

*Unparalleled Resources for Program Administration*

# 15th Annual TMPAA Summit

October 26-28, 2015 • Westin Kierland • Scottsdale, AZ

*Where  
Program Business  
Gets DONE*

TARGET  MARKETS

Program Administrators Association

**Attendees List Included**

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# TARGET MARKETS

Program Administrators Association

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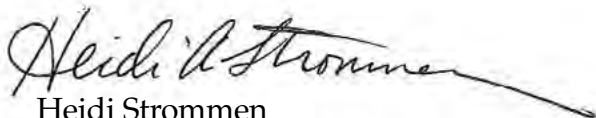
Welcome to Scottsdale and our 15th Annual Summit!

Our conference theme, “Unparalleled Resources,” embodies the Association’s commitment to address the unique challenges of Program Specialists by delivering unequalled value to our members. A recent independent study conducted by Guy Carpenter ranked Target Markets’ annual conferences number one in terms of value provided compared to all major conferences in the MGA/program marketplace. This meeting is once again bursting with meaningful content focused on topics you have identified as being of greatest importance and value in achieving your goals. Among the highlights are:

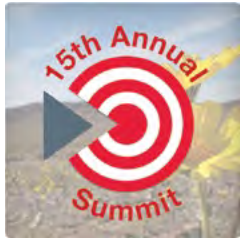
- Workshops focusing on small and start-up programs and a variety of other topics that directly impact your bottom line.
- The participation of London program markets who will offer a unique take on your current or prospective program opportunities.
- A presentation of the 5th annual State of Program Business study detailing trends in the marketplace, useful benchmarks for program administrators, as well as information on key topics such as data collection and predictive modeling.
- Networking opportunities galore - morning, noon and night. Check out the networking lounge, Program Market Expo, the Vendor Trade Show, and sponsored cocktail receptions. These are opportunities to make new contacts and re-connect with old friends.

We have impressive back-to-back speakers for the general sessions starting with The Honorable Henry Paulson, Jr., who was at the very epicenter of the financial crisis as Secretary of the Treasury under George W. Bush. On Wednesday morning, V.J. Dowling returns to share his research and perspective on the property & casualty industry as he presents “Navigating a Changing Marketplace.”

On behalf of the Advisory Board and the TMPAA staff, I want to wish everyone a productive and enjoyable meeting!



Heidi Strommen  
TMPAA President



# 15th Annual Summit App

*Get meeting information on your phone or tablet!*

## Download



Scan the QR code to download or search “TMPAA” in app store.

**USERNAME:** Your meeting registration email address

**PASSWORD:** targetmarkets15

## Features

The Summit mobile app provides the membership and meeting resources you need. Make sure you have easy access to the agenda, attendees, speakers, sponsors, white papers and other tools to help you get business done.

**Activity Feed:** Find out what’s happening when you open the app and see recent posts/updates from Target Markets and other users

**Carrier/Vendor:** View carrier and vendor information at your fingertips! Save specific carriers and vendors to the My Carrier/Ven icon by selecting the + when viewing any profile for quick access to your personal list throughout the event. Interested in seeing a vendor at the Trade Show? View a vendor that indicates a booth # and find their table on the interactive map by selecting the pin 📍.

**My Notes:** Take down meeting-related notes here and email them to yourself or others later.

**Venue:** Locate a session/event by viewing the map of our conference space. Click on Venue, select Westin Kierland and then the pin 📍 for a labeled diagram.

**Surveys:** We want your feedback! Certain sessions and workshops include a short survey available in your app. Take a few minute to share your thoughts.

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**15th ANNUAL TMPAA SUMMIT**  
**October 26-28, 2015 • Scottsdale, AZ**  
**AGENDA**

**Sunday, Oct. 25**

1:00 p.m. **TMPAA Charities Networking Golf Tournament**—Sponsored by *Rough Notes*

**Monday, Oct. 26**

8:00 a.m. **Registration & Networking Lounge Open**

11:00 a.m. **Trade Show Opens**—Sponsored by *NetRate Systems*

12:00 p.m. **Networking Lunch**—Sponsored by *Broadspire, a Crawford Company*

2:30–3:30 p.m. **Workshop: Solving the Challenge of Small & Start Up Programs—Pt. 2**

4:00–5:00 p.m. **Results Panel—Program Business Study**

*Sponsored by Allied World, BMS Intermediaries, Chubb Group of Insurance Cos., Ironshore, NetRate Systems, Rockhill Specialty Programs*

5:00–6:30 p.m. **Welcome Reception**—Sponsored by *Hudson Insurance*

**Tuesday, Oct. 27**

7:00 a.m. **Networking Breakfast**—Sponsored by *ValueMomentum, Inc.*

8:00 a.m. **Networking Lounge & Trade Show Open**

8:30 a.m. **General Session—Association Announcements**

**Keynote Speaker: Henry Paulson, Former Treasury Secretary**

—Sponsored by *Zurich*

10:30 a.m.–12:00 p.m. **Program Market Expo**—Sponsored by *Markel Programs*

12:00 p.m. **Networking Lunch**—Sponsored by *Western World*

1:00–5:00 p.m. **Carrier Meetings**—Sponsored by *Travelers*

4:00–5:00 p.m. **Program Business Best Practice Panel**—Sponsored by *Oak Street Funding*

5:00–6:30 p.m. **Networking Reception**—Sponsored by *North American Risk Services (NARS)*

**Wednesday, Oct. 28**

7:00 a.m. **Networking Breakfast**—Sponsored by *MarshBerry*

8:00 a.m. **General Session—Announcements, CPL Designations**

**Industry Speaker: VJ Dowling**—Sponsored by *Dowling Hales*

10:00 a.m.–12:00 p.m. **Workshops:**

10:00 a.m. **Rewards & Pitfalls of Private Equity Investment in your Business**

10:00 a.m. **Thinking Outside the P&C Box—Revenue Enhancement with A&H**

11:00 a.m. **Profit Sharing Considerations for your Program Carrier Contracts**

11:00 a.m. **A Look at Technology Innovations & Impact on Efficiency/Profitability**

12:00 p.m. **Networking Lunch**—Sponsored by *Risk & Insurance*



## 15th Annual TMPAA Summit

### ***Keynote Speaker:*** **The Honorable** **HENRY M. PAULSON, Jr.**

**Henry M. Paulson, Jr.** served under President George W. Bush as the 74th Secretary of the Treasury from July 2006 until January 2009. As Treasury Secretary, Paulson was the President's leading policy advisor on a broad range of domestic and international economic issues.

