

Welcome to the 2013 TMPAA Mid Year Meeting *Where Program Business Gets Done*





WEDNESDAY AGENDA

10:00am-12:00pm

Workshop: Demystifying Predictive Analytics

10:00-11:00am

Workshop: A Carrier Perspective for Building Underwriting Guidelines

11:00am-12:00pm

Workshop: Territorial Expansion of your Program

12:00pm Networking Lunch





CPL DESIGNATION

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

- Successful completion of all 12 Target University courses
- Five years total experience in Insurance
- Two years experience in a Program Leadership Role (*Manager, Supervisor, Officer*)
- Absence of any ethical violations



CPL RECIPIENTS

- Daniel Schoenfeld *Clarion Associates, Inc.*
- Tina Brizuela *Liberty International Underwriters*
- Frank D. Noyes *Markel Programs*
- Brian R. Kenny *Zurich*
- David L. Beighley *Zurich*

**The Target Markets
Program Administrators Association**

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

Your Name

the designation of

Certified Programs Leader (CPL)

this eighth day of May, 2013



MARKETING CAMPAIGN AWARDS

The Insurance Marketing & Communication Association (IMCA) and TMPAA are proud to co-sponsor the third annual Program Marketing Campaign Awards.





MARKETING AWARD WINNER

Venture Programs: Suitelife Product Launch



Insured Ad



Direct Mail



Broker Email

Objectives

Build Suitelife Awareness, Establish Premier Image, Increase Submissions

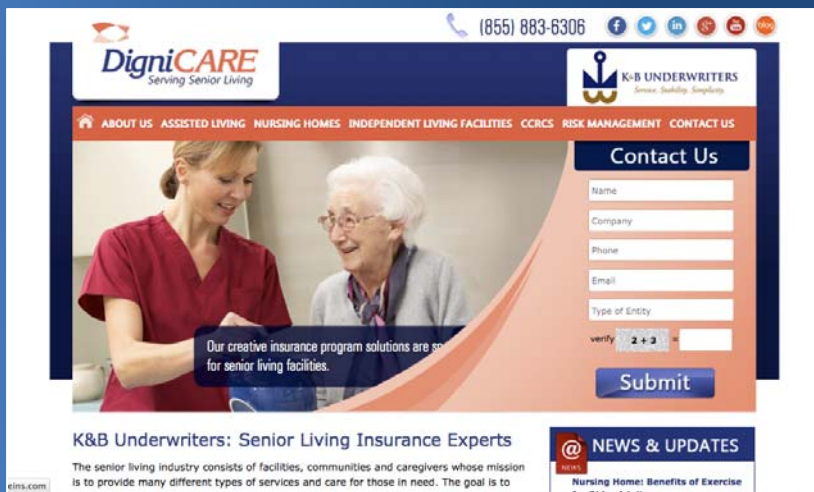
A/V Sponsor





MARKETING AWARD WINNER

K&B Underwriters: DigniCARE



New Website



Banner Ads



Objectives

Grow DigniCARE's Brand Awareness, Website Traffic, Top 2 Carrier GWP \$'s



MARKETING AWARD WINNER

MiniCo Insurance Agency: Family of Products

Fine Art And Collectibles: MiniCo Offers Coverage With Full Collectible Value.

Serious collectors need a simple, affordable solution for insuring their valuable collections. MiniCo Collectibles Insurance is offered in partnership with MiniCo Insurance Agency, LLC, and AXA Art Insurance Corporation, the global leader in specialty art and collectibles insurance. Items are insured for their full collectible value, and our online agent portal makes quoting fast and easy.

Call today to learn more.

- Full collectible value
- \$0 deductible
- No appraisal required at application
- Easy online portal to quote and bind policies
- A.M. Best "A" rated carrier
- Competitive agent commissions
- No minimum production requirements
- Multiple classes including fine art, wine, sports memorabilia and more

California License # 004804

888-873-6931 or e-mail customerservice@minico.com / www.minico.com
MiniCo Insurance Agency, LLC • 2021 W. Duxie Avenue, Phoenix, AZ 85021

Email Blast

Sports & Activity
MiniCo

Collectibles
MiniCo

Commercial Self-Storage
MiniCo

Agri
MiniCo

Sub-Brand Icons

Self-Storage Operations: MiniCo Offers Specialty Coverage for Unique Risks.

No one knows more about insuring self-storage operations than MiniCo Insurance Agency, LLC. Since 1974, MiniCo has been the leader in developing innovative coverages focused on protecting self-storage risks. Our underwriting, claims and customer care teams work with you to identify the ideal coverage for your client. Plus our online agent portal streamlines the submission and quoting process.

Call today to learn more.

- Commercial BOP and umbrella with specialty coverages
- Agent portal quoting
- A.M. Best "A" rated carriers
- Expanded appetite to write in many geographic areas
- Improved wind and hail deductible options
- Dedicated underwriters
- In-house claims handling
- Personalized service
- Nationwide availability

California License # 004804

800-447-6383 or e-mail customerservice@minico.com / www.minico.com
MiniCo Insurance Agency, LLC • 2021 W. Duxie Avenue, Phoenix, AZ 85021

Email Blast

Objectives

Email Blast Goals: Open Rate 8%, Click Thru Rate 3%, Quote Requests 1380

A/V Sponsor





HONORABLE MENTION



“Multi-Media”
Brand Campaign



Environmental
Program “Z-Card”



SPECIAL THANKS

Packages from Home made possible with the assistance of *Renovating Hope* and *New Day USA Foundation*





WELCOME



Seraina Maag
*Chief Executive, North
America Property & Casualty
XL Group*

Sponsored by:



XL Group
Insurance