

TENTH ANNUAL TMPAA SUMMIT

**An Oasis for
Program Administrators**

Target  **Markets**
Program Administrators Association

October 18-20, 2010
THE WESTIN Kierland Resort and Spa, Scottsdale Arizona

CONTENTS

President’s Letter.....	1
History and Mission	2
Action Items for the Summit	3
Agenda	4
Workshop/Presentation Schedule	5
Workshop/Presentation Descriptions	6
Keynote Speaker–RUDOLPH W. GIULIANI.....	8
Industry Speaker–KEVIN KELLEY	9
Carrier and Vendor Partners.....	10
TMPAA Board and Committees.....	11
TMPAA Committees	12
Leadership and Staff	13
TMPAA Thanks to Our Sponsors.....	16
Membership–15 Reasons to join TMPAA	17
Target University.....	18
TMPAA Leadership 2.0.....	19
Best Practice Designation	20
E&O Coverage.....	24
Premium Indication Form	25
Ethical Standards	26
Target Programs	27
Workshop & Panel Presenters (Biographies)	30
TMPAA Charities	32
TMPAA Calendar of Events	33
2011 Mid Year Meeting Announcement.....	34
TMPAA Milestones	36
Advertisements (<i>some ads have been removed</i>)	37
Hotel Floor Plan	52



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October 18, 2010

Dear TMPAA Members and Friends,

We often comment that "time flies", and that observation certainly applies to the last two years of my service as president of this fine organization, but even more so to the ten years since the Association's inaugural meeting in 2001!

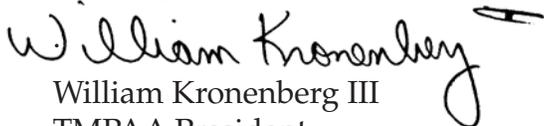
Starting as little more than a good idea in the head of Glenn Clark in 2001, the TMPAA has grown to over 200 active program administrators, 57 carrier partners, and 57 vendor members. While the numbers are impressive, even more important is the depth and breadth of the quality programs that have been developed with and for our members.

I would strongly encourage all of you to attend the opening general session on Tuesday morning to learn more about the Association's numerous initiatives, hear Rudy Giuliani, whose name evokes memories, emotions, and thoughts of leadership, and to celebrate our 10 year anniversary. Be sure to attend Wednesday morning, for Kevin Kelly's presentation on the state of our industry. With his many years at AIG, and now as Chairman and CEO of Ironshore, Inc., he is well positioned to enlighten our membership.

As I conclude my term, I very happily turn the position over to Jeremy R. Hitzig, CEO of Distinguished Programs, and a long-term board member who I'm confident will lead the organization to continued success.

Thank you for your trust, and I look forward to continuing my membership in this fine organization.

Sincerely,


William Kronenberg III
TMPAA President

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, 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.

Our Mission is to help Program Administrators conduct their business more efficiently, with greater proficiency and profitability. To accomplish this we are organized around five themes.

1 Technology Helping our members sort through the vast number of companies and strategies to take maximum advantage of technology to further their enterprise's interests.

2 Skills Helping our members gain new skills or enhance existing ones through relevant workshops, consulting with the experts and providing the training necessary to master the subject.

3 Meeting the Markets Alignment with selected carriers who either specialize in programs or have dedicated units with a program focus. The key here is to satisfy both the carrier appetites for a more efficient exchange of information and contacts, as well as to provide decision level access to the membership base.

4 Networking Helping each other grow by tapping into the collective expertise of the group. Decision level owners and program managers sharing their areas of expertise with others to strengthen the group.

5 Cross-sell There may be occasion where members wish to add a new product to their portfolio or desire to market their own products through selected member/partners. This is not a requirement for anyone but merely an opportunity for those that wish to use the professional contacts obtained in the Association to expand their marketing network.

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 Breckenridge Insurance Services (Breckenridge IS) whose mission is to create value-added products and deliver

unparalleled servicing in the specialty insurance arena through trusted partnership 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 50 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 300 members, 200 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.

Information gathered from member agencies regarding their **E&O coverage** has resulted in a new partnership with a carrier partner who shares the Association's view that Program Specialists are a preferred class of business, as opposed to a generalist MGA. This new program now offers premium discounts and loss control evaluations for all members of Target Markets who purchase their coverage through this program. The Association in concert with Breckenridge IS is also developing the TMPAA E&O RRG designed specifically for Program Administrator members of the TMPAA.

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 insureds. Individual electronic marketing is now offered at prices well below current market value in addition to the program marketing provided as part of participation.

Target University, scheduled to open in 2011, will assist program specialists to manage their operations, raise the industry standards for program business, and provide the CPL Designation (Certified Programs Leader) indicating an expertise to other professionals in this industry segment. Our under 40 group, **Leadership 2.0** seeks to cultivate and support the next generation of Program Business Professionals.

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.

ACTION ITEMS FOR THE TENTH ANNUAL SUMMIT



PACKAGES FROM HOME.ORG

A non-profit organization dedicated to our U.S. servicemen & women overseas

The TMPAA Charities board has chosen to assist a group that operates in the Phoenix Area using the manpower of our attendees at the Tenth Annual Summit. The name of the group is “Packages From Home” Here is their mission statement;

“The mission of Packages From Home is to send care and comfort packages to deployed American military heroes who are stationed in active duty theaters around the world, as well as to facilitate activities that elevate morale of all veterans.”

TMPAA Charities has purchased the contents of 350 packages that our group will pack and secure in boxes that will then be shipped to our service men and women in active duty theaters around the world .

Please take a few minutes out of your their three days at our Summit to stop by the Merriam Conference room to either pack a box for shipping, or write a note to a service person who will be receiving the package.

Let us know if you have a family member to whom we can direct one of our packages.

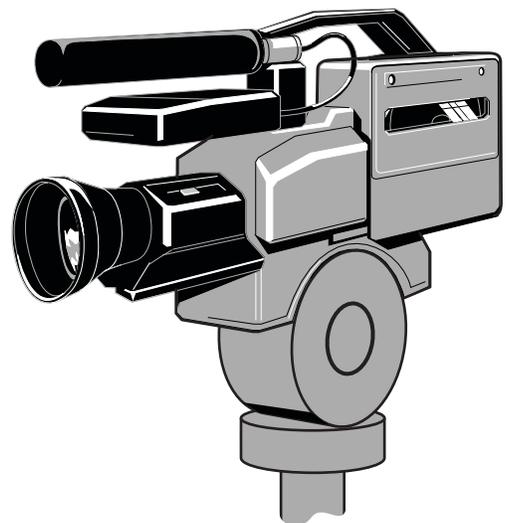
Member Testimonials Captured on Video!

The TMPAA wants to film our members providing brief testimonials about how membership in the Association has impacted your business. Vendor member Insure Learn will be set up to capture your thoughts at their trade show location at the Tenth Annual Summit.

TMPAA members are our best ambassadors to attract new members and grow the Association.

Stop By our
Trade Show Table
and give us
your Testimonial.

insure|learn





TENTH ANNUAL TMPAA SUMMIT

October 18-20, 2010 • Scottsdale AZ

AGENDA

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

Monday, Oct. 18

- 7:30 a.m. **TMPAA Charities Networking Golf Tournament** *Sponsored by Rough Notes*
- 12:00 p.m. **Networking Lounge Open (meeting space)**
—Sponsored by Western Heritage Insurance Co.
- 1:00 p.m. **TMPAA Board Meeting**—Cushing Conference Room
- 2:00 p.m. **Trade Show Open** *Sponsored by Scottsdale Insurance Company*
- 4:00 p.m. **Leadership 2.0 Presentation**—Kierland A Conference Room *Sponsored by Markel*
- 4:00 p.m. **Workshops/Presentations**—Mapmakers Conference Room *Sponsored by Tysers*
- 5:30 p.m. **Welcome Reception** *Sponsored by Hudson Insurance Company*

Tuesday, Oct. 19

- 7:00–8:00 a.m. **Networking Breakfast** *Sponsored by Sparta*
- 8:00 a.m. **Trade Show Open**
- 8:00–9:45 a.m. **Presidents Message • Association Announcements**
Rudy Giuliani—Keynote *Sponsored by Zurich*
- 10:00–12:00p.m. **Carrier Meet and Greet • [Mini Carrier Trade Show]**—Herberger Ball Room
Sponsored by QBE
- 12:00–1:00 p.m. **Networking Lunch** *Sponsored by American Claims Management*
- 1:00–5:00 p.m. **Carrier Meetings**—Herberger Ball Room *Sponsored by Aon Benfield*
- 5:00–6:30 p.m. **Networking Reception** *Sponsored by Liberty Mutual Commercial Affinity*