Before going to the Treasury Department, Paulson had a thirty-two year career at Goldman Sachs, serving as Chairman and Chief Executive Officer since the firm's initial public offering in 1999. He is involved in a range of

conservation and environmental initiatives having served as Chairman of The Peregrine Fund, Inc., Chairman of the Board of Directors for the Nature Conservancy and was Co-Chairman of its Asia/Pacific Council.

Prior to joining Goldman Sachs, Paulson was a member of the White House Domestic Council, serving as Staff Assistant to the President from 1972 to 1973, and as Staff Assistant to the Assistant Secretary of Defense at the Pentagon from 1970 to 1972.

Paulson graduated from Dartmouth College in 1968, where he was an English major, a member of Phi Beta Kappa, and an All-Ivy, All-East football player. He received an M.B.A. from Harvard in 1970. He and his wife, Wendy, have two grown children and four grandchildren.

In February 2010, Paulson published his first book, *On the Brink*, detailing his experience at Treasury during the global financial crisis. In 2011, he founded and currently serves as Chairman of the Paulson Institute at the University of Chicago, which is dedicated to addressing issues of global scope with an initial emphasis on engagements designed to strengthen the crucially important relationship between the United States and China with a special focus on facilitating concrete actions by businesses and governments designed to promote cross border investment, sustainable economic growth, and a cleaner environment around the world.

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# AI G is proud to sponsor the 15th Annual TMPAA Summit

To find out more about AI G Programs' appetite and offerings, please contact one of our Program Development Directors.

**Mark Gardella**

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Cell: 775.224.5249

**Jessica Ferguson**

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Cell: 857.654.3831



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## 15th Annual TMPAA Summit

### ***Industry Speaker: VJ DOWLING***



**Mr. Dowling** serves as Managing Partner of Dowling & Partners Securities, LLC, which he co-founded in January 1990, and is the Editor of that firm's weekly insurance research publication, the *IBNR Weekly*.

Mr. Dowling also serves as Partner of Dowling Capital Partners and is a member of the Investment Committee. In addition, Mr. Dowling is the sole manager of a private equity investment portfolio owned by the partners of Dowling & Partners.

Mr. Dowling began his career with A.J.B. Zinser and Co. in 1982 as a junior insurance stock analyst. He joined Fox-Pitt Kelton in 1983 and was admitted to the FPK partnership in 1986.

Mr. Dowling received a BA from Dartmouth College and an MBA from Harvard Business School.

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**Shifting currents**



**Smooth sailing**

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# 15th Annual TMPAA Summit

## WORKSHOPS/PRESENTATIONS

### MONDAY, OCTOBER 26

▶ 2:30 to 3:30 p.m. Trailblazer B

#### ***SOLVING THE CHALLENGE OF SMALL AND START-UP PROGRAMS—PART 2***

**DAWNMARIE BLACK**—BMS Intermediarie

**GRACE MEEK**—Allied World Insurance Company

**DAVID WILLETT**—RLI Insurance

**SCOTT HANSON**—AmRisc

**MARK NICHOLS**—Markel

TMPAA Program Administrators have identified the reluctance of carriers to write start-up program business as their number one challenge. Finding markets for small programs has also been identified by our members as a significant issue.

At the Mid-Year Meeting in Atlanta, we explored how Lloyd's Markets could address this capacity gap. This follow up workshop will focus on the opportunities for new program business with US Domestic carriers. Our panel of carriers, program administrators and representatives of BMS Intermediaries will discuss the requirements of a start-up program submission and the business plan elements that create the greatest likelihood of finding a carrier partner. We will offer a 360 degree view of the opportunities and hurdles associated with launching new programs, as well as provide insight into market finding for smaller programs.

▶ 4:00 to 5:00 p.m. Trailblazer C

#### ***PROGRAM BUSINESS STUDY—RESULTS PRESENTATION***

**Moderator: CHRISTOPHER PESCE**—Maritime Program Group

**Panel: DAWNMARIE BLACK**—BMS Intermediaries

**JIM BLINN**—Advisen

**JIM O'CONNELL**—B&B Programs

**GREG DOYLE**—Rockhill Specialty Programs

Dynamic fast-paced presentation of three benchmarking areas explored in the 2015 State of Program Business Study. The presentation is moderated by one of your program administrator peers, with a panel of experts to comment on each of the topics.

- Predictive modelling
- Data collection and analytics
- Start-up programs

Executive Summary of the 2015 State of Program Business Study will be made available at the presentation.

### TUESDAY, OCTOBER 27

▶ 4:00 to 5:00 p.m. Kierland 4A

#### ***PROGRAM BUSINESS BEST PRACTICE PANEL***

**DAVID HAMPSON**—Willis Programs

**IRA J. DAWER**—Synergy Professional Associates, Inc.

**PHIL KELLING**—ARA Insurance Services

**LESLIE NYLUND**

Spend an hour listening to a panel of your program administrator peers who have earned the TMPAA Best Practice Designation describe how they built successful program agencies. The conversation will focus on the following areas:

- What are the most important elements to develop and/or run a successful program business operation?
- What was, and how did you resolve, the biggest challenge in growing/maintaining your business?
- How did you use the TMPAA Best Practice Designation evaluation process to address areas of improvement?
- What will you need to do going forward to remain a best-in-class operation?
- What is your definition of a "Best Practice" program administrator?

