to drive business to our members' agencies through various electronic marketing initiatives and a search-based website. All administrators featured have an 'Outlet Center', or mini-website, that highlights their niche program[s]. Our system enables the retail agent to work directly with the administrators."

Sarah Ayars, marketing coordinator for Target Programs, works closely with both program administrators featured on the site, as well as with the visiting agents. "It is important to show agents how to locate the coverage's they need and keep them coming back to find placement for all their special risks," she says. "We work effectively on behalf of our members to increase leads and boost their bottom line. My goal is to ensure a considerable return on the Target Programs investment for our participants."

Heidi Strommen, President of ProHost USA, stated, "Target Programs has been an effective marketing partner for ProHost for several years. The Target Programs website format makes it easy to update product information and keep the online content fresh. The rates offered by Target Programs in relation to the level of service provided make it an excellent buy for any program administrator that is looking to enhance its online marketing presence."

Patrick Wachter, Account Executive at Ascinsure Specialty Risk added, "Ascinsure has been part of Target Programs since our inception. We have found it to be a great resource to get the word out about our specialized programs. We especially appreciate that they take the time to ask our opinion on the service and have made changes to accommodate our concerns. Every retailer should utilize Target Programs when seeking specialty program administrators."

Today, Target Programs features more than 65 program administrators. Included among each of our participating administrator's benefits is a list of exclusive marketing opportunities throughout the year. One

activity that continues to be successful is the issuing of our weekly product announcements. Several days a week, Target Programs distributes brief messages that feature one administrator. Announcements are designed to give a few key points about the administrator's niche programs and are sent to a database of retail agents that have asked to be updated with program information.

Jim O'Neill, Director of Business Development for New Empire Group affirmed, "We are happy with the response that we have been getting from the electronic advertising through Target Programs. New Empire Group has worked with several vendors over the years to meet our marketing needs and the results that Target Programs has generated for us have been by far superior to the results that we have had with other vendors. The professionalism and efficiency with which our advertising is handled has become a larger factor as our organization grows. I look forward to our continued relationship."

In addition to product announcements, Target Programs also sends a newsletter to a large database of independent P-C retail agents each week. Every participating administrator is featured exclusively for one annual distribution. Many members also take advantage of individual, stand-alone electronic ad development and delivery.

"Agents know that when they visit Target Programs, they will find qualified program administrators who can meet their precise needs with every search—and without clutter." Sarah Ayars explains further, "Our aim is to offer members the most lucrative options for electronic marketing. Providing Target Programs as part of the TMPAA's resources differentiates us from other services that are available to the industry at much higher prices." ■

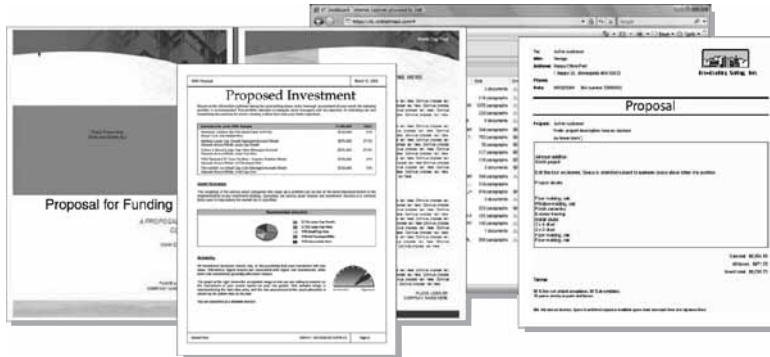
*Retail agents who wish to receive program business updates, or would like to explore the Target Programs database should visit **[www.TargetPrograms.com](http://www.TargetPrograms.com)**.*

*Program Administrators/MGA's interested in learning more about the TMPAA, and listing their programs on the Website, should contact:*

**Sarah Ayars**, Target Programs Marketing Coordinator,  
**302-765-6053, [sarah.ayars@targetmkts.com](mailto:sarah.ayars@targetmkts.com)**

# TMPAA Charities

## REQUEST FOR FUNDING PROPOSALS



The charitable arm of the TMPAA has been reorganized to give members a greater voice in deciding what organizations our funds will support.

The TMPAA Charities Board is now accepting funding applications submitted by TMPAA members to choose our beneficiaries.

*Funding requests must fall into two areas:*

- 1 Education      2 Business Incubation**

***Please contact the Association to request the proposal document and support a Charity in your community.***

***Thank you!***

*\*Grant will be awarded at the end of each year.*

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## THANKS TO THE DONATIONS

of TMPAA Members in 2011, TMPAA Charities was able to provide grants to four organizations who applied via a member of the Association.