Wednesday, Oct. 20

- 7:00–8:00 a.m. **Networking Breakfast** *Sponsored by Western World Programs*
- 8:00 a.m. **Trade Show Open**
- 8:00–9:30 a.m. **Kevin Kelley—Industry Speaker** *Sponsored by Ironshore*
- 10:00–12:00 p.m. **Program Workshops**—Kierland A & B Conference Rooms *Sponsored by Rough Notes*
- 10:00–12:00 p.m. **CE Credit Course**—Kierland C Conference Room *Sponsored by Breckenridgels*
- 12:00–1:00 p.m. **Networking Lunch** *Sponsored by Breckenridgels*
- 2:00-5:00 p.m. **Networking Lounge Open (Meeting Space)**

Tenth Annual TMPAA Summit

CARRIER MEET AND GREET (Mini Carrier Trade Show)

Tuesday, October 19 10:00–12:00 p.m. *Herberger Ball Room*

CARRIER MEETINGS

Tuesday, October 19 1:00–5:00 p.m. *Herberger Ball Room*

Summit Workshop Schedule

DATE AND TIME ▼	MEETING ROOM ▼		
Monday October 18	Mapmakers Conference Room		
4:00 p.m.	PROGRAM SOLUTIONS AND OPPORTUNITIES WITH LONDON MARKETS		
Wednesday October 20	Kierland A Conference Room	Kierland B Conference Room	Kierland C Conference Room
10:00 a.m.	AVOIDING LICENSING PITFALLS IN YOUR PROGRAM BUSINESS OPERATION	INCEPTION– POSITIONING “START-UP” PROGRAMS FOR SUCCESS WITH INSURANCE CARRIERS	CE CREDIT COURSE WHAT PROGRAM ADMINISTRATORS NEED TO KNOW ABOUT COMMERCIAL AUTO
11:00 a.m.	INLAND MARINE PROGRAMS; HIDING IN PLAIN SIGHT		<i>CE CREDIT COURSE Continued...</i>

Tenth Annual TMPAA Summit Workshops

Monday October 18

(4:00 p.m.)

Program Solutions and Opportunities with London Markets

Chris Elliott, CEO –Tyser & Co Limited **Robin Barker-Hahlo, Director P&C Division**–Tyser & Co Limited

The workshop will provide an insight into practical ways in which access to London market capacity can increase a program manager's premium flow by providing solutions to some of the more challenging issues they face in today's market. Included in the discussion will be details of how to access the London market and examples of the sort of program business London underwriters are seeking, including programs that wrap around existing facilities and solutions for smaller books of business.

Wednesday October 20

(10:00 a.m.)

Avoiding Licensing Pitfalls in your Program Business Operation

Barb Donnar, President and CEO–Supportive Insurance Services

Attendees at this presentation will be provided with the basics of licensing requirements, including who needs to be licensed, agency/corporate licensing, terminology, and avoiding common mistakes of licensing and ongoing maintenance. Information about training and education for your licensing staff will also be discussed, as well as alternatives to traditional in house licensing activities.

(10:00 a.m.)

Inception—Positioning “start-up” programs for success with insurance carriers

Brian First, EVP and Chief Marketing Officer–SPARTA Insurance Company

Phil Cameron, VP of Marketing–SPARTA Insurance Company

Martin Hughes, SVP & Chief Underwriting Operations Officer–SPARTA Insurance Company

Many Program Administrators are frustrated with the stated lack of interest by insurance carriers in start-up programs. In reality, new programs are selectively being established if the right conditions are met. Participants will be introduced to a start-up program evaluation process with in-depth discussion of the key considerations at each stage, from initial pre-screening to full evaluation and implementation. Start-up program case studies and examples from the audience will further demonstrate the evaluation process and highlight those characteristics and Program Administrator techniques that most frequently lead to successfully establishing a new program.

(11:00 a.m.)

Inland Marine Programs; Hiding in Plain Sight.

William M. Floros, National Underwriting Director–Travelers Inland

Sometimes the thing you're searching for most is hiding right out in the open.

That's a familiar theme as we help agents and Program Administrators find hidden revenue opportunities buried right in their backyard, or even more convenient, right in their existing book of business.

Placing your Inland business with specialists is critical to proper coverage and pricing. Further, customization of coverage forms and pricing can create an offering your competition simply can't match. What were once considered incidental exposures and limits, can become meaningful as part of a selected class. Specialists from actuarial, underwriting, sales, and claims can help you navigate this 'undiscovered country' and take your profits to the next level.

Join our presentation on emerging delivery mechanisms and how the ability to demonstrate more defined expertise to your clients could result in decreased acquisition costs, additional revenue per client, increased client retention, and new business prospects.

Program Administrators attending this session will have the opportunity to hear and discuss thought provoking topics on:

- What are the benefits to creating a Program for Inland Marine risks?
- How do I identify a potential opportunity?
- Inland Marine basics—the most frequently seen exposures
- Emerging opportunities—the new or rarely seen
- Is an Inland Marine Program sitting in your existing portfolio today?

Summit Workshop Descriptions, Continued . . .

Wednesday October 20

(10:00 a.m. to 12:00 p.m.)

The CPCU Society—National Leadership Institute **CE Credit Course: *Filed for 2 CE Credits in all 50 States***

What Program Administrators need to know about Commercial Auto

Course Instructor: Carl R. Sadler, CPCU, ASLI—Transportation Insurance Consultants, LLC

Are you overlooking a profitable component of your existing book? Could you improve underwriting and avoid E&O exposures with information about changes in the commercial auto world?

Every Administrator that has a commercial auto component in their books of business can benefit from this CE Credit presentation.

This session opens with an examination of the latest ISO Commercial Auto changes, which will have become effective in many states as early as June 2010. One of the changes, withdrawal of the Truckers Coverage Form, leads to a new need for those who have been using only the Truckers Form for motor carrier business to become familiar with the Motor Carrier Coverage Form, which will now be the only ISO auto form tailored to the needs of motor carriers. Several years ago, ISO limited eligibility for the Garage Coverage Form to auto dealers (as opposed to non-dealer auto service businesses). Accordingly, ISO has been developing an Auto Dealers Coverage Form to replace the Garage Form. The session will highlight the new form by comparing it to the Garage Form. The session will then revisit the major issue that came out of the 2006 Commercial Auto revision: new definitions of “auto” and “mobile equipment” that can leave some vehicles without coverage if not handled correctly. Time will be allowed at the end of the session for any remaining questions or ideas.

Learning Objectives— At the conclusion of this seminar, you should be able to:

- Understand the 2010 ISO Commercial Auto changes.
- Use the Motor Carrier Coverage Form effectively as a substitute for the withdrawn Truckers Coverage Form
- Understand how the proposed Auto Dealers Coverage Form differs from the Garage Coverage Form
- Correctly advise customers on how to insure mobile equipment that is now defined as an auto.

TMPAA TENTH ANNUAL SUMMIT

Keynote Speaker

Tuesday, October 19

RUDY GIULIANI

Rudolph W. Giuliani, the former Mayor of New York City, was born in 1944 in Brooklyn, New York. As the grandson of Italian immigrants, he was taught the value of a strong work ethic and a deep respect for America's ideal of equal opportunity. He attended Bishop Loughlin Memorial High School, Manhattan College, and New York University Law School.

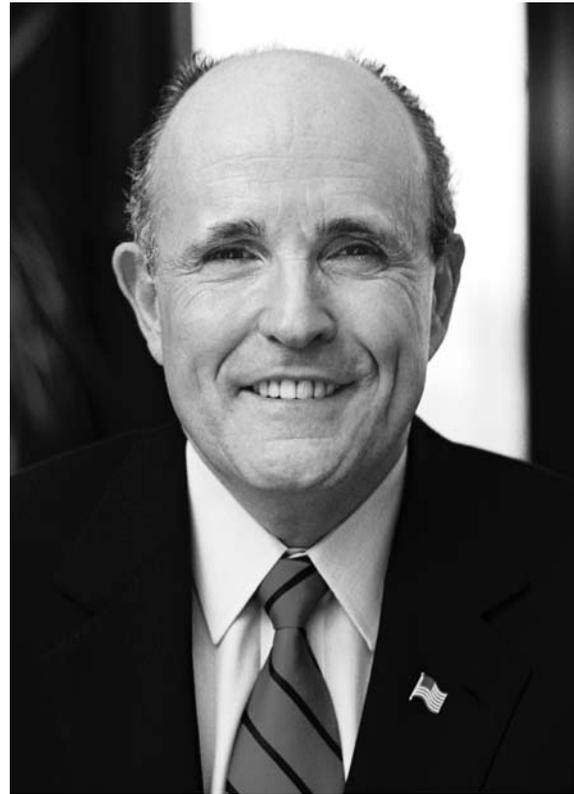
After joining the office of the United States Attorney for the Southern District of New York, he rose quickly through the ranks, becoming the Chief of the Narcotics Unit at age 29.