Show up with your questions and let us know if this solution works for you.

### WEDNESDAY, OCTOBER 28

▶ 8:00 a.m.

#### ***NAVIGATING A CHANGING MARKETPLACE Special presentation at the General Session***

**VJ DOWLING**—Dowling & Partners Securities LLC

Is your program business operation positioned to prosper in a changing environment? New capital investors entering the industry will alter the relationship of the Program Administrator and Insurer, bringing expanded expectations for risk selection, data analysis and more. Dowling will address issues of vital importance to the continued success of your program business operation.

- What you and your business should anticipate-and be prepared for-in the next three, five and 10 years?
- Macroeconomics and how they play into the insurance industry
- Impact of significant events, consolidation, new capital, acquisitions
- New capital investors' expectations
- What should PAs anticipate from the market

# 15th Annual TMPAA Summit

## WORKSHOPS/PRESENTATIONS

WEDNESDAY, OCTOBER 28, *Continued...*

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▶ 10:00 a.m. Trailblazer A

### ***REWARDS AND PITFALLS OF PRIVATE EQUITY INVESTMENT IN YOUR BUSINESS***

**TRACEY CARRAGHER**—Breckenridge Insurance Group

**CARTY CHOCK**—ClearPoint Investment Partners

**KEVIN DONOGHUE**—Mystic Capital Advisors

The current insurance industry merger & acquisition marketplace is red hot with the number of deals reaching historical highs. One of the factors driving this current flurry of activity is investment by private equity (PE) firms.

This workshop will provide insight into PE deals from both the perspective of the PE investor and from the point of view of a program administrator who is considering taking on a PE partner. There will be discussion on what makes a company a good candidate to consider an investment from a PE firm. We will examine how deals are typically structured and factors you should consider when negotiating an investment from a PE firm.

Finally, we will highlight the advantages and disadvantages to having a PE partner.

▶ 10:00 a.m. Trailblazer B

### ***THINKING OUTSIDE THE P&C BOX—REVENUE ENHANCEMENT WITH A&H OPPORTUNITIES***

**RANDY WERNER**—OneBeacon

**SUSAN CLARKE**—Berkley A&H

**GERRY DEN BOGGENDE**—Strategic Insurance Underwriters

This workshop will help raise awareness on the many opportunities to utilize A&H products in a Program setting. It will provide an education on A&H products and how TMPAA members can increase their agency revenues by introducing an A&H program, either as part of one of their existing P&C programs or stand-alone.

The workshop will also demonstrate how A&H products can be customized to be relevant to a specific program and how this customization can increase the value of a program for clients and, at the same time, increase the agency's revenue.

Listen, learn and decide if Accident products should be added to your agency's product arsenal and establish another pillar of growth for your business.

▶ 11:00 a.m. Trailblazer A

### ***PROFIT SHARING CONSIDERATIONS FOR YOUR PROGRAM CARRIER CONTRACTS***

**GREG THOMPSON**—Markel Specialty

Frequently PAs do not focus on Profit Sharing terms when negotiating a deal with a new carrier. Consequently, PAs sometimes discover at the eleventh hour that either there will be no profit sharing at all or the carrier terms are very restrictive. If a program is truly profitable, this can have a huge impact on the PA's bottom line. This workshop has the following goals:

- Explain the plusses and minuses of the wide variety of PA agreements seen in the market place
- Help the PA understand how to negotiate a formula that is more likely to result in a payout commensurate with the program's profitability
- Discuss important profit sharing conditions that can affect future payments.

▶ 11:00 a.m. Trailblazer B

### ***TECHNOLOGY INNOVATIONS AND THEIR IMPACT ON EFFICIENCY AND PROFITABILITY***

**Moderator: WAYNE UMLAND**—Wayne Umland Consulting LLC

**Panel: KEVIN MASON**—Instec

**TOM RAHL**—NetRate

**CHRIS FARFARAS**—Input1

**REX FLEDDERJOHN**—IVANS

**BRYAN GUILBEAULT**—Epic Premier

**TERRY SCHWARTING**—Insurity

**STEVEN DORN**—EagleEye Analytics

**MIKE FIESELER**—Vantage Agora

Come listen to this "lightning round" panel of technology providers as they explain strategically how their technology transforms how business is transacted.

No sales pitch, no pressure—just a chance for you to get a high level five-minute perspective from each to hear about what they offer and learn how it can impact and transform your operation.



# PRESENTERS

## Biographies Listed by Name, Company

INDIVIDUAL	COMPANY	PAGE	INDIVIDUAL	COMPANY	PAGE
<b>Black, Dawnmarie</b>	BMS Intermediaries	12	<b>Hanson, Scott</b>	AmRisk, LP	14
<b>Blinn, Jim</b>	Advisen	12	<b>Kelling, Phil</b>	ARA Insurance	14
<b>Tracey Carragher</b>	Breckenridge Insurance Gp	12	<b>Meek, Grace</b>	Allied World	14
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<b>Hampson, David</b>	Willis Programs	13	<b>Willett, David</b>	Bellingham Underwriters	15



**Dawnmarie Black**—BMS Intermediaries  
Dawnmarie joined BMS Risk Solutions Ltd. in 2014 as Senior Vice President. In this capacity she partners with BMS Intermediaries, Inc. to assist brokers in the development of new facultative ideas and solutions for reinsurance clients. She also supports the development of program and MGA opportunities in this sector of the market. Dawnmarie brings to BMS more than 24 years of

experience within multiple segments of the insurance industry. She is an accomplished leader/producer with extensive broking and underwriting background.

Prior to joining BMS she served at the Ascot Syndicate where she had the opportunity to sharpen her underwriting skills as well as help to drive growth within the U.S. in the MGA space.