- **St. Joseph's University Academy of Risk Management—\$5,000**
- **United Way Sage Community Scholar Program—\$5,000**
- **Communities in Schools of Jackson, Florida—\$4,000**
- **ASCS Energy Park—\$4,000**
- ***Continued Support Our Troops with our "Packages from Home" Initiative.***

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***Your contributions have made a difference!***

MARKETING

# SURVEY SAYS...

*Program business continues to be strong even in soft market*

**Target  Markets**  
Program Administrators Association

By Dave Willis

Over the years, the program marketplace has grown. Until recently, perhaps, no one realized just how much. Thanks to a recent survey commissioned by Target Markets Program Administrators Association, the size of the marketplace and the value program administrators bring to the market have been quantified.

"With 750 program administrators representing some \$17.5 billion in gross written premiums, the program market has become a critical distribution channel for specialized products," says Jeremy Hitzig, CPCU, CEO of Distinguished Programs and president of Target Markets Program Administrators Association (TMPAA). "The survey we did certainly validated the importance of the program market within the overall context of the P&C insurance industry."

TMPAA describes program business as "insurance products targeted to a particular niche market or class, generally representing a book of similar risks placed with one carrier." Program administration activities may include marketing, underwriting selection, binding, issuing, billing, premium collections, data gathering, claims

management/loss control and, possibly, risk sharing. Specialists distribute programs on a retail or wholesale basis.

Association leaders designed survey questions and teamed up with commercial insurance research and analytics firm Advisen Ltd., which managed the survey. "We identified people within representative organizations—Target Markets member firms and others—then launched the survey," says Advisen Principal Jim Blinn. "And, when it was done, we analyzed the results."

The survey included two tracks: one for program administrators and one for insurance carriers. Results of the survey, titled "The State of Program Business Study," was presented at the Association's 11th Annual Summit in Scottsdale, Arizona.

## Expertise and breadth

"Not only did we find that the program market is large," Blinn notes, "but we learned how broad its reach is. Program administrators serve a broad cross-section of American businesses. They are experts in certain classes, and they have worked closely with insurance companies to design products that reflect the needs of specific industries. And they do a good job of risk selection because they have

a vested interest in making sure the programs keep going over time."

The business is expanding, too. "Growth in membership of the Target Markets Program Administrators Association provides additional evidence of opportunities in the program space, with record numbers across all categories of membership, from program administrators and insurance carriers to the vendors that support the industry," Hitzig notes.

Not only are association membership numbers up, but survey results reveal that program administrators are, as Hitzig says, "growing in a challenging environment where the overall industry has struggled." More than half of program administrator respondents (54%) reported an increase in premiums administered, with only 33% showing a decline.

"Premium growth rates for program administrators were strong," adds Blinn. "At the same time, our own index of commercial insurance premiums shows much weaker performance in the broader insurance market. Survey results indicate that specialization is a good way for organizations to grow. Program administrators have discovered an important way to outperform in the marketplace."

Program administrators surveyed identified underwriting profitability



*“The rise of program administrators underscores the move toward industry specialization in the distribution of insurance products. Agents and brokers that target niche classes may find program administrator specialists to be a path to faster growth.”*

—Jeremy Hitzig, CPCU  
CEO of Distinguished Programs  
President of Target Markets Program Administrators Association

as the most important factor in creating a successful program by a margin of two-to-one over the next closest “most important” factor, the program’s carrier. Commissions, potential market size and program growth rate were also identified as important factors by three-fourths or more of survey respondents.

### Benefits and challenges

These success factors bode well for potential partners and, Hitzig says, insurance companies have much to gain by proactively supporting the segment. “Survey results underscore the alignment of interests between carriers and program administrators,” he explains. For example, “Respondents on both sides identified underwriting profitability as the single most important criterion for a successful program.”

The fact that the program market is growing also bodes well for carriers. “If you’re an insurer, it represents a sizeable—and expanding—chunk of the marketplace,” Blinn observes. “Carriers should be interested in participating in that expansion because we are, at best, in a flat market in terms of premium growth. Survey results show this is a growing market. By having skin in the game, program administrators care about making it profitable growth.”

The program market also offers a host of opportunities for vendors, as well. However, survey results point to possible challenges in developing such partnership. “Targeting the industry requires a focused effort, as it is highly fragmented, with many small, privately-held companies,” Hitzig explains. Some 69% of survey respondents manage \$50 million or less in premium and 80% of respondents employ fewer than 60 people.

“These dynamics will challenge vendors—including technology providers, claims managers and other outsourced service providers—as program administrators look for customized solutions, rather than off-the-shelf products directed towards the industry as a whole,” he adds.

The survey also highlights strategic challenges and opportunities facing retail agents and brokers. “The rise of program administrators underscores the move toward industry specialization in the distribution of insurance products,” he explains. “Agents and brokers that target niche classes may find program administrator specialists to be a path to faster growth.” At the same time, Hitzig notes, some program specialists focus on direct distribution and, in doing so, represent a growing threat, especially to generalist agents and brokers.