After the inauguration of Ronald Reagan in 1981, Giuliani was named Associate Attorney General, the third highest position in the U.S. Department of Justice. In 1983, President Reagan appointed Rudy Giuliani as the United States Attorney for the Southern District of New York. Giuliani spearheaded successful efforts against organized crime, white-collar criminals, drug dealers and corrupt elected officials. Few U.S. Attorneys in history can match his record of 4,152 convictions with only 25 reversals.

In 1993, Rudy Giuliani was elected Mayor of the City of New York. Campaigning on the slogan "One City, One Standard," he focused on reducing crime, reforming welfare, and improving the quality of life. In 1997, he was re-elected with 57% of the vote in a city in which Democrats outnumbered Republicans five to one.

Under Mayor Giuliani's leadership, overall crime was cut by 56%, murder was cut by 66%, and New York City—once considered the crime capital of the country—became the safest large city in America according to the FBI. New York City's law enforcement strategy has become a model for other cities around the world. This is particularly true of the CompStat statistical accountability program, which won the 1996 Innovations in Government Award from the Kennedy School of Government at Harvard University.

When Mayor Giuliani took office, one of every



seven New Yorkers was on welfare. He implemented the largest and most successful welfare-to-work initiative in the country, turning welfare offices into Job Centers and reduced welfare rolls by 640,000—nearly 60%.

On September 11, 2001, America suffered the worst attack in its history when terrorists crashed planes into the Twin Towers of the World Trade Center. Mayor Giuliani was widely lauded for his steady hand during challenging times. He was named "Person of the Year" by Time magazine, knighted by the Queen of England, dubbed "Rudy the Rock" by French President Jacques Chirac, and former first lady Nancy Reagan presented him with the Ronald Reagan Presidential Freedom Award.

Mayor Giuliani recently ran for the Republican nomination for President of the United States. During his campaign, he galvanized the national debate on such critical issues as national security, education, energy independence, healthcare, and the economy.

Sponsored by:



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TMPAA TENTH ANNUAL SUMMIT ***Industry Speaker***

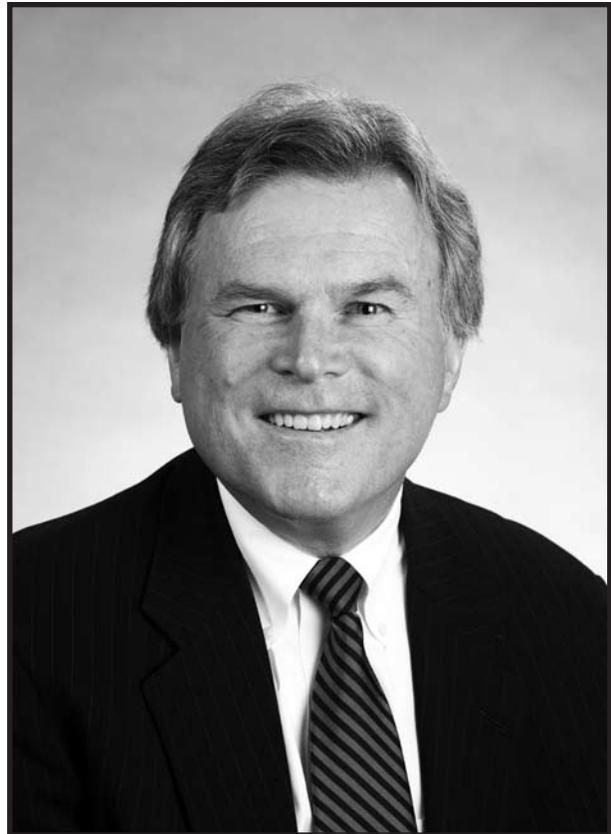
Wednesday, October 20

KEVIN KELLEY

Kevin is Chief Executive Officer of Ironshore Inc. Prior to joining Ironshore, Mr. Kelley had been with Lexington Insurance Company, a Division of AIG, since he started there in 1975 as a Senior Underwriter. In 1987, he was elected President and Chief Executive Officer of Lexington Insurance Company and since 1997, he had served as Chairman of the Board and Chief Executive Officer.

Mr. Kelley has served a variety of other roles including Executive Vice President of AIG Property Casualty Group and President of AIG Domestic Personal Lines. Mr. Kelley graduated from Boston University with a B.S. in Business Administration from Boston University School of Management in 1972. He earned his CPCU designation in 1980.

Mr. Kelley, a lifelong New England resident, has a long history of community service, and is currently on the Board of Trustees of Caritas—Saint Elizabeth's Medical Center in Boston, Massachusetts; Big Brothers of Massachusetts Bay in Boston, Massachusetts; Cardinal Spellman High School in Brockton, Massachusetts; Advisory Board to the Dean of Boston University School of Management in Boston, Massachusetts; and Board of Overseers of WBUR in Boston, Massachusetts.



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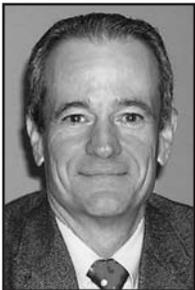


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LEADERSHIP 2.0 (UNDER 40) COMMITTEE

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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 Target Programs and responsible for the alternative distribution methods and electronic marketing efforts for Rockwood Programs. [[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. Ray also worked as an adjunct professor at West Chester University, PA. He 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.



Target Markets Program Administrators Association LEADERSHIP



WILLIAM KRONENBERG III, *CEO, Professional Underwriters*

TMPAA Board President

William Kronenberg III is the CEO and principal owner of Professional Underwriters, a program administrator specializing in the Public Entity market segment, including schools and municipalities.

In August 2002, Kronenberg retired CEO of XL Environmental, Inc., an XL Capital Company (NYSE: XL), and as a Director of XL America, Inc. A pioneer of environmental risk management services, Kronenberg joined the former ECS in 1985, transforming the company from a small insurance underwriting agency into XL Environmental, Inc., the nation's leading provider of integrated environmental risk management solutions to business and industry worldwide through insurance, consulting and claims management services. He developed ECS Underwriting into a full service environmental insurance underwriting facility and launched ECS

Risk Control, Inc., an environmentally driven loss control consulting firm, as well as ECS Claims Administrators, Inc., a third-party administrator specializing in environmental claims. Kronenberg also established ECS International, now known as XL Environmental, Ltd, a London based subsidiary and the first exclusive environmental insurance underwriter to enter the UK.

Kronenberg's early insurance career began with AIG. Over a period of 10 years, he progressed from his start in AIG's State Relations/legal department, to working through several casualty-oriented underwriting positions, including a stint at the Los Angeles office, and eventually to running the casualty side of its reverse home foreign company, NAM, which had five international partners. By the conclusion of his time at AIG, Kronenberg was the officer in charge of AIG's program unit, which provided a strong base for his success at ECS.

Kronenberg has served in numerous underwriting and managerial positions. He holds the designation of Certified Property and Casualty Underwriter (CPCU) and Certified Insurance Counselor (CIC). Kronenberg received a B.S. in business administration and management from the State University of New York at Albany.



GREG THOMPSON, *Chairman and 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, CEO, Bunker Hill Underwriters Agency
TMAPA Past Board President

A graduate of Colgate University with a concentration in Philosophy, Art has earned the CPCU, CIC and RPLU designations. Art has been published in National Underwriter, Assisted Living Today, Inventor's Digest, The Washington Journal and other publications.



GLENN CLARK, President, Rockwood Programs **TMAPA 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 Employment Practices, P&C and Life Agents Errors & Omissions, Medical Malpractice, and other Professional Liability lines through a subsidiary named Fox Point Programs. The company also maintains a separate E&S brokerage operation for larger risks and also provides marketing services to insurance carriers. 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. Target Markets Program Administrators Association now boasts over 300 members and is the premiere association for Program Administrators in the industry.

From 1993 to 1996, Mr. Clark was President of Morefar Marketing, Inc, an AIG subsidiary which provides business insurance programs to affinity groups. It operates as an open brokerage basis and provides a wide range of commercial property coverages, life and accident products, and selected specialty products. Morefar Marketing develops, packages, and markets commercial programs to travel agents, contractors, children's camps, tire dealers, churches, and other industry 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., AIG's nationwide mass marketing company for personal lines, including automobile, homeowners, and universal life products.

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.



JEREMY R. HITZIG, CEO, The Distinguished Programs Group LLC
TMAPA President Elect 2011

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.

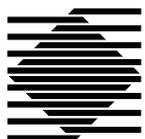
Mr. Hitzig began his insurance career in 1995 as a principal at Capital Risk Strategies where he focused on emerging risk transfer tools including catastrophe bonds and other blended capital markets/insurance products. He joined DP in 1997 and held a number of executive positions before being named CEO 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.

The TMPAA would like to Thank the Sponsors of our Tenth Annual Summit for Their Generous Support!

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TYSERS



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ZURICH

Silver Sponsors

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- Professional Claims Managers
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- United National Group
- Sparta
- Western Heritage Insurance Co.
- Western World Programs

15 REASONS TO JOIN TARGET MARKETS!

- 1 Market Contacts** Get access to decision makers in the Association’s network of Program Carrier Markets. Find your next program business partner.
- 2 Networking Opportunities** with other Program Specialists nationwide. Discuss alternative operational procedures and identify new market opportunities.
- 3 Enhanced Market Exposure** with participation in Target Programs, designed to increase your product distribution to our database of 80,000 Independent P&C Agents, and others seeks coverage.
- 4 Discounted Electronic Marketing** opportunities through our vendor partner relationships.
- 5 National Meeting Participation** of the Association’s Annual Summit and Mid Year Events. National meetings provide program-focused workshops, face-to-face meetings with program carriers, program focused trade show, and networking with hundreds of individuals who make their livings in programs.
- 6 Marketing Assistance** through our Vendor Partner relationships and educational opportunities focused on this aspect of program administration.
- 7 E&O Coverage for Program Specialists** Benefit from the Association’s strategic relationship with A Rated Carriers (and a Breckenridge organized TMPAA E&O Captive?)
- 8 Program Benchmarking** that allows members to compare their program business operation in critical areas of Productivity and Efficiency, Income and Expense, Technology and Automation, Staffing, Employee Efficiency and Marketing.
- 9 Technology Assistance** with the use of the Association’s System Evaluation Tool and Networking Survey designed to assist in your technology decision-making.
- 10 Cross-Sell Opportunities** Add a new product to your current portfolio, or differentiate/enhance your current programs with product add-ons. Market your products through selected members/partners of the Association.
- 11 TMPAA Best Practice Designation** Have your program business listed among the elite best in class operations by undergoing this review process designed by your program peers and leaders from our TM Program Carriers.
- 12 Target University** Certify your expertise in programs with the CPL Designation (Certified Programs Leader).
- 13 Leadership 2.0** A networking and educational opportunity for future Program Business leaders under 40 Years old.
- 14 Association Newsletter** Receive market and vendor updates along with important Association information.
- 15 Ability to Determine the Future Direction of the Association with your Active Participation.**

Target Markets Membership Fees

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

Target Programs Membership Fees

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

Target Markets—Target Programs Yearly Renewal	\$3,500
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COMING JUNE 2011

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 will be offered on-line in an inter-active, 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 on-line test. Participants will be awarded the Certified Program Leader (CPL) designation upon successful completion of all twelve courses.

Planned Topics for this education will 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:  **ZURICH**[®]

Course Sponsors:

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

***New Initiative from the
Target Markets Program Administrators Association***

TMPAA Leadership 2.0

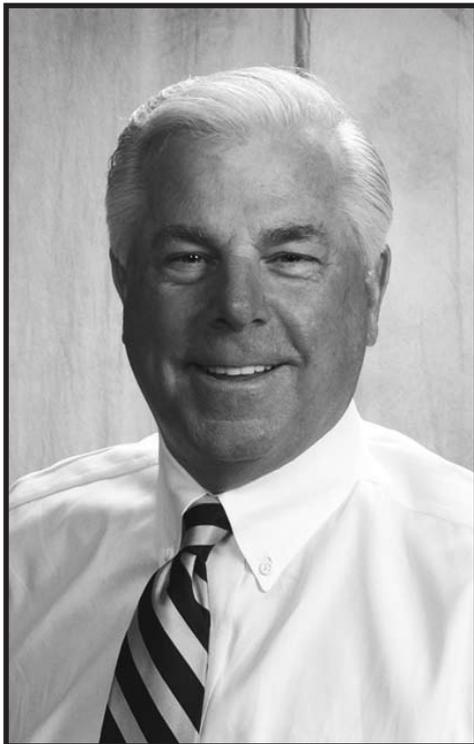
*The Next Generation of
Program Business Professionals*

LEADERSHIP 2.0 (Under 40) GROUP

The TMPAA is targeting the next generation of program business leadership, and will look to provide networking, education, and professional development for this identified group.

Please be sure to have your future senior managers, principals, and program division heads participate in the development of this Leadership 2.0 Group.

Contact the Association for additional information.



Thank You!

The TMPAA Board of Directors would like to thank

Phil Harvey

for his service on the TMPAA Board of Directors. Phil was part of the original board and has helped guide the TMPAA in becoming the Premiere Organization for Program Administration.

We look forward to Phil's continued involvement as an active member of the Association.



**TMPAA Best Practice
Designation
Award Recipient
US Risk/Lighthouse
Underwriters
at 2010 Mid Year Meeting**

*TMPAA President William Kronenberg (left)
Presents Best Practice Designation to Randall Goss,
Chairman of US Risk Insurance Group*



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Target Markets Program Administrators Association Wilmington, DE April, 2010

Program Administrator Awarded TMPAA Best Practice Honors

US Risk/Lighthouse Underwriters Awarded TMPAA Best Practice Honors

The Target Markets Program Administrators Association (TMPAA) awarded US Risk/Lighthouse Underwriters the Association's Best Practice Designation at their recent Mid Year Meeting in Baltimore, MD.

Bill Kronenberg, TMPAA President who presented the award stated, "The theme of our recent meeting focused on leadership. We were fortunate to have General Colin Powell as our Keynote speaker who exemplifies this quality. Our Association's Best Practice Designation recognizes Program Specialists who function at the highest levels of this industry segment, and demonstrates leadership in Program Administration. We are pleased to recognize US Risk/Lighthouse Underwriters as our newest Best Practice Designation recipient."

Randall Goss, Chairman of US Risk Insurance Group, who received the award stated, "We, at US Risk are pleased to be recognized and honored by this award. We strongly support the TMPAA's efforts toward developing and furthering the Best Practices of its member MGA's. Quality and Professionalism are the keys to the success of our industry."

The Association's Mid Year Meeting was attended by over 500 Program Business Professionals including decision makers from the group's 54 Program Carriers. General Colin Powell (Ret.) provided the keynote presentation, with Chairman and CEO of Max Capital Group, W. Marston (Marty) Becker, providing a state of the industry address.

The Target Markets Program Administrators Association's Tenth Annual Summit is scheduled for October 18-20, 2010 in Scottsdale, AZ, with Keynote Speaker, Rudy Giuliani, and Industry Speaker, Kevin Kelley from Ironshore Inc.

Program Specialist/MGA's interested in learning more about the TMPAA Best Practice Designation or the Association can find information at www.targetmarkets.com or by calling 877-347-5700.

US Risk/Lighthouse Underwriters can be found at www.usrisk.com.

For Additional Information, contact The Target Markets Program Administrators Association (TMPAA) Ray Scotto—Executive Director at 877-347-5700.
E-mail address: ray.scotto@targetmkt.com

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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 35 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.

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.”

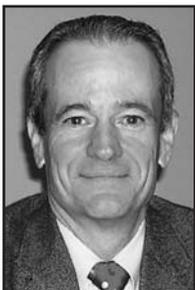


Greg Thompson—THOMCO

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.”



TMPAA Best Practice Agencies Hall of Fame, Continued...



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.”

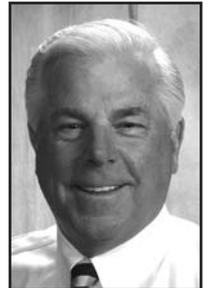


Barry Gilway–Mattei Companies

“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*”.



Target Markets Program Administrators 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 member agency Rockwood Programs, Inc. This is an exclusive program with the International Insurance Company of Hanover.

You can secure a non-binding indication of premium for your agency by completing the E&O Two Minute Survey found in this program book. The form is also available 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**

or contact **Ray Scotto**, Executive Director at
877-347-5700 or **ray.scotto@targetmkts.com**.



E&O Premium Indication Form

(Complete and Fax to: 302-765-6037)

Section 1 About Your Business

Name of Firm _____

Company Contact _____ Tel (_____) _____ E-mail _____

Address _____

City _____ State _____ Zip _____

Year established _____ Number of Locations _____

Total P&C Gross Written Premium \$ _____ Total Life/A&H Commissions \$ _____

Total Other Revenue \$ _____

Wholesale..... _____ %	Admitted..... _____ %	Personal..... _____ %
Retail _____ %	Non admitted.... _____ %	Commercial..... _____ %
Total 100 %	Total 100 %	Total 100 %

Approximate breakdown of premium volume and fees (by percent):

Agent (no binding authority)	_____ %
Agent (non-discretionary/online binding authority)	_____ %
Broker/Wholesaler (no binding authority)	_____ %
Broker/Wholesaler (non-discretionary/online binding authority)	_____ %
MGA/MGU (discretionary binding authority)	_____ %
Other.....	_____ %
<i>If "Other", please list: _____</i>	
Total must equal	100 %

List Major Programs or Top Carriers (over \$500,000 premium)

Name/Type	Line of Business	Last Year Premium Volume \$	This Year Projected \$	Carrier

Section 2 About your Current Policy

Effective Date _____ Retro Date _____ Insurance Carrier _____

Limits \$ _____ Self Insured Retention \$ _____ Premium \$ _____

Section 3 About Your Experience

Has any policy been cancelled or non-renewed? Yes No

Have you had any E&O claims last 5 years?..... Yes No

Please answer all questions on this form and Fax it to: 302-765-6037

Target Markets Program Administrators Association ETHICAL BUSINESS PRACTICE STANDARDS

As the country's premier Association of Program Business Professionals, the TMPAA has established a few simple principles to guide our everyday practice. All members of Target Markets are expected to abide by these standards.

- 1** Always conduct business with professional integrity. Be honest with insureds and agents about your products and capabilities. Advertise and market honestly. Compete vigorously, but by the rules.
- 2** Pro-actively comply with State Insurance Regulations. Observe the spirit and letter of regulatory expectations and law. Seek competent legal guidance when necessary and avoid legal interpretations of policy documents. Seek policy interpretations from your company whenever possible.
- 3** Exercise financial prudence and maintain a positive quick (aka-current) ratio.
- 4** Treat sub-producers with respect and deliver "sense of urgency" service. Deal with any complaints directly and honestly. Use these opportunities to improve your service.
- 5** Never compromise underwriting standards. Creating a profitable book of business occurs one risk at a time. Long-term profitability outweighs short-term financial gains.
- 6** Always provide carriers with accurate and complete information. Treat your insurers like the true business partners they are and work with them to develop a successful program together.
- 7** Invest in continuous training and development of staff. Meet your obligations to your customers and business partners by staying abreast of changes in your operating environment and your customers' and carrier's needs.
- 8** Participate in the policing of our own profession and peers in the Association as it relates to compliance with our Ethical Business Practice Standards.
- 9** Act collaboratively with other members of the Target Markets Program Administration for the greater good of the Association and the profession.
- 10** Commit to a policy of "Fairness" even if the market and competitors allow otherwise.

Target Pr③grams

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.targetmkt.com, visit www.targetprograms.com,
or call Ray Scotto at **877-347-5700**.



Target Pr③grams

Target Programs

Where Retail Agents and Specialty Programs Unite

Target Programs is entering its fifth year of putting retail agents and program administrators in connection with each other. Ray Scotto, Executive Director of the Target Markets Program Administrators Association (TMPAA) describes its mission:

“The goal of Target Programs is to drive business to our members’ agencies by connecting retail agents with our program administrators. All administrators featured have a mini website—or ‘Outlet Center’—that highlights their niche program(s). Our system enables the retail agent to contact the administrators and work with them directly. We remain eager to work effectively and efficiently on behalf of our members, and bolster their bottom line.”

Sarah Ayars, newly appointed this year to the job of Marketing Coordinator for Target Programs, works closely with both program administrators featured on the site, as well as with the visiting retail agents. “It is important to give agents a clear picture of the coverages provided by our members,” she says. “I work with our program administrators to set up their individual Outlet Centers with information geared at driving business to their websites. My goal is to ensure a significant return on the Target Programs investment for our participants.”

Don Wilson, Director of Marketing for Bunker Hill Insurance, stated, “Target Programs provides us with an outstanding platform to market existing programs, announce expansion of coverages, and introduce new products and programs. We continue to receive inquiries from agents well after scheduled email blasts, so we know that key decision makers are reading these emails and visiting our product pages. We are advised the moment an agent browses any of our Outlet Center pages. We subsequently follow up immediately, connecting with the agent at the exact time of their need. Our conversion rate on these opportunities is very high.”

Today, Target Programs features more than 60 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 releases brief messages that feature one administrator. It is sent to a database of agents that have asked to be updated with program information.

The email blasts are designed to be concise and to give agents just a few key points about the administrator.

“We had very good success with the Target Markets email campaign,” said John P. Carr of CSI Insurance Agency. “Nearly every inquiry was a high quality response, and relationships were formed with a high percentage of respondents.”

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 agency is featured exclusively for one annual distribution. Many members also take advantage of our individual, stand-alone electronic ad development and delivery.

Sarah Ayars explains further: “We spend a lot of time speaking with retail agents who are using the site, many of them for the first time, and we’ve listened to their comments. 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. In this economy, it is important to be cost effective with the marketing dollars you spend,” Ayars continued. “We want to offer our members the industry’s 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 than ours.”

Warren G. Freeman, Director of Sales and Marketing at VGM Insurance of Waterloo, Iowa, reflects on his company’s lengthy association with Target Programs:

“For several years we have found the Target Markets program to be very worthwhile and a no-brainer for VGM Insurance. As a program administrator specializing in home medical equipment and related companies, we value the Target Markets Program and appreciate being able to be part of this organization.” ■

Retail agents who wish to receive program business updates, or would like to explore the Target Programs database should visit 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@targetmkt.com**

*Reprinted from: **Rough Notes**, September 2010 Edition,
Target Markets Special Section*

Member Testimonials Regarding Target Programs

"At Professional Program Insurance Brokerage we appreciate the qualified warm leads we get from our Target Programs E-blasts. We have enjoyed success with the e-blasts, online Outlet Centers, marketing contacts and education opportunities that Target Markets provide. Their level of service is GOLD."

Jennifer Schoenthal, Senior Underwriter, **Professional Program Insurance Brokerage**

"Working with Target Markets has been an easy, exciting and beneficial venture for our agency. Email communication through Target Markets has provided ISA with some great new relationships and opportunities. Thanks so much for providing an excellent service and promoting a level of trust in the programs featured by your association. We are always looking forward to the next promotion and new targeted lead generation."

Sara Ruggiero, **Irwin Siegel Agency, Inc.**

"We have been using Target Programs since its initiation. It has become our most successful venue for directing new producers to our products."

Marvin McDougal, **Automotive Risk Management Insurance Services, Inc.**

"As a program administrator, we have had tremendous success connecting with agents and marketing our programs through Target Programs. The Monday blasts are a great tool. We quickly contact the agencies interested in our programs and provide additional marketing information. Target Programs puts our agency in front of interested agents!"

Ms. Bobbie Simpson, **Sports & Fitness Insurance Corporation**

"Our agency started with Target Programs 5 months ago. In that short time, Target Programs has directed 76 new agents our way. That's 76 agents that want to know more about our specific programs. Not bad!"

Ms. A.J. Brown, Marketing Manager, **Britt/Paulk Insurance Agency, Inc.**

"We have sent 3 email blasts to the Target Programs list and had the best return from them over any other list or advertising."

C. T. Kelly, **CIC Insurance Brokers, Inc.**

"The Target Programs web-site has given me access to agents who are looking for coverage. Even if the agency's specific risk does not fit our program, I am able to call and tell them what we have to offer. The bottom line, I have written business through the leads I get from the Target Programs web-site."

Karen Trudel, Chief Operating Officer, **GMI Insurance Services**

"As a program administrator the Target Markets website gives us the capabilities to present our products to retail agents on a national level and generate opportunities we may not have had elsewhere."

Richard Marburg, Chief Operating Officer, **Insurance Innovators, Inc.**

"Target Programs has given us an efficient, low cost method to reach agents we wouldn't otherwise have access to. It's an excellent tool to use in conjunction with our own web based marketing efforts."

Eric Walseth, **Church Underwriters**

"We've been impressed by the job that you do for us. Target Programs has really proven valuable for NIP Programs and we'll definitely be on board next year."

Adam Robinson, Vice President of Marketing, **NIP Group, Inc.**

"Maritime General Agency has been using Target Programs for 3 years. Their e-mail blasts continuously drive qualified leads to us. I can certainly quantify the ROI based on business written from these leads."

Damon Pesce, Marketing Manager, **Maritime General Agency**

TENTH ANNUAL SUMMIT WORKSHOP & PANEL PRESENTERS

Biographies by Company and by Name

COMPANY	INDIVIDUAL	PAGE	INDIVIDUAL	COMPANY	PAGE
SPARTA Insurance Co.	Phil Cameron	30	Barker-Hahlo, Robin	Tyser & Co. Limited	31
SPARTA Insurance Co.	Brian First	30	Cameron, Phil	SPARTA Insurance Co.	30
SPARTA Insurance Co.	Martin Hughes	30	Donnar, Barb	Supportive Insurance Svcs	31
Supportive Insurance Svcs	Barb Donnar	31	Elliott, Chris	Tyser & Co. Limited	31
Transportation Ins. Consults	Carl R. Sadler	31	First, Brian	SPARTA Insurance Co.	30
Travelers Inland	William M. Floros	31	Floros, William M.	Travelers Inland	31
Tyser & Co. Limited	Robin Barker-Hahlo	31	Hughes, Martin	SPARTA Insurance Co.	30
Tyser & Co. Limited	Chris Elliott	31	Sadler, Carl R.	Transportation Ins. Consults	31



PHILIP R. CAMERON, *VP, Marketing*
SPARTA Insurance Company

His responsibilities include all aspects of specialty program and alternative risk business development for new and existing customers across the United States, Bermuda, The Caymans, and other select captive domiciles. Mr. Cameron has particular expertise in

marketing and underwriting related to the development and implementation of specialty programs and complex group captive structures for various industries including transportation, hospitality, and habitation.

He has authored specialty program and alternative risk articles for industry periodicals and is a regular presenter and panelist at program and alternative risk conferences. Prior to joining SPARTA, Mr. Cameron was a Sr. Marketing Executive at Discover Re, a Travelers Company, after serving in several marketing and underwriting positions.

He is a member of the Chartered Property Casualty Underwriter Society. Mr. Cameron graduated with Honors from Hamilton College with a Bachelor of Arts in Economics.



BRIAN D. FIRST
Chief Marketing Officer
SPARTA Insurance Company

Mr. First leads the national marketing and business production initiatives of SPARTA Insurance Company, an insurer of Specialty Program and Risk Transfer Alternatives. He is also a member of the Executive Underwriting

Committee for SPARTA. He has successfully guided many new clients through the program implementation and captive formation process.

He has particular expertise in national and regional commercial insurance programs, Cayman and Bermuda-domiciled group captives and sponsored captives, rent-a-captives, and cell captive structures.

He has authored numerous specialty program and alternative risk articles for industry periodicals and is a regular presenter and panelist at program and alternative risk conferences.

Mr. First's twenty years of professional experience includes executive management and marketing positions at national insurance companies where he developed and managed both specialty and alternative risk programs.

He is a graduate of Miami University with a B.A. in Economics.



MARTIN R. HUGHES
Chief Underwriting Operations Officer
SPARTA Insurance Company

Mr. Hughes is responsible for all process, controls, and output for the underwriting function of the company. He joined SPARTA as part of the initial management team responsible for launching the company.

He has been intimately involved in the assessment of all new program opportunities to SPARTA, from both Underwriting and Operational perspectives.

In addition to managing the program binding process, he equally focuses on ensuring that the program is suitably operationalized to achieve intended program results.

Mr. Hughes has twenty five years of professional experience including executive management and underwriting positions at international insurance and reinsurance companies and holds an Associateship of the Chartered Insurance Institute.



BARB DONNAR, *President & CEO Supportive Insurance Services*

Barb Donnar is owner and President & CEO of Supportive Insurance Services—a national provider of licensing and maintenance services to insurance agencies and companies, web design and marketing services, and management consulting. She founded

the firm in 2001.

Barb Donnar has over 26 years experience in the insurance industry including 18 years with an A-rated life and health insurer, managing licensing and commissions for over 100,000 producers and agencies. She was responsible for automation of the licensing process, redesigning commission & bonus programs and corporate registrations.

Barb has extensive experience with market conduct examinations, including multi-state exams, compliance review and recommendations, licensing alternatives, quality control standards, cost reduction, and licensing training.

Considered a leading authority by her peers, Barb has made numerous presentations to insurance organizations and associations. Barb is a charter member of SILA and a former advisory board member. She is a member of the National Association of Insurance Women (NAIW).

CARL R. SADLER

President, Transportation Insurance Consultants LLC

Carl R. Sadler, CPCU, ASLI, president of Transportation Insurance Consultants LLC, provides transportation insurance consulting, teaching/training and expert witness testimony. His expertise is in property-casualty insurance areas such as underwriting, coverage analysis, agency/general agency distribution systems, surplus lines and reinsurance. Sadler was instrumental in developing a new truck insurer, from regulatory approval to systems implementation.

Previously, he was co-founder and president and chief executive officer of Baldwin Sadler Corporation..



WILLIAM FLOROS, *National Director Inland Marine Programs, Travelers Insurance*

Mr. Floros is the National Director for Inland Marine Programs with Travelers Insurance. Bill's experience spans over 25 years in regional and national underwriting management, as well as commercial line product development,

and sales management through the independent agency system.

Prior to his current position, he served in various leadership and executive positions with such MGAs and carriers as The Mattei Companies, The Hartford, and USF&G, creating innovative customer-driven solutions and strategies for existing and newly developed products.

Bill has been a speaker on the use of data storage for use in trending and modeling, and has led initiatives for Business Rules application development, Business Process Outsourcing and Vendor Management.

Bill is a graduate of The University of Dayton, and holds the Commercial Lines Coverage Specialist designation.



CHRIS ELLIOTT, *CEO Tyser & Co Limited*

Chris Elliot is the Chief Executive Officer of Tyser & Co Limited. He has over 25 years insurance experience and has been instrumental in positioning Tysers as one of London's leading independent insurance brokers. Chris joined Tysers in 1982 as a Marine broker and was

appointed CEO in 2007, and has seen the London market change considerably during this time.

His time spent at Harvard Business School provided invaluable insight into how to adapt in order to succeed in a competitive and constantly evolving market.



ROBIN BARKER-HAHLO
Tyser & Co Limited

Robin Barker-Hahlo is a Director in the North American and International Specialist Property and Casualty Division at Tyser & Co in London. He has over 25 years of insurance and reinsurance broking experience, with a specialist emphasis on structuring and

placing delegated underwriting facilities.

Prior to joining Tysers in 2008, Robin was a Director at R.K Carvill Reinsurance Brokers where, for almost 20 years, he had focussed on developing relationships between US program managers and the London market.

TMPAA Charities

REQUEST FOR FUNDING PROPOSALS

The Charitable arm of the Target Markets Program Administrators Association 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

TMPAA Charities **SILENT AUCTION**

**Look for the Silent Auction Table
& Support TMPAA Charities**

Bid on an item by writing the amount you would like to bid and signing your name on the bid sheet.

Go back periodically to the items to see whether you've been outbid. As the auction period continues, more people sign bid sheets, and the prices increase.

Write a new amount if you're willing to increase the bid (see minimum bid increase for each item), and sign your name on the bid sheet again.

The Winning Bidders will be announced on Wednesday morning during the general session.

Please Consider providing an auction item for our future events!

————— *Thank you for supporting TMPAA Charities.*



TMPAA MEETING SCHEDULE

Tenth Annual TMPAA Summit

October 18-20, 2010

Westin Kierland Resort, Scottsdale, AZ

2011 Mid Year Meeting

May 9-11, 2011

The Westin Copley Place, Boston, MA

Eleventh Annual TMPAA Summit

October 24-26, 2011

Hyatt Regency Scottsdale, Scottsdale, AZ

2012 Mid Year Meeting

April 30- May 2, 2012

The Westin Copley Place, Boston, MA

Twelfth Annual TMPAA Summit

October 29-31 2012

Hyatt Regency Scottsdale, Scottsdale, AZ

2013 Mid Year Meeting

May 6-8, 2013

Hilton Baltimore, Baltimore, MD

Thirteenth Annual TMPAA Summit

October 21-23, 2013

Westin Kierland Resort, Scottsdale, AZ

TMPAA 2011 MID YEAR MEETING

May 9-11, 2011

**THE WESTIN
Copley Place**

Boston, Massachusetts



*Featured Keynote Speaker: **TOM PETERS** See next page.*



***Target Markets Program Administrators Association
Announces our Keynote Speaker for the
2011 Mid Year Meeting in Boston***

Tom Peters

Without much doubt, Peter Drucker and Tom Peters have shaped the idea of modern management more than any others over the last six decades. Drucker is said to have “invented” management as a discipline worthy of study—in particular, he gave management of large firms the essential tools to deal with their post-World War II enormity, complexity, and growing global reach. Tom Peters, in turn, led the way in preparing management for the current era of staggering change, starting in the mid-1970s.

In particular, in 1982, with the publication of *In Search of Excellence*, Tom and Bob Waterman helped American firms deal with a crushing competitive challenge to their primacy by urging them to get away from strategies based on just the numbers, and refocused on the basic drivers of all successful businesses throughout time: people, customers, values—“culture” (“the way we do things around here”), action-execution, a perpetual selfrenewing entrepreneurial spirit. As “obvious” as these ideas are, they were, are, and always will be the bedrock and differentiator of excellent enterprise—and subject to constant and remarkably rapid slippage if left untended for even a moment.

In 1999, *In Search of Excellence* was honored by NPR as one of the “Top Three Business Books of the Century;” it was ranked as the “greatest business book of all time” in a poll by Britain’s Bloomsbury Publishing; and was the most widely held library book in the United States from 1989 to 2006. Tom has followed *Search* with well over a dozen additional international bestsellers. Among them: *A Passion for Excellence* (with Nancy Austin); *Thriving on Chaos*; *Liberation Management* (acclaimed as the “Management Book of the Decade” for the ’90s); a series of three books in 1999 on the new world of work, including the landmark *The Brand You 50*; and in 2003 the provocative, colorful *Re-imagine: Business Excellence in a Disruptive Age*. Along the way, several Tom Peters biographies have been published, including: *Corporate Man to Corporate Skunk: The Tom Peters Phenomenon* and *Tom Peters: The Bestselling Prophet of the Management Revolution* (part of a four-book series of business biographies on Peters, Bill Gates, Peter Drucker, and Warren Buffett).

Tom is a civil engineering graduate of Cornell (B.C.E., M.C.E.) and earned an MBA and Ph.D. at Stanford; he holds honorary doctorates from institutions that range from the University of San Francisco to the State University of Management in Moscow. In the U.S. Navy from 1966–1970, he made two deployments to Vietnam (as a combat engineer in the fabled Navy Seabees) and “survived a tour in the Pentagon”.



Target *Markets* *Program Administrators Association*



MILESTONES IN TMPAA HISTORY

- October 2001* First Annual Summit—150 Attendees
- January 2002* Executive Director Hired
- October 2002* Formation of the TMPAA Board
- January 2003* TMPAA **Membership reaches 100**
- January 2003* Commercial Website Target Programs is Activated
- April 2004 . . .* First TMPAA Mid Year Meeting
- April 2006 . . .* TMPAA **Membership reaches 200**
- October 2006* First TMPAA Best Practice Designation Awarded
- January 2007* Formation of TMPAA Charities
- May 2007* Maurice “Hank” Greenberg provides Keynote at Mid Year Meeting
- October 2008* TMPAA **Membership reaches 300**
- October 2008* Newt Gingrich provides Keynote at Eighth Annual Summit
- July 2009* Strategy for Target University is Implemented
- October 2009* Ninth Annual Summit—600 Attendees
- April 2010 . . .* Colin Powell provides Keynote at Mid Year Meeting
- October 2010* Tenth Annual TMPAA Summit

*Thank you to all the TMPAA members who made our
First 10 Years Possible.*

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Program Administrators Association

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Register Today!**

INTRODUCES

OPTUS

Optimize Program Underwriter Sales

Finally, a sales training curriculum for Program Underwriters, the people responsible for your production!

Your underwriters will learn to:

- Take ownership of their pipeline of new business
- Stop wasting time on submittals your MGA will never bind
- Change their mindset about the role they play in sales
- Overcome hidden weaknesses that inhibit their production
- Get motivated in a tough market

Your underwriters will receive:

- Three Day Boot Camp with Industry Expert Guest Speakers
- Twelve Months On-Line Education
- Monthly Conference Call
- One on One Monthly Coaching Call
- Personal Sales Assessment
- Behavioral Style Report
- Manager Feedback on Results

PLUS! You will receive a monthly report on the performance of your staff in the program, and the knowledge that your staff is now responsible for their results!

“ Through this program I have learned to track my prospecting behavior, and hold myself accountable for hitting daily performance goals. As a result, my production has more than doubled in one year. ”

- Fox Point Underwriter

When: Beginning February, 2011
Where: Boot Camp in Philadelphia
Cost: \$3500 (\$4000 for non-TMPAA members)
Term: One Year

ENROLL TODAY!

To register or for more information please contact:

Mike Shannon
610-331-0610
mike@axiomexperience.com

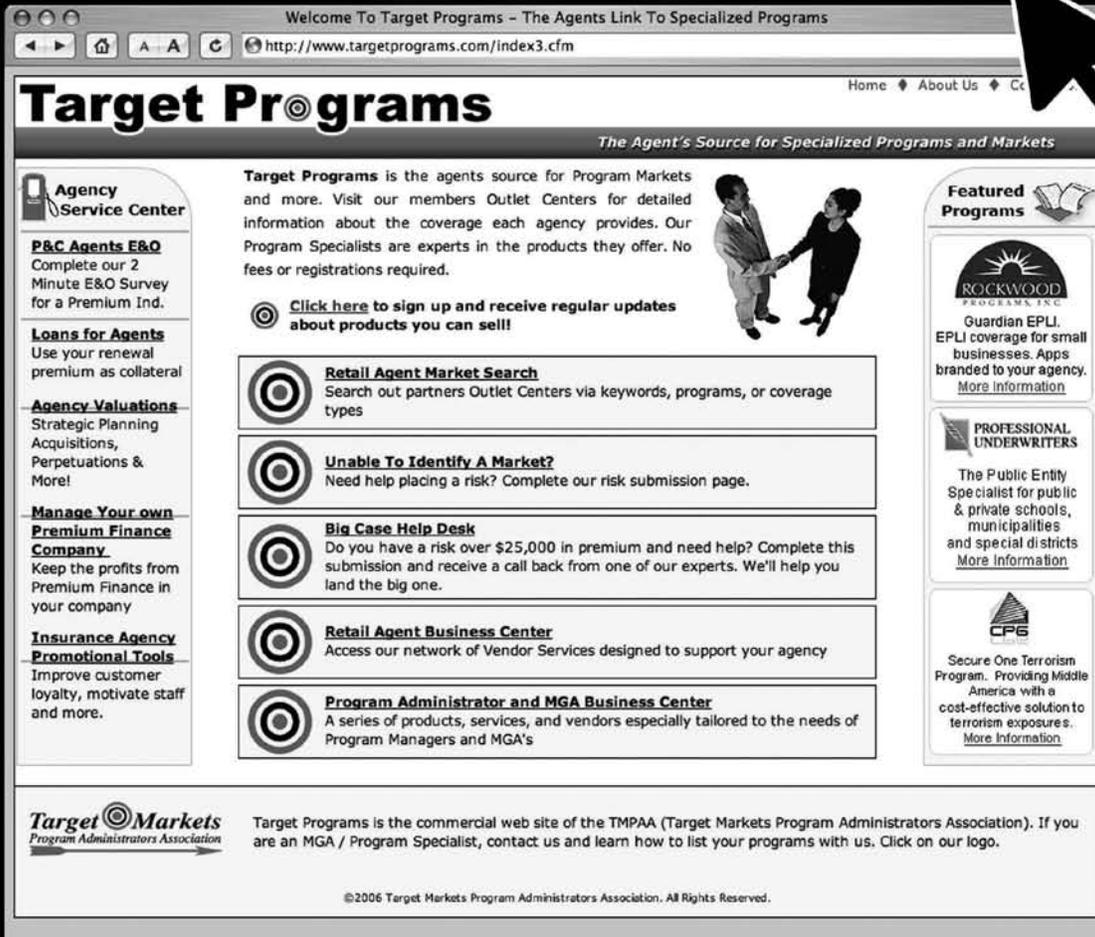
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- Loans for Agents**
Use your renewal premium as collateral
- Agency Valuations**
Strategic Planning, Acquisitions, Perpetuations & More!
- Manage Your own Premium Finance Company**
Keep the profits from Premium Finance in your company
- Insurance Agency Promotional Tools**
Improve customer loyalty, motivate staff and more.

Target Programs is the agents source for Program Markets and more. Visit our members Outlet Centers for detailed information about the coverage each agency provides. Our Program Specialists are experts in the products they offer. No fees or registrations required.

[Click here to sign up and receive regular updates about products you can sell!](#)

- Retail Agent Market Search**
Search out partners Outlet Centers via keywords, programs, or coverage types
- Unable To Identify A Market?**
Need help placing a risk? Complete our risk submission page.
- Big Case Help Desk**
Do you have a risk over \$25,000 in premium and need help? Complete this submission and receive a call back from one of our experts. We'll help you land the big one.
- Retail Agent Business Center**
Access our network of Vendor Services designed to support your agency
- Program Administrator and MGA Business Center**
A series of products, services, and vendors especially tailored to the needs of Program Managers and MGA's

Featured Programs

- ROCKWOOD PROGRAMS, INC.**
Guardian EPLI. EPLI coverage for small businesses. Apps branded to your agency. [More Information](#)
- PROFESSIONAL UNDERWRITERS**
The Public Entity Specialist for public & private schools, municipalities and special districts. [More Information](#)
- CPS**
Secure One Terrorism Program. Providing Middle America with a cost-effective solution to terrorism exposures. [More Information](#)

Target Markets
Program Administrators Association

Target Programs is the commercial web site of the TMPAA (Target Markets Program Administrators Association). If you are an MGA / Program Specialist, contact us and learn how to list your programs with us. Click on our logo.

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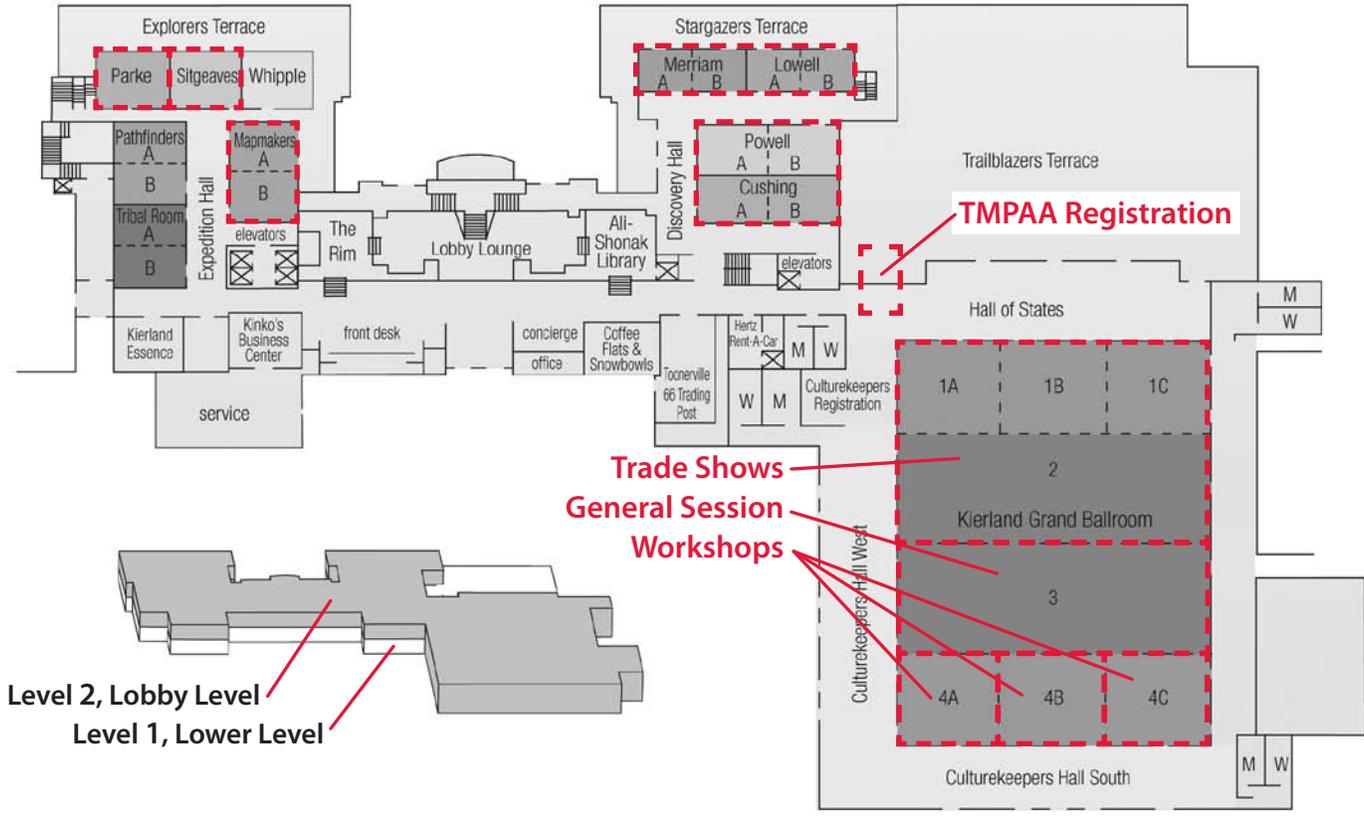
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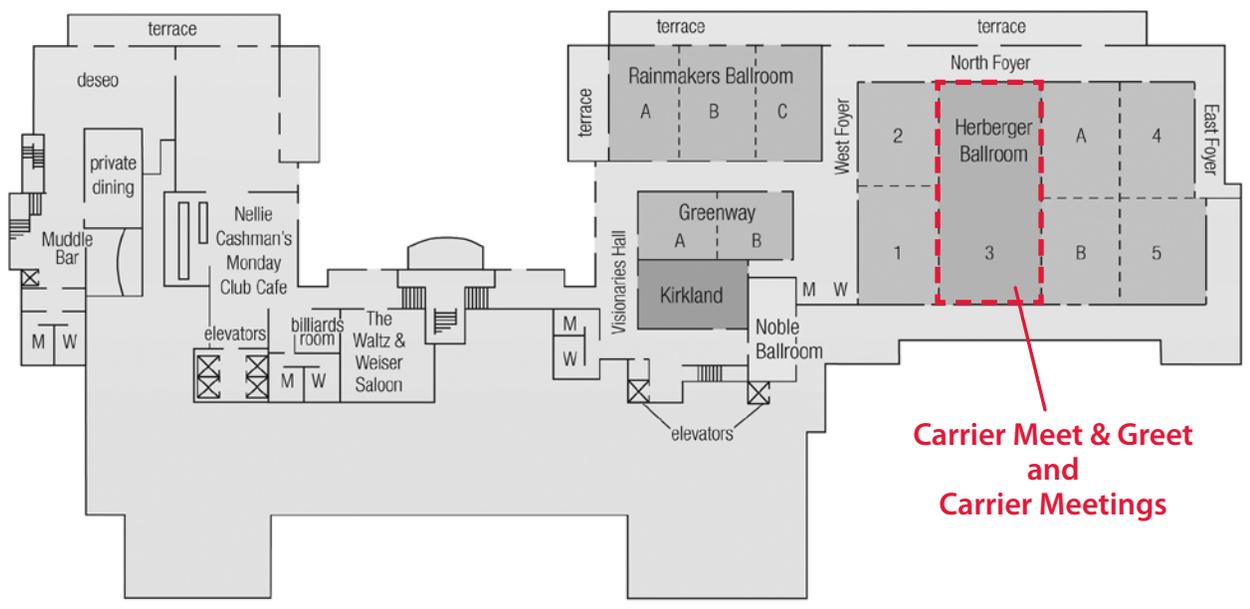
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Level 2, Lobby Level
Level 1, Lower Level

LEVEL 1, LOWER LEVEL





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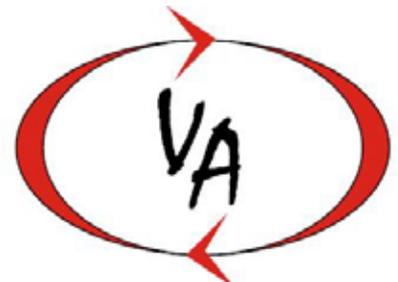
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