**Jim Blinn**—Advisen

Jim brings a diverse background based on over 30 years in the property casualty insurance industry. Within Advisen, Jim is responsible for product management including the range of products and services offered to the commercial property/casualty insurance industry. This includes the curation of proprietary content including our loss and policy transaction databases.

He serves as the Executive Editor of the RIMS® Benchmark Survey™. Jim is on the Board of Directors of the Spencer Educational Foundation where he serves as the Chair of the Education Committee.



**Tracey Carragher**—  
Breckenridge Insurance Group

Tracey leads a hand-picked team of skilled and dedicated executives as CEO of Breckenridge Insurance Group. Tracey's had an exceptional career, beginning at McKinsey, and held top jobs at Frank B. Hall and Alexander & Alexander before she became part of the senior management team reporting to the president at Aon. When Aon sold its

investment in Cambridge Integrated Services Group, Tracey stayed on as CEO, transforming the company into the largest third party administrator in the country.

Tracey has been recognized as one of the "Top 50" women by Business Insurance magazine.

**Carty Chock**—ClearPoint Investment Partners

Carty Chock is a Co-Founder and Partner of ClearPoint and is responsible for overseeing all aspects of the firm's activities.

Prior to founding ClearPoint, Carty was a Partner at Arsenal Capital Partners. At Arsenal, he was Co-Head of the financial service practice. His responsibilities included sourcing, structuring, monitoring, and exiting investments in financial services. Before Arsenal, he was a Principal at CCMP Capital and its predecessor firm, J.P. Morgan Partners. Previously, Carty headed investments in business services and financial processing and technology for LabMorgan and was a Vice President at J.P. Morgan Capital. He began his career as a financial analyst at Goldman Sachs. He has served on the board of directors of numerous portfolio companies

Carty has a B.S. in industrial engineering and operations research from the University of California at Berkeley.



**Susan Clarke**—W. R. Berkley

Susan M. Clarke is president of W.R. Berkley's Accident & Health Special Risk Division. Susan joined W.R. Berkley in February, 2015 and has assembled an experienced and talented team with a strong technical understanding of the special risk market and a solid track record in building long-term, strategic partnerships.

Susan is widely regarded as one of the foremost experts in the accident & health insurance industry. Throughout her 25+ year career, Susan built impressive Accident & Health product portfolios by creating a strong culture of innovation, partnership and fast-paced execution. Prior to her current role, Susan served as president of AIG's Accident & Health Division, COO for AIG's A&H Division, and senior vice president of specialty markets. Her global experience includes senior underwriting and operations roles in Shanghai, China; Vienna, Austria and Dublin, Ireland.

Susan holds a bachelor's degree in mathematics and political science from the University College in Dublin, Ireland, where she was team captain of the women's basketball team.



**Ira Dawer**—Synergy Professional Assoc.

Ira J. Dawer has had an active career in the insurance industry spanning 40 years. He has served in a variety of roles including Casualty Underwriter, Treaty Reinsurance Underwriter, Managing General Agent and Lloyd's Coverholder. Since 1985, Mr. Dawer has specialized in Professional Liability with a concentration in Lawyers Professional Liability, Insurance Agents & Brokers Pro-

fessional Liability and other industry specific programs. In 2006, Mr. Dawer created Synergy Professional Associates as a leading National Program Manager and Wholesaler Intermediary.

He has a BA in Accounting and Economics from the State University of New York Albany, and CPCU and RPLU professional designations.



**Gerry den Boggende**—

Strategic Insurance Underwriters

Gerry serves as Senior Vice President of Strategic Insurance Underwriters. He has worked in a range of underwriting, sales, and marketing positions at Liberty Mutual Group, Risk Enterprise Management LTD, and Strategic. His responsibilities include managing operations, leading product development and marketing, and cultivating

corporate relations.

Gerry graduated with a bachelor degree from Salem State College and an MBA from Bentley College.



**Kevin Donoghue**—Mystic Capital

Kevin has spent 20+ years in various merger, acquisition and financial consulting roles. Kevin is President, CEO, and a registered representative of Mystic Capital Markets Group, LLC as a General Securities Principal (Series 24), Corporate Securities Limited Rep. (Series 62), General Securities Rep. (Series 63), and a Limited Rep.—Investment Banking (Series 79). Prior to co-founding

Mystic Capital, Kevin started and developed BMG Capital Advisors Group (a subsidiary of The Hartford), and four years with KPMG Peat Marwick.

He has a MBA from Boston College and a B.S. in Accountancy from Bentley College. Kevin has earned the Chartered Financial Analyst (CFA) and Certified Insurance Counselor (CIC) designations and is a Certified Public Accountant (CPA). He is a member of the following: New York Society of Security Analysts (NYSSA), CFA Institute, American Institute of Certified Public Accountants (AICPA), Society of Certified Insurance Counselors (SCIC) and the National Center for Employee Ownership (NCEO).



**Greg Doyle**—Rockhill Specialty Programs

Greg has 30+ years of experience in the insurance industry in a variety of leadership roles on the underwriting and distribution sides of the business. Greg directs the Specialty Program line of business for Rockhill which is part of the State Auto Group. He joined Rockhill in 2011 to implement a business plan for the expansion of Rockhill's program business and has oversight for all

aspects of the management of the business and P&L.

Prior to joining Rockhill, he has held other leadership roles in the industry including: CastlePoint Holdings, President & Director; BMS Group, US Executive Chairman; Guy Carpenter, Executive Vice President and Managing Director; American Re-Insurance Company, President Domestic Operations and Corporate Executive Vice President. Greg has a BA in Government from Hamilton College.



**David Hampson**—Willis Programs

David G. Hampson, CPCU is President and CEO of Willis Programs in North America. David received his M.B.A. with a concentration in Risk Management and Insurance from the University of Georgia. He received his B.S. in Business with a major in insurance from Florida State University. He has lectured and published articles on various aspects of risk management, insurance and

insurance program development. David has developed proprietary models for predicting the success of new insurance programs and analyzing the health of existing insurance program.

David is a member of the Board of Target Markets and also a member of the Board of Directors for Veterans Count, an affiliate of Easter Seals of New Hampshire. Veterans Count is dedicated to helping veterans in need.



**Scott Hanson**—AmRisc, LP

Scott Hanson, Chief Capacity Officer and Division President for the National Account Division has a B.S. degree in Chemical Engineering from University of Texas A&M with Professional Engineering, CPCU and ARM designations.

Scott has over 25 years' experience in the industry which includes seven years as a Loss Prevention Specialist at Factory

Mutual Engineering before joining CIGNA and moving to the rank of Account Executive Underwriter. From there, Scott spent 5 years in Bermuda with XL Capital as Director of Energy, then three years as Chief Property Underwriter for G.E. Insurance in Kansas City. In 2003, Scott helped found Aspen Specialty (E&S) in Boston before moving to AmRisc, LP in 2007.



**Phil Kelling**—ARA Insurance

Phil Kelling is the President and CEO of ARA Insurance and ARA Insurance Ltd (AIL). The ARA Insurance Program is the number one insurer of the members of the American Rental Association, which serves the equipment rental industry. The \$36 billion industry includes rental of construction and industrial equipment, general tool, and party and event equipment. AIL is a Cayman domiciled

captive reinsurance company.

Phil has over 35 years of experience in Insurance and Risk Management. He has an Undergraduate degree in Finance and a Masters in Safety Management from Northern Illinois University. Phil has received his CPCU Designation and is a Certified Safety Professional and Certified Insurance Counselor.



**Grace Meek**—Allied World

Grace Meek, Sr. VP for Programs, is responsible for all aspects of the business from providing strategic direction to driving growth of the overall business. In addition to managing an extensive team of product specific underwriters across North America, Ms. Meek is responsible for developing and maintaining program administrator relationships, achieving projected profitability and

expense goals, and further developing an efficient platform for writing program business. Since taking this role in 2011, she has brought several new programs on-board including programs for Water Districts, Wineries, and Security Guards.

Ms. Meek has over 20 years of experience in the industry. Prior to joining Allied World, she was the Chief Business Officer for Delos Insurance Group where she focused exclusively on Programs, developing a portfolio which increased production over 200% in three years. Ms. Meek began her career as an actuary with Home Insurance. She earned a BS in Applied Math & Statistics from Stony Brook University and holds the CPCU designation.



**Mark D. Nichols**—Markel Programs

Mark has been in the insurance industry since 1983. He joined Markel in 1989. He has held various marketing, sales and management roles within the company. He has been the Managing Executive in charge of Markel Programs since February 2013.

Mark is a 1979 graduate of Cortland College with a B.S. in Physical Education/ Sports Administration.



**Leslie Nylund**

Leslie is recognized throughout the insurance industry as a proven, high-performing senior executive and business leader as well as a pioneer and innovator. In her 30+ year insurance career, Leslie has served with several of the largest publicly-held US & world risk management and insurance organizations in both regional and national positions, fulfilling a wide variety of critical roles.

She has succeeded in a comprehensive range of industry segments and activities: underwriting, retail broking, sales & acquisitions, treaty & facultative reinsurance, business integration, programs, regional and national management. Leslie is a graduate of New York City's St. John's University School of Risk Management where she earned a Bachelor's of Business Administration and the CPCU designation.



**Jim O'Connell**—B&B Programs

Jim O'Connell joined Barney & Barney as a Principal in 2008. As the Director of Program Development for B&B Programs, a division of Barney & Barney, Jim is responsible for development and leadership of new and existing risk management and specialty underwriting solutions for target industries and classes of business. With over 20 years of experience in the insurance industry; Jim

has been involved with production, creation, and administration of a number of specialty insurance programs since his beginning in the industry as a Farmers agent and owner of his own agency.

In 1996 Jim migrated to the Robert F. Driver Company (now Alliant Insurance Services) where he developed industry and group specific insurance programs, program underwriting operations, and brokerage distribution throughout the Western United States. Jim has an extensive background in many facets of the insurance industry and holds an Accredited Advisor in Insurance (AAI) designation along with multiple broker licenses, including Surplus Lines in most states.



**Christopher Pesce**—Maritime Program Gp.

Prior to forming Maritime Program Group, Chris worked extensively for Maritime General Agency, starting as an intern while completing his bachelor degree at Saint Joseph's College in NY. He took over as Maritime General Agency's General Manager in 1997 and moved the operations to the current headquarters in Connecticut. In 2009, Chris managed the strategic acquisition of Marine

MGA based in Manchester, NH, and in 2010 turned his focus to rebranding the companies and programs under the new name of Maritime Program Group.

Chris is an active member of the insurance community. He currently serves on the Producer Council for the American Institute of Marine Underwriters and teaches continuing education classes about Marine Insurance throughout the country. In the past, he served on the Executive Committee for the Independent Insurance Agents Association of CT and was Chairman of the Young Agents Committee.



**Greg Thompson**—Markel Specialty

Greg Thompson graduated cum laude from Washington and Lee University in 1973 and obtained an MBA at the University of Virginia's Darden School in 1975. Greg served on the faculty of the European Institute of Business Administration (INSEAD) in Fontainebleau, France for several years before joining Marsh & McLennan. In 1979, Greg and his father founded THOMCO. Over a period of

30+ years, Greg built THOMCO from a fledgling wholesale operation to a Program Administrator writing \$170M in annual premium with over 15 national programs.

Greg is a former President and current Board member of the TMPAA as well as Dean of Target University. In 2012, THOMCO was sold to Markel and Greg was promoted to President of Markel Specialty. Effective April 2015, Greg is a Senior Managing Executive at Markel focused on program business. Greg has earned the CPCU, ARM and CPL designations and has been the author of numerous articles in a variety of industry publications..



**Wayne Umland**—

Wayne Umland Consulting, LLC

Wayne is founder and principal of Wayne Umland Consulting, a company he formed after retiring after 17 years as Executive Vice President & CIO from Glatfelter Insurance Group at the end of 2013.

He was responsible for enterprise-wide technology and infrastructure, applications, telecommunications, internet/social media

and corporate strategy. He worked directly with business partners and independent brokers and agents in order to drive efficiencies implemented at Glatfelter to their businesses and companies.

His current work includes a research study regarding MGAs/ Program Managers and their technology needs and appetite.



**Randy Werner**—OneBeacon Accident Gp.

Mr. Werner is responsible for the solicitation, sales and management of accident insurance programs for the OneBeacon Accident Group. He has produced and managed new programs in workers' compensation, occupational accident insurance, corporate accident insurance, sports accident insurance and captive and corporate accident reinsurance. He has been involved in the

development of sales strategies, sales metrics and accountabilities as well as business planning. Prior to joining OneBeacon, Mr. Werner managed sales and field operations for Zurich North America's A&H division as well as Management Solutions Group.

Mr. Werner received a BBA degree from the University of Iowa and earned the Certified Employee Benefit Specialist designation from the International Foundation of Employee Benefit Plans and the Wharton School at the University of Pennsylvania. He is a former state legislative candidate and currently serves as a member of the board of directors of the northeast Ohio chapter of the International Society of Employee Benefit Specialists. Mr. Werner also served as a regional board member for the Make-A-Wish Foundation.



**David Willett**—RLI Insurance

David B. Willett is responsible for RLI's Specialty Products channel management across wholesale, retail and affinity channels. His experience spans multiple disciplines including underwriting, actuarial, program administration, sales and distribution. Prior to joining RLI, he held field operations and executive positions for Zurich, Pearl Insurance, Travelers and Crum & Forster. David

holds Chartered Property & Casualty Underwriter (CPCU) and Associate in Loss Control Management (ALCM) designations.

He is a published insurance expert for the automotive after-market and has served on the Board of Directors for the Automotive Management Institute (AMI). He has also served on the Meeting Committee for the Target Markets Program Administrators Association (TMPAA) and is a member of the Professional Liability Underwriting Society (PLUS).

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## TMPAA BOARD MEMBERS



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## **TMPAA STAFF MEMBERS**



**RAY SCOTTO**, *Executive Director*

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 BRACONNIER**

*Director of Convention and Accounting Services*

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 Association Coordinator for Target Markets since January of 2002.



### **MONICA ELISCHER**

*Director of Membership Development*

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**

*Director of Marketing Communications*

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.





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## Designations



### Best Practice Designation

One core element of the TMPAA mission is to promote excellence for this most elite segment of insurance intermediaries, Program Administrators/MGAs. Target Markets has developed a uniform protocol and criteria to evaluate Agency Member program business operations. Participation in a Best Practice evaluation will encourage applicants to review their current level of functionality, seek greater efficiencies in the way they currently conduct business. Ultimately, successful Best Practice candidates will 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 functionality but also enhanced market image, product promotion and recognition from their peers.



### CPL (Certified Programs Leader) Designation

The mission of Target University is to further promote Best Practices in program administration, enhance the status of Program Business in the insurance industry and recognize the specialized skill sets of Program Specialists. The University was developed through the efforts of the TMPAA Board and committee of TMPAA members who served as advisors on course development. Courses are taught by your program peers and professionals actively working in this industry segment.

TMPAA Members who complete and pass all 12 courses and have the prerequisite leadership history in program business are eligible to apply for the CPL (Certified Programs Leader) Designation. Approved applicants will be awarded the CPL Designation at either the Mid-Year or Summit annual meetings.



TARGET  
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Best Practice Designation

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## 2015 Mid-Year Meeting CPL Recipients

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(l. to r.) Heidi Strommen, TMPAA President; Cat Jansen; John Immordino; Amelia Malanaphy; Kelvin A. Medina; John Corneau; Tyler Hamilton; and Greg Thompson, Target University Dean

\*See the complete list of CPL recipients on the TMPAA website.

### Earn the CPL Designation by the 2016 Mid-Year Meeting

TMPAA members who complete and pass all 12 courses and have the prerequisite leadership history and/or experience in program business are eligible to apply for the CPL (Certified Programs Leader) Designation. Anyone can take Target University Courses, however, not all participants will be eligible to earn the CPL Designation

**CPL Requirements:**

- Minimum 5 years experience in the Insurance Industry
- 2 years experience in a Program Leadership Role (Manager, Supervisor, Officer) OR 5 years as a Program Underwriter OR 5 years as a Vendor in a technical position directly serving the program business industry
- Absence of any ethical violations
- Two endorsements

For assistance with Target University, contact Monica Elischer, Director of Membership Development at:

**monica.elischer@targetmkts.com** or **302-268-1013**.

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# TMPAA Program Business Operations Boot Camp

Wednesday, April 6 – Friday, April 8, 2016 • Park City, Utah

The TMPAA in partnership with the Operations Advisory Service of TMPAA member ReSource Pro will be offering a program administration focused two day workshop designed to assist insurance operations leaders facilitate growth and profitability. This hands-on workshop will focus on best practices to enhance skill sets around leading teams, change management, process efficiency and improvement. These are skill sets and practical tools that can be brought back to your office and implemented immediately.

## Target Audience

This training targets the operational managers at program administrator agencies.

## Areas of Training

- Identifying skill sets that will help you succeed and grow
- Identifying operational gaps in your organization
- Increasing organizational effectiveness to meet your targets
- Improving your organization's ability to manage the process of change
- Applying lean process improvement and problem-solving techniques
- Fostering a culture of continuous process improvement

## Training Organization

The inspiration for the Program Operations Boot Camp comes from a similar ReSource Pro training seminar. ReSource Pro, and other experts, will conduct this workshop tailored to the needs of TMPAA program administrators.



## See what others said about the first TMPAA Program Business Boot Camp:

Good thought provoking concepts and ideas.

*Fantastic!  
Very helpful.*

*One of the best events!*

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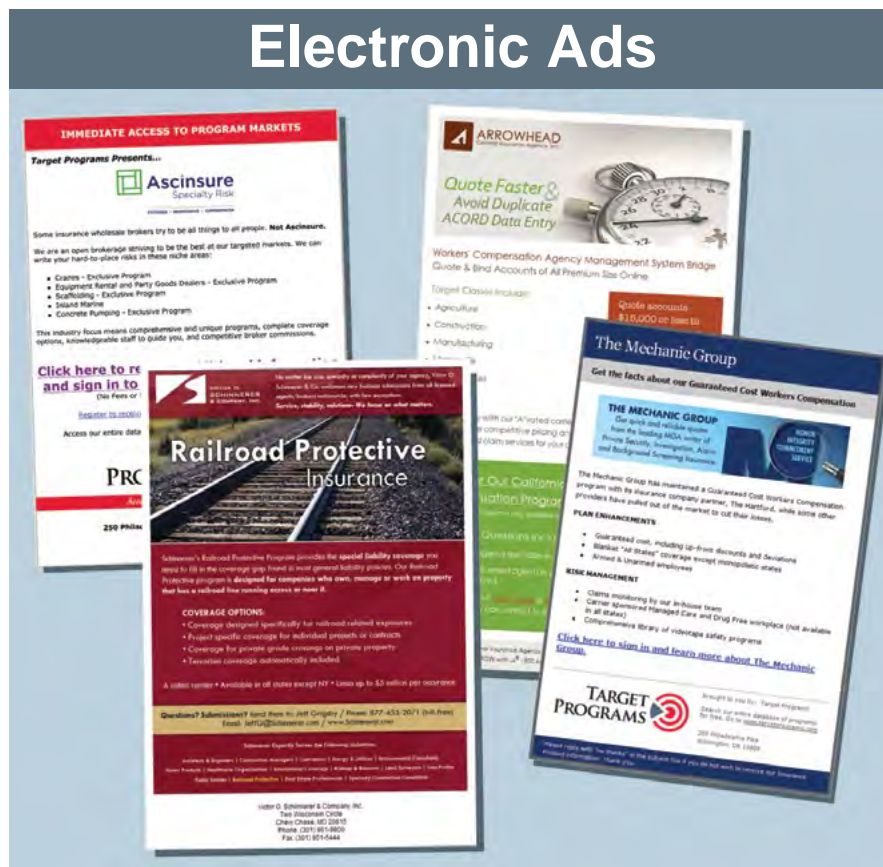


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# The State of the Association

*Unparalleled Resources for Program Administration*

Unparalleled (adj)- having no parallel or equal; exceptional.

**N**ow in its 15th year of operation, the Target Markets Program Administrators Association is firmly established as the premier industry group focusing on the unique needs of program business professionals. Staying focused and providing exceptional resources to this industry segment continues to produce results. Target Markets is closing in on 300 program administrator member agencies, has over 60 carrier market members and a group of 70 elite vendors that provide critical business services to the program industry.

These numbers are more impressive when you consider the following statistics. The Association currently has almost 30% of all U.S. program administrators as members of the group. Over 20% are under the same roof for each of its two annual events. Program business continues to be the fastest growing segment of the U.S. commercial insurance marketplace which now totals over \$30 billion dollars, with Target Markets' members writing over \$20 billion in annual premium.

The group, powered by an experienced and seasoned Advisory Board, continues its focus on areas of emerging importance for its members. "Data collection and analysis have become an increasingly important requirement for successful program business operations," states Heidi Strommen, president of ProHost USA, and TMPAA president. "The technological advances in this area will lead to better book performance/underwriting results, and be a decided advantage for administrators who are in front of the curve regarding the use of analytics."

Due to the importance of data collection and analysis, the Association's 2015 State of Program Business Study will, in addition to tracking the growth of the program industry,



# TARGET MARKETS

Program Administrators Association

focus on it as well. The study survey will elicit information from both program administrators and carriers to produce benchmarking data designed to inform members about the requirements to compete as sophistication in underwriting practices grows with the availability of data analytics. Results of the study will be presented at the October Summit.

In a similar vein, the Association is preparing members to adapt to changes in the marketplace brought on by new capital investors entering the industry, potentially altering the relationship of the program administrator and insurer. Industry leader VJ Dowling (Dowling & Partners Securities, LLC) will speak to the attendees at the Summit about these important changes. “The industry is changing more rapidly than ever due to technology,” states Tracey Carragher, Breckenridge Insurance Group CEO and TMPAA Advisory Board member. “Target Markets is committed to inform and educate our members on this changing landscape from new analytics to new capital, to new players and different reinsurance approaches. We want our members to be able to exchange ideas with each other and ask the appropriate, focused questions of capital providers. Our goal is to arm our members with as much substantive, unbiased information so they can continue to lead the marketplace. VJ Dowling’s presentation at the Summit will provide a good perspective on where the industry is going. It is information our members can use in their strategic planning process.”

As has been the case for over a decade, the numerous tools and resources developed by the TMPAA for its members ensure the important return on Association investment, but the greatest value of Target Markets continues to be the networking and business development that come from putting hundreds of program business professionals together at two annual events, and through the various connections available on the group’s website. The Association’s LinkedIn site now has over 1,000 participants.

Responding to Target Markets members’ need for more efficient access to information about the program strategies of its 60-plus carrier members, the Association will be introducing a new advanced search function on their website that allows program administrators to quickly search for complimentary markets using specific program characteristics. “The Association has done a good job collecting data from our program markets, but sifting through posted information for each of our 60 carrier markets is inefficient

and often led to discussions with carriers that weren’t a fit from the start,” indicates Chris Pesce, president of Maritime Program Group and TMPAA Advisory Board member. “The new online search tool will be an important resource for Association members, helping us to easily identify and meet with the carriers that are our most likely program partners while also providing the Association with the insight to identify gaps in program capacity, which we can then work to address.”

Over the course of the past two years, the Association has strengthened its relationship with the Lloyd’s marketplace, specifically around the capacity for startup and small program development. Several London markets that write program business have joined the group, and the Association-endorsed London broker, Tysers, has been a conduit to the Lloyd’s Syndicates and the capacity they provide in the program space. “Many of Lloyd’s long-term program relationships developed from small programs that were encouraged to grow over time,” indicates Richard Hodge, director of the North American and International Property and Casualty Division at Tysers in London. “Lloyd’s markets do not have fixed premium minimum requirements, so if a deal makes sense in the longer term, the syndicates are prepared to consider smaller initial premium volumes than many U.S. domestic carriers.”

During this same period, the Association partnered with BMS Intermediaries to provide reinsurance support to Target Markets’ members and assist with multiple areas of program development. “Our charter with Target Markets is to work as a partner with program administrators and carriers to improve books of business and bring new capacity to the group on either an insurance or reinsurance basis,” states Dawnmarie Black of BMS Intermediaries. “We will also work with PAs with smaller books of business and prospective program administrators traditionally underserved by the broker community.”

“The ability to work with the talented individuals on the TMPAA Advisory Board, committees, and members who provide feedback through our evaluation process, has enabled us to quickly adapt to a changing industry environment,” states Ray Scotto, TMPAA executive director. “The direction of the Association, its initiatives and resources are all conceived and nurtured by our members. It is the key reason Target Markets has maintained its relevance and continues to grow.” ■

Reprinted from: *Rough Notes* September 2015 Edition





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# 2016 TMPAA Mid-Year Meeting

*April 18-20, 2016*

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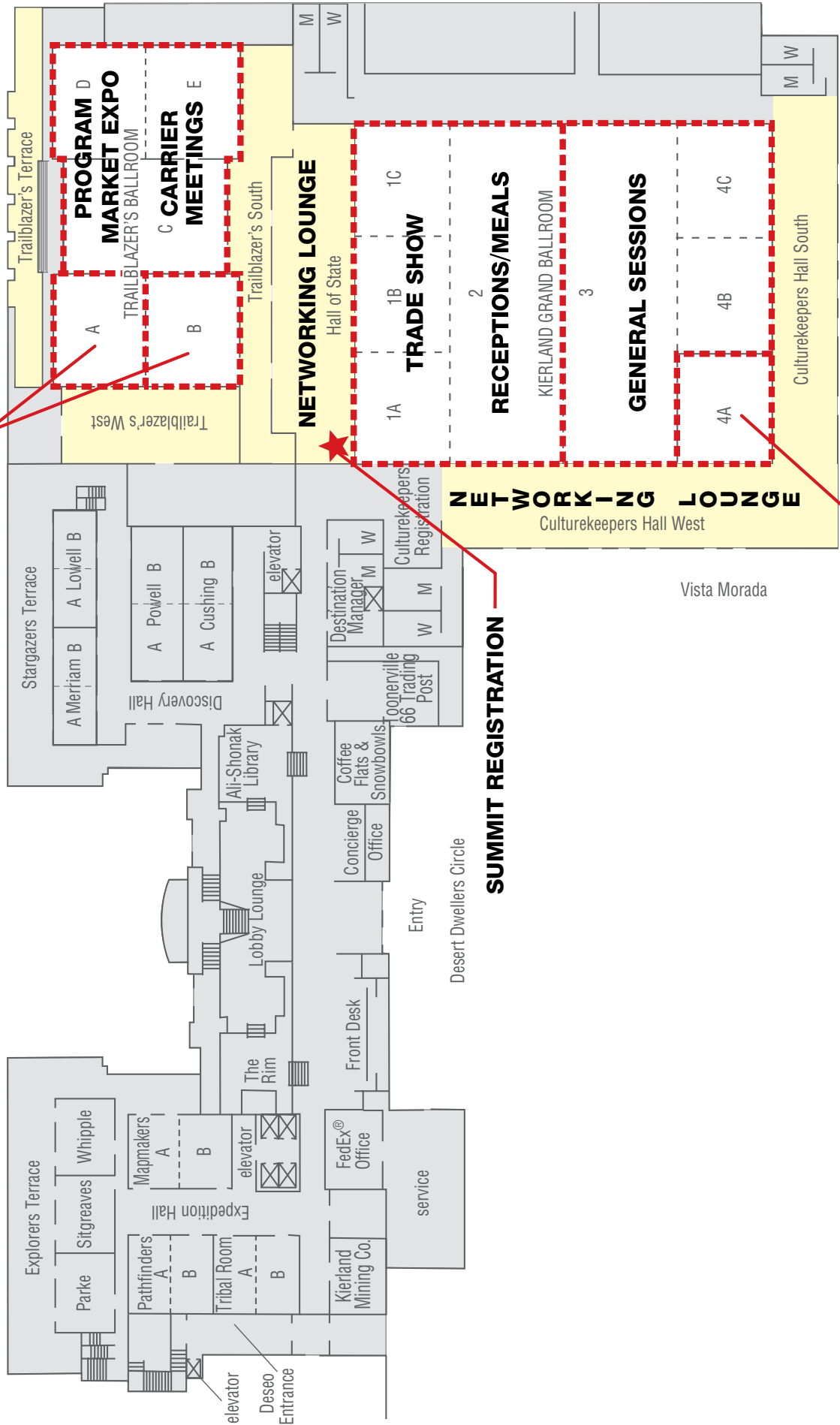
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