Still, agents can benefit from considering program administrators for more of their accounts. Blinn says, “The good news for retail agents and brokers is there are homes for a broad range of businesses they serve, and these programs often deliver preferred products. Too often, the challenge is finding programs and making use of them.”

Reprinted from: *RoughNotes*, February, 2012



### A SUCCESSFUL PROGRAM

Survey participants described, in their own words, what constitutes a successful program:

- A knowledgeable, subject-matter expert program administrator with competent staff that handles business on a timely basis and works closely with the carrier to adjust filings and processes as needed to ensure profitability.
- A program administrator that is “future oriented” and tuned to growth.
- A portfolio that produces consistent underwriting profit in an industry that will support growth and market penetration, underwritten by an administrator that has exceptional experience, knowledge and visibility in its segment.
- A program based on delivering unique value to a homogenous group of policyholders in terms of coverage, risk management and customer service, in an efficient manner, thus commanding a sustainable, growing profit margin and revenue for the carrier and program administrator.
- Strong program administrators who focus on profitability and growth and monitor their book constantly. They have their finger on the pulse of the industry they serve.
- A successful program meets our profitability targets (20% ROI includes investment income) and exhibits professional behavior with the company and outside vendors.
- A successful program demonstrates the ability to maintain pricing integrity and a high renewal retention ratio.
- A successful program is constantly looking to maintain its current insured base and grow its position in the marketplace.
- Profitable, profitable, profitable...

He suggests tapping online resources—magazines, directories and even the Target Markets association Web site. He adds, “Quite often, program administrators use e-mail marketing to highlight their programs and what they offer. While they may not be relevant when they come into your inbox, arguably these e-mails are doing you a service by letting you know programs are available that could deliver the best coverage for your clients.”

Finally, Hitzig notes, “The survey also presented surprising results for reinsurance intermediaries,” with 45% of program administrators indicating that they “never” use a reinsurance intermediary and only 17% claiming to “always” or “frequently” use one. “This suggests a potential opportunity for reinsurance intermediaries who can demonstrate specific capabilities or expertise in the program market,” he explains.

### Program market prospects

With program administrators seeing increasing value in placing specialized risks, survey respondents are optimistic about prospects for future growth. “One comment in particu-

lar really summarizes it well,” Blinn says. “It read, ‘The program administrator underwriting distribution model continues to outpace the general insurance marketplace in terms of profitability and growth for the foreseeable future.’ I just love that quote.”

Adds Hitzig, “The momentum of the program market is likely to continue in coming years, and it most certainly will provide opportunities and challenges for those seeking to participate in its success. This is probably best summed up by the respondent who commented, ‘Program business should have a bright future since industry specialization is a trend in the insurance business, and technology is making program business more efficient than ever.’”

Argo Group International Holdings Ltd., an international specialty insurance and reinsurance underwriter and a TMPAA member, sponsored the research effort. Hitzig says plans call for the survey to be repeated annually. “In the coming year, we will be adding more questions in response to feedback from our members,” he notes.

The full report is available at <http://bit.ly/TMPAASurvey>. ■

Reprinted from: *RoughNotes*, February, 2012

## Target Markets Program Administrators SPONSORED E&O COVERAGE FOR PROGRAM SPECIALISTS

The Target Markets Program Administrators Association was established in 2001 to serve as an advocate for the issues that are important to Program Specialists. One of these critical topics has been Errors & Omissions coverage. Most insurance markets place Program Specialists in the same category as more diffuse MGAs or Wholesalers. It has always been our position that Administrators should be viewed as a unique, preferred subset of the larger insurance agent community.

The Association looks to partner with companies that share our perspective. This team is comprised of experienced underwriters, risk management evaluators, insurance-related E&O litigators, and an “A” rated carrier. Our common goal is to provide the Association’s membership with the best E&O coverage in the industry, with a coverage form designed to respond to the unique exposures facing Program Administrators.

The most important barometer of any

professional liability policy is how vigorously it defends the policyholder in the event of a claim. Our legal defense team is Association Vendor Partner, Wilson Elser. Wilson Elser has over twenty-five years experience in the litigation of insurance agents E&O. As part of the overall program, this firm will also conduct on-site loss control evaluations for all policyholders.

The TMPAA E&O initiative will be administered by the member agency Rockwood Programs, Inc. This is an exclusive program with the International Insurance Company of Hannover.

You can secure a non-binding indication of premium for your agency by completing the E&O Two Minute Survey found on the Association website.

Program Administrators interested in additional information about this E&O Program can go to the Association website at:

**[www.targetmkts.com](http://www.targetmkts.com)**

Or contact **Ray Scotto**, Executive Director at  
**877-347-5700** or **[ray.scotto@targetmkts.com](mailto:ray.scotto@targetmkts.com)**.

## *Special Print, Digital, and Video Marketing Opportunity*

### **2012 Target Markets Program Administrators Association**

## ***ROUGH NOTES SPECIAL SECTION***

### ***For Target Markets members only...***

Rough Notes is dedicating a special supplement within their September 2012 issue exclusively to Target Markets. Our previous nine supplements were a tremendous success. Last year's supplement was well over 150 pages. ***Here's what you get:***

- A full-page feature article about your company and a full page, four-color advertisement within the Target Markets Special Section for \$5,000.
- A full-page professionally written profile of your company to run opposite ad.
- 500 color reprints of your ad and article for \$1 each.
- ***FREE EXPANDED EXPOSURE—***  
Your feature in the Target Markets Special Section is now seen by an additional 25,000 monthly readers of the Rough Notes magazine online.
- ***EXCITING NEW ENHANCEMENT—***  
For an additional \$2,500, Rough Notes Digital Services will produce an exceptionally high quality business video promoting your company. The video will significantly increase your audience and exposure. This video will have a professional actor, green screen enhancements and editing all chosen by you. A "QR" code will be added to your Target Markets advertisement so that your video will be instantly uploadable from your ad to your smart phone or tablet. You may use the video as you see fit. This unmatched opportunity is exclusive to Target Market members.

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### ***Contact us today!***

**Ray Scotto**, Executive Director  
**TMPAA**  
302-765-6048 • ray.scotto@targetmkts.com

**Eric Hall**, Executive Vice President  
National Sales Director—Advertising  
**The Rough Notes Company, Inc.**  
800-428-4384 • ehall@roughnotes.com

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| ■ Fraternities         | ■ Exotic Animals    |

**Quality Matters. EMCAS Delivers.**

  
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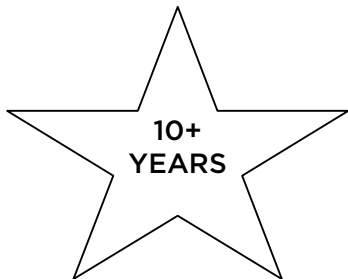
Atlanta-based Engle Martin & Associates, Inc. specializes in independent loss adjusting and claims management services. The privately-held firm provides national, comprehensive property and casualty claims services through three distinct divisions: EMA-Loss Adjusting, EMCAS-TPA/Claims Management, and EMC-Claims Consulting.

The internal controls for Engle Martin Claims Administrative Services (EMCAS) have been certified as being in compliance with the American Institute of Certified Public Accountants' Statement on Auditing Standards (SAS 70 Type II).

# THE HARTFORD CELEBRATES ITS LONG-TERM TARGET MARKETS PARTNERSHIPS



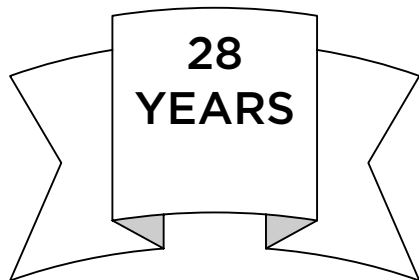
The Hartford's Captive & Specialty Programs Division places a high value on each of our program partnerships. We would especially like to recognize our longest relationships with Program Administrators that are members of the Target Markets Program Administrators Association.



- American Equity Underwriters (part of AmWINS® Group, Inc.)
- Artex Risk Solutions, Inc.
- Murray Risk Management and Insurance
- National Insurance Specialists (Hylant)
- Venture Insurance Programs



- B&B Protector Plans, Inc.
- Willis Programs of CT, Inc.



- Member Insurance

To all of these partners - **Thank you!** We appreciate your professionalism, teamwork and commitment to our mutual success!

To explore how you may become a long-term program partner with The Hartford, please visit [thehartford.com/programs](http://thehartford.com/programs), or contact Rich Suter at 860-547-4470; email [richard.suter@thehartford.com](mailto:richard.suter@thehartford.com).



# Start small, think big.

## These program administrators did.

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**Tow truck program**

"The thoroughness and technical expertise that Markel brought to the process of establishing a new program was remarkable."

**Monoline fidelity/crime program**

**Do you have a new program business opportunity?**

Contact Rick Wiseley at 804-864-3747 or [rwiseley@markelcorp.com](mailto:rwiseley@markelcorp.com).







## Expanding Our Capabilities Means **EXPANDED** Opportunities For You!

Meadowbrook continues to develop our program underwriting expertise in a number of business segments. Become a Meadowbrook agent and explore the many opportunities to grow your business. A relationship with Meadowbrook offers you access to a host of specialty lines products, including:

- ▶ Marine
- ▶ Environmental
- ▶ Construction
- ▶ Umbrella Facility
- ▶ Professional Liability
- ▶ E&S Products

Meadowbrook has a focused, long-term strategy, deep understanding of the market and flexible approach. These are all vital qualities for creating and managing specialty niche programs and products. Another key to success is linking your agency to a company with strong corporate and regional support, such as:

- ▶ Actuarial Benchmarking
- ▶ Reinsurance Access/Support
- ▶ Competitive Program Analysis
- ▶ Product Development
- ▶ Rate & Form Filing Expertise
- ▶ In-house Claim Capabilities
- ▶ Six Admitted & Non-Admitted Carriers
- ▶ Underwriting Expertise

**Target Markets**  
Program Administrators Association


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## How did we become a leading carrier in the program market?

By helping our clients hit their targets. As a program market leader, we are committed to consistently designing custom solutions in both established areas and underserved niches and developing meaningful relationships that capitalize on your strengths and experience and ours. With admitted and non-admitted multiline insurance capabilities offered through our affiliated, highly rated insurance companies, we can provide you with solutions you can count on to meet your goals.

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**Thomas McGrath**

Senior Vice President  
Head of Client Group  
Specialty Markets  
Munich Reinsurance America, Inc.  
609.243.4605  
tmcgrath@munichreamerica.com

**Steven Assennata**

Senior Vice President  
Head of Client Group  
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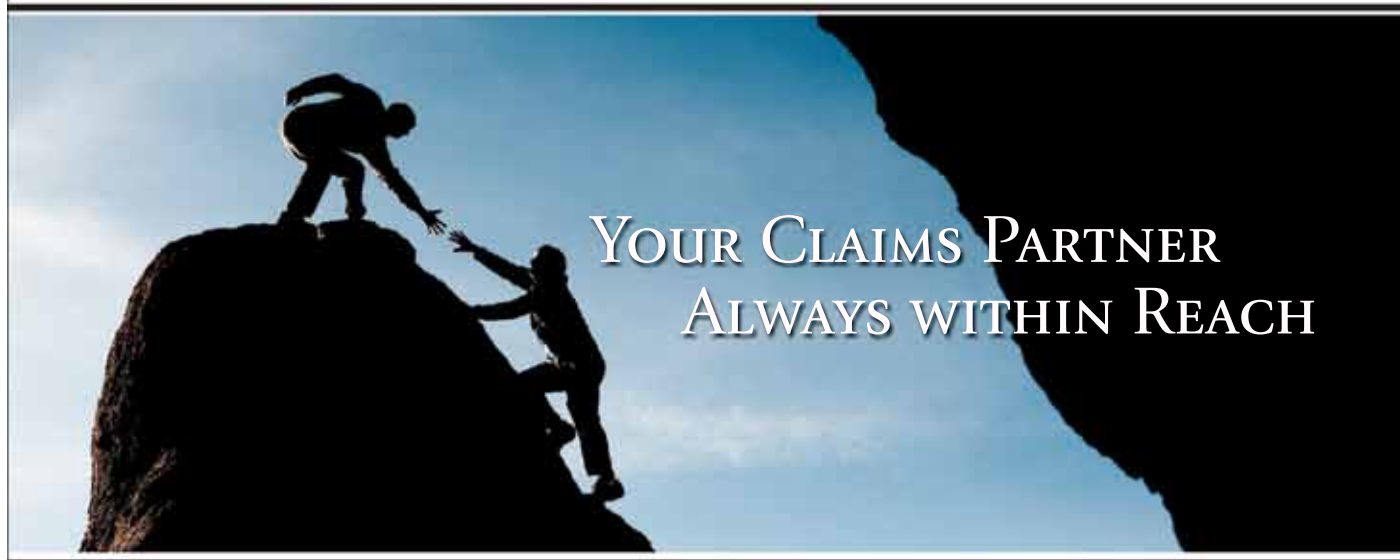
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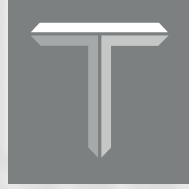


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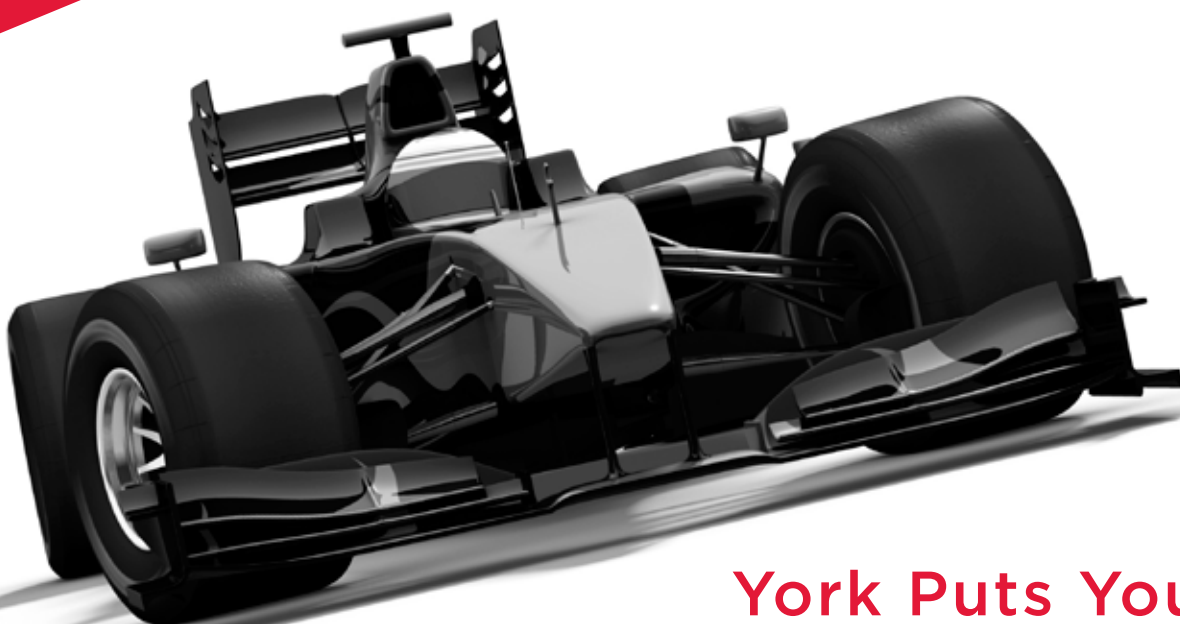
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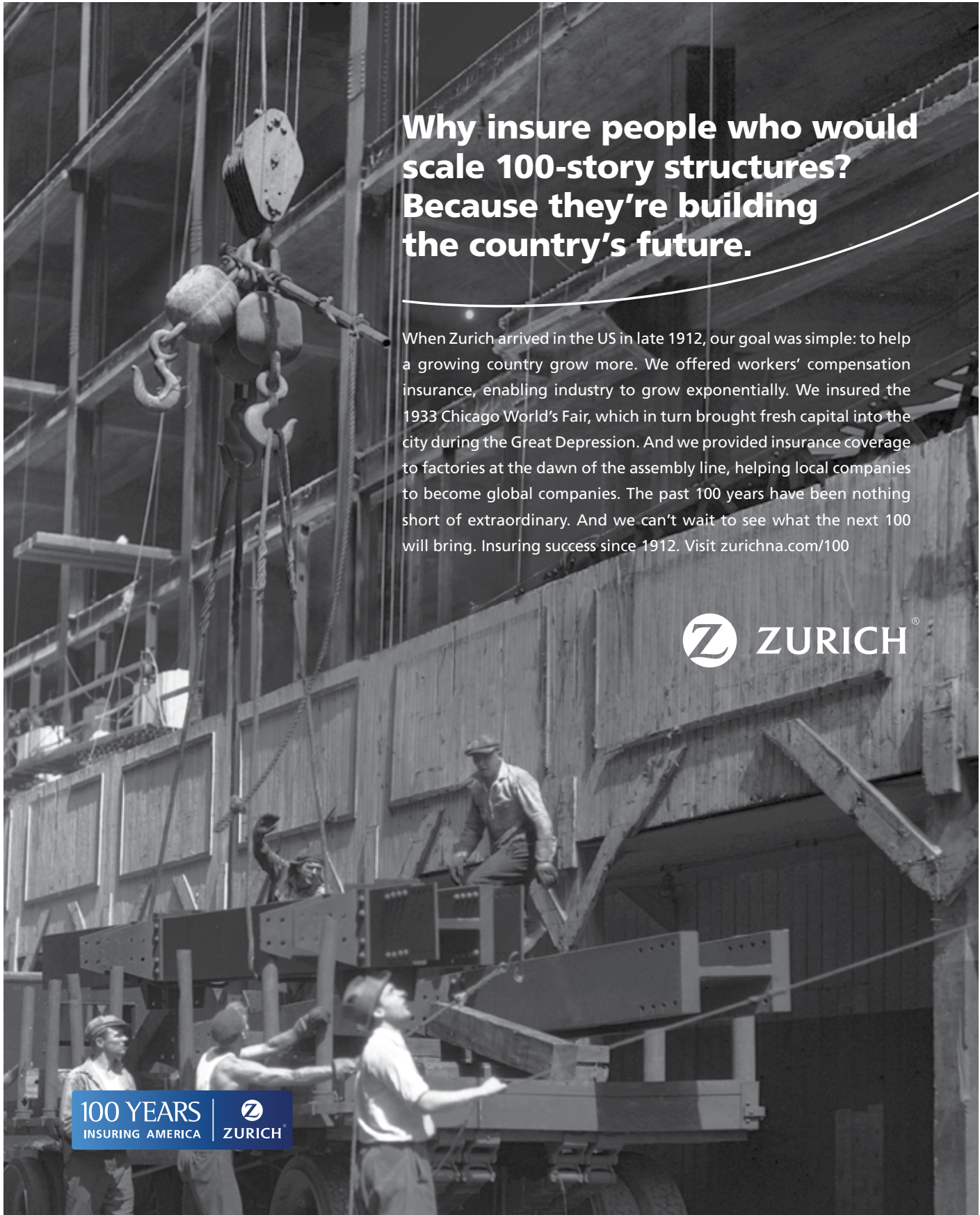
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# **TWELFTH ANNUAL TMPAA SUMMIT**

***October 29-31, 2012***

**Hyatt Regency Scottsdale, Scottsdale, AZ**

***Featured Keynote Speakers:***

***MARY MATALIN and JAMES CARVELLE***

***Industry Speaker: VINCENT J. DOWLING, JR.***

## **TMPAA MEETING SCHEDULE**

### **Twelfth Annual TMPAA Summit**

October 29–31, 2012 • Hyatt Regency Scottsdale • Scottsdale, Arizona

### **2013 Mid Year Meeting**

May 6–8 • Hilton Baltimore • Baltimore, Maryland

### **Thirteenth Annual TMPAA Summit**

October 21–23, 2013 • Westin Kierland Resort • Scottsdale, Arizona

### **2014 Mid Year Meeting**

May 12–14 • Hilton Baltimore • Baltimore, Maryland

### **Fourteenth Annual TMPAA Summit**

October 20–22, 2014 • Westin Kierland Resort • Scottsdale, Arizona

## **Twelfth Annual TMPAA Summit**

### **Keynote Speakers:**

#### **JAMES CARVELLE and MARY MATALIN**

One of America's best-loved political couples—James Carville and Mary Matalin—give audiences an enlightening and entertaining look at today's most important political issues as well as a behind-the-scenes look at politics inside Washington and how today's headlines are playing out around the country.



Co-authors of the national best seller *All's Fair: Love, War, and Running for President*, Matalin and Carville are key players on the national political stage—they each have over 30 years of experience in politics and have individually worked for Presidents Ronald Reagan, George H.W. Bush, Bill Clinton and George W. Bush.

They combine their unique experiences to provide audiences with a stimulating, candid and provocative conversation from both sides of the political aisle.



### **Industry Speaker:**

#### **VINCENT J. DOWLING, JR.**

Mr. Dowling co-founded Dowling & Partners in January 1990 and currently serves as Managing Partner.

He began his career with A.J.B. Zunsler and Co. in 1982 as a junior insurance stock analyst. He joined Fox-Pitt Kelton, Ltd. in 1983 and was admitted to the FPK partnership in 1986. Mr. Dowling received his BA from Dartmouth College, Hanover, New Hampshire and his MBA from Harvard Business School, Boston, Massachusetts.

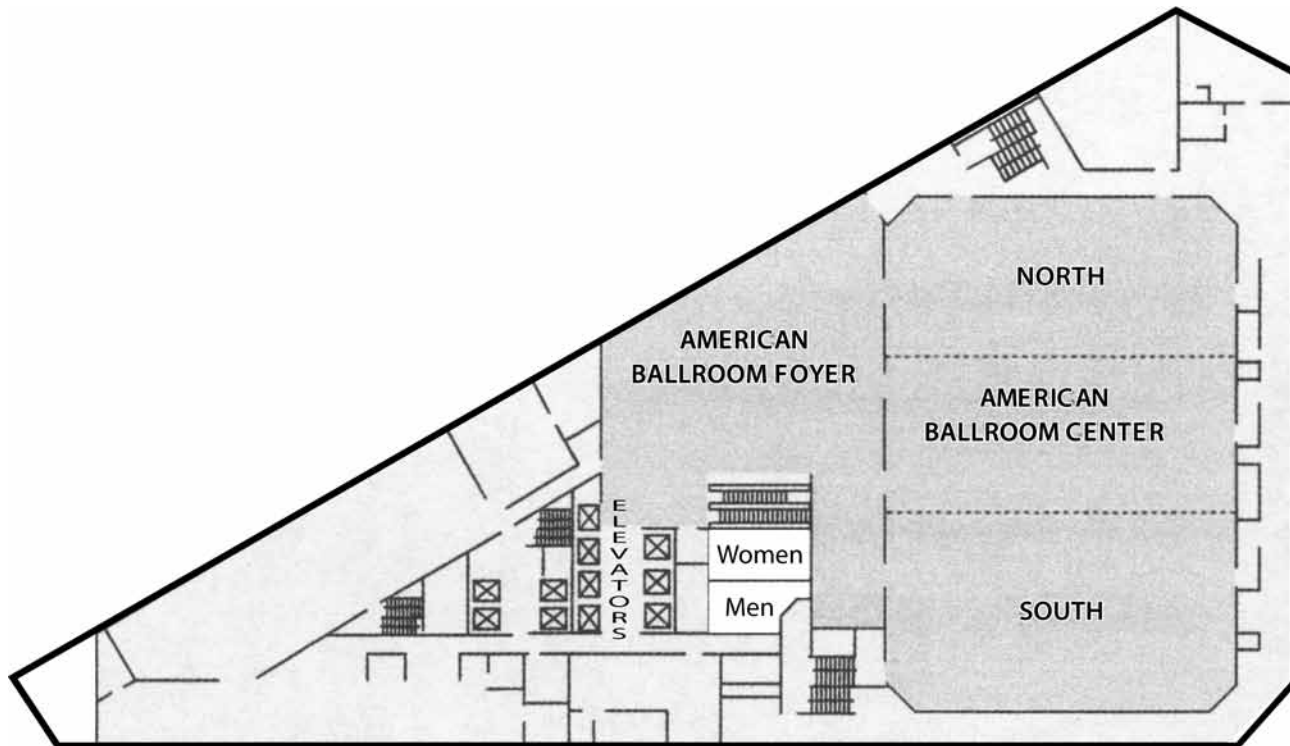
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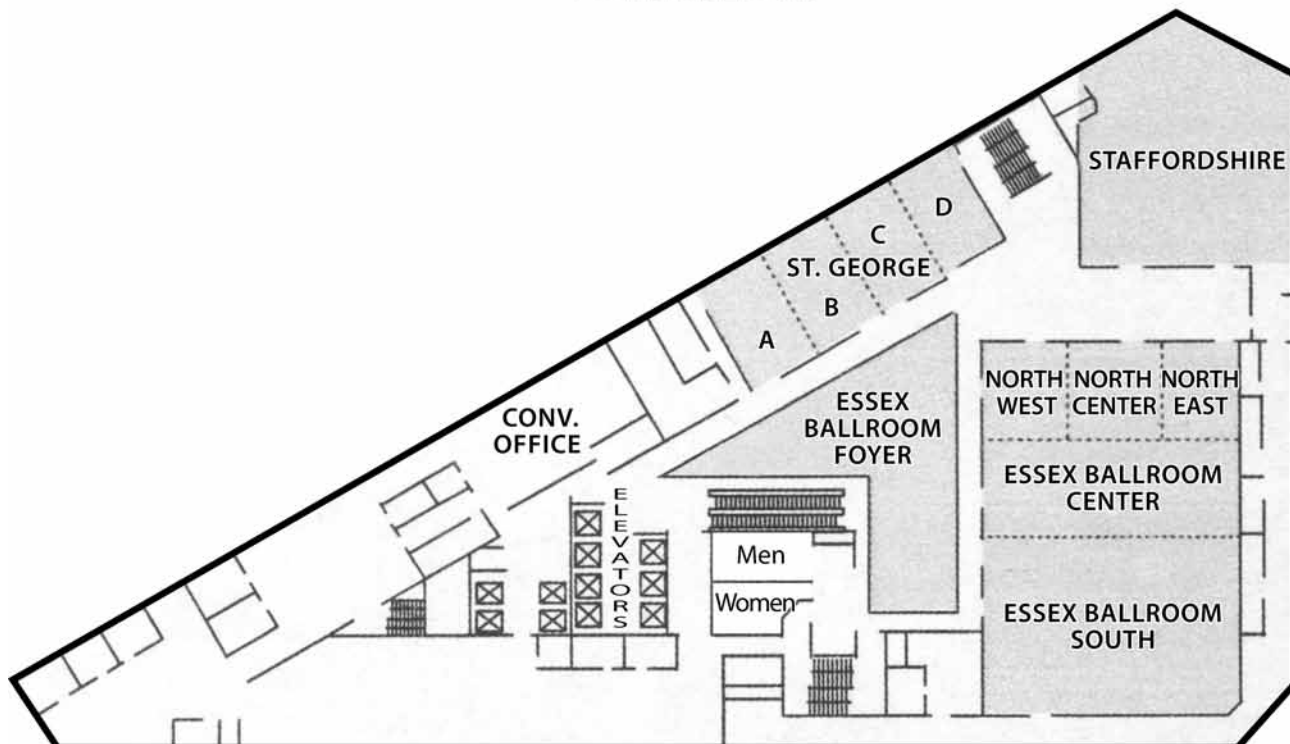
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