

WHERE INDUSTRY LEADERS MEET

2009



NATIONAL INSURANCE CONFERENCE OF CANADA

September 30 - October 2, 2009
The Westin Ottawa Hotel

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As President & CEO of the National Insurance Conference of Canada (NICC), I'd like to personally invite you to our third annual event to be held September 30 to October 2, 2009 at the Westin Ottawa, located in the very heart of our country's capital.

At last year's conference, I spoke of what I was already witnessing in the insurance sector. I expressed my concerns that our industry was misfiring on all cylinders: personal, commercial, reinsurance and investments.

I regret to say that this condition has only worsened in the past few months. The economic challenges continue to be great – perhaps even unprecedented.

With great trial, however, also comes opportunity. For example, we are already seeing a reorientation away from the exotic, back to the basics. However, it's not enough to just recognize opportunity. We have to demonstrate the leadership, foresight and swift action that will enable us to capitalize on it.

That is why it is more important than ever for our industry to come together, discuss the critical issues facing us all, and determine the best course of action that will serve both our short-term and long-term interests.

The NICC was designed to be the forum for this discussion – the place where senior industry executives meet to address the many diverse and complex issues facing the Canadian property and casualty insurance sector. Whether you are an insurance or reinsurance company executive, a broker, a regulator, a risk-manager or an industry partner, the NICC is designed with you in mind.

As you have now come to expect, the upcoming 2009 NICC will feature top-tier speakers covering the issues that matter most to you, assembled through the guidance and invaluable assistance of our NICC senior advisory committee (see sidebar on left), the input of other industry leaders, and valuable feedback from last year's delegates.

There will be ample opportunity to socialize and network: a pre-conference golf tournament at Eagle Creek; cocktail receptions; a gala dinner; and a top-notch spouse/social guest program. In recognition of the importance of networking, we've also added additional meeting opportunities at the close of the conference.

The NICC is clearly where insurance executives like you will want to be.

I look forward to seeing you there.

Joel Baker,
Chair, President and CEO,
National Insurance Conference of Canada

Vous pouvez télécharger la version
française de cette brochure sur le
site www.niccanada.com

NICC 2009 Accredited by RIBO

The NICC is confident that, in addition to RIBO's accreditation, the sessions also satisfy the Insurance Council of B.C.'s technical CE requirements.

Credits are as follows:

Both days (October 1 & 2, 2009)
6 hours Management and 2.5 hours Technical

Who Should Attend?

- Insurance company CEO's, Chief Agents and Senior Executives
- Brokers
- Risk Managers
- Regulators
- Analysts
- Industry professionals
- Investors

NICC 2009 SCHEDULE

Wednesday September 30, 2009

2009 Aon-Benfield NICC Golf Tournament at the Eagle Creek Golf Course.

(Tournament begins at 11:00 AM) Golf registration required.

Conference Registration Opens at 4:00 PM

Cocktail Reception 6:00-8:00 PM Sponsored by Gen Re

Thursday October 1, 2009

Full Breakfast Sponsored by Riverfront Medical Services 7:30-8:45 AM

Welcome and Acknowledgements 9:00 AM

Joel Baker,
NICC President and CEO

and

Gregg Hanson,
Conference M.C.



OSFI - Presentation and Q&A 9:25-10:15 AM

Julie Dickson,
*Superintendent of
Financial Institutions, OSFI*

Superintendent Julie Dickson will give an overview of the current economic environment, and what OSFI is seeing in the most recent property and casualty results. Ms. Dickson will also provide some insight into various regulatory initiatives, and discuss what she feels will be important issues in the coming quarters. She will respond to questions at the end of her presentation.

Networking Break Sponsored by MKA Canada 10:15-10:45 AM

Muddy Waters, Shifting Sands - Implications of IFRS and Solvency II 11:00-12:00 AM



Moderated by:
Jonathan Simmons,
Partner, PwC

Panelists:



Doug Hogan
*CFO, Dominion of
Canada General Insurance*



Ron Joas
*Director, Financial Reporting Analysis,
Standard and Poor's (NY)*



Mark Causevic
*Director,
Accounting Policy, OSFI*

With January 1, 2011 fast approaching, Canadian insurers are picking up the pace to be ready for IFRS. In the midst of a major accounting change, the model for insurance accounting is the subject of fierce debate: Europeans and Americans hold very different points of view, the International Accounting Standards Board is struggling to build consensus and, in the U.S., the new government seems more interested in the well-being of its corporations rather than nailing its colours to the IFRS mast. In the E.U., Solvency II, long heralded as the progressive answer to ensuring the financial strength of insurance company balance sheets, is under scrutiny. As market turmoil continues, will we see the trend to global financial reporting and regulation change tack? This expert panel will discuss the global and Canadian issues while also addressing the practical implications for management.

NICC 2009 SCHEDULE

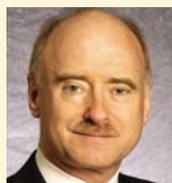


Luncheon Speaker: **Lunch and presentation** Sponsored by The IBC 12:00-1:45 PM

Terry O'Reilly,
Host of CBC
Radio's
'The Age of
Persuasion'

Award-winning ad man and host of the popular CBC Radio show *The Age of Persuasion*, Terry O'Reilly, will share his insights into the seismic shifts that are taking place in the world of marketing. O'Reilly draws on knowledge gained over an impressive 25-year career, adding his unique style of humour and examples from historic campaigns to provide a fascinating look at how to win the hearts of consumers by building a powerful emotional connection.

Global Reinsurance - Back to Basics 2:00-3:15 PM



Panelists:



Dr. Peter Röder
Member of Munich Re's
Board of Management



Tad Montross
President and CEO,
Gen Re



John Berger
President & CEO,
Harborpoint Re

Moderated by:
John Phelan

Join global reinsurance industry leaders as they discuss the implications of the global economic crisis, tight credit, scarce and expensive capital, a hardening market and more, for cedants and for reinsurers.

Networking Break Sponsored by MicroStrategy 3:15-3:45 PM

Afternoon Concurrent Sessions 3:45-5:15 PM

Commercial Panel - Accessing the London Market



Panelists:



Elan Prutzer
CEO, Executive Risk
Services Limited



Deborah Moor
President, Lloyd's
Canada Inc.



Mark Wheeler
Underwriting Director,
Pembroke (London)



Jennifer Hill
Vice President,
Aon Reed Stenhouse

Moderated by:
John Chippindale,
Vice-Chairman, HKMB/Hub

Dating back to the inception of insurance, the London Market has always served as the nucleus for insurance capital on both a primary and reinsurance basis. As the world adapts to economic challenges, evolving risk exposures and the need for a new financial architecture to be shaped, the London insurance market is also adapting by addressing the fundamental importance of risk assessment, market access and the distribution of its products and services. This panel represents the wide range of participants involved in dealing with the London Market in terms of strategy and the alternative broker-MGA-direct models.

Facility's Role in the Auto Cycle



Panelists:



Rob Wesseling
COO and SVP,
The Sovereign General Ins. Co.
and Immediate Past Chair of FA



J. R. (Bob) Tisdale
President and COO,
Pembroke Company
Insurance



Ron Godin
Consumer Advocate,
Office of the Consumer
Consumer Advocate, NB

The last hard market brought Facility Association into the public spotlight and it could well be there again sooner rather than later. Join two former FA Board Chairs, Bob Tisdale and Rob Wesseling, and the NB Consumer Advocate for Auto Insurance, Ron Godin, as FA President Dave Simpson asks them to take a hard look at Facility's role in the auto cycle.

NICC 2009 SCHEDULE

Specialty Session **Market (Mis) Conduct - Shades of Grey** 5:15-6:15 PM



Panelists:



Moderated by:

Justin MacGregor, EVP, Martin Merry & Reid, and President Elect, IBAC.

Vivian Bercovici
Partner,
Heenan Blaikie

Alan Clark
Superintendent, Financial
Institutions Commission of B.C.

Rodney Hancock
CEO, McFarlan Rowlands
and Chair of the IBAO

This panel will explore several market conduct issues including broker independence, control versus control-in-fact; AMP schemes as an alternative to traditional and expensive prosecution methods; and perspectives on market conduct issues, including Part XIII of the ICA, from a provincial regulatory angle. This session promises to be lively.

End of Thursday Sessions

NICC Networking and Fun

Cocktail Reception - 6:30 to 7:45 PM

Step into a winter wonderland, in honour of Ottawa's best known winter festival, and join us for our very own "Winterlude".

The evening begins with an elegant cocktail reception, courtesy of Standard & Poor's.

Gala Dinner & Entertainment - 7:45 PM

Kick off an evening of fun and laughter with a sumptuous dinner, sponsored by Guy Carpenter. Dinner wine is sponsored by PricewaterhouseCoopers.

After dinner entertainment is courtesy of Guidewire Software. This year's entertainment features one of Canada's funniest comics, Gerry Dee.

"One of the next generation of comics to make it big in Canada." That's what NBC recently called Gerry Dee, a former high school teacher who has become, in only a short time, one of this country's funniest and most successful comedians.

Gerry was a finalist on the hit NBC show, Last Comic Standing and he won Best Comic in Canada at the 2008 Canadian Comedy Awards. You can also watch Gerry weekly on "The Score" with his very humorous segment called "Gerry Dee-Sports Reporter".

The evening continues following the show with more fun, entertainment and great company.

You won't want to miss this!



Appearing Tonite!
Gerry Dee

NICC 2009 SCHEDULE

Friday October 2, 2009

Full Breakfast Sponsored by Towers Perrin 7:15-8:30 AM

Global Economic Outlook 8:45-9:30 AM



Dr. Christopher Probyn, *Chief Economist, State Street Global Advisors*

From his vantage point as Chief Economist at State Street Global Advisors, Ltd., Dr. Probyn will provide an analysis of the economic picture in the US, Canada and EAFE in these unprecedented times of global economic stress.

Show Me the Money - Insurance Stocks and the M&A Outlook 9:30-10:30 AM



Moderated by: Neil Parkinson,
Partner, KPMG

Panelists:



George Cochran
*Co-Chairman,
Fox-Pitt Kelton
Cochran Caronia Waller*



David Skurka
*Managing Director,
Scotia Capital*



John Reucassel
*Managing Director,
Financial Services Research,
BMO Capital Markets*

Is capital coming back? This expert panel of outspoken investment bankers and equity analysts will debate current and prospective capital market and private equity appetite for Canadian, US, and global insurers, brokers and reinsurers. They will also discuss the current M&A climate and the outlook for acquisitions going into 2010.

Networking Break Sponsored by Lloyd's 10:30-11:00 AM

Morning Concurrent Sessions 11:15-12:25 PM

Emerging and Latent Risks - What is lurking around the corner.



Moderated by: Susan Watts,
SVP Claims, Chubb Canada

Panelists:



John Machnicki
VP Engineering Laboratory, Travelers, CT



David Durbin
SVP, Partner Re, CT

This session will be of interest to managers of risk, brokers, underwriters and claims professionals alike.

Come and listen to two very distinct perspectives from two industry experts. What are emerging issues in product losses? What new product losses are around the corner? What mistakes are made in evaluating plaintiffs' cases? What are the implications of the economic crisis on the D & O and E & O worlds? How will automobile lines be impacted? What will happen to the frequency and severity of loss costs? Will the recession impact claims? Are our models working on natural catastrophes?

NICC 2009 SCHEDULE

What Does the Consumer Want?



Moderated by:
Robin Spencer,
President and CEO,
Aviva Canada

Panelists:



Lubo Li
Senior Director,
J.D. Power
and Associates



James Daw
Business Columnist,
The Toronto Star



Mary Lou O'Reilly
Vice President,
Public Affairs &
Marketing, IBC



Catherine Swift
Chairwoman,
President and CEO
- Canadian Federation
of Independent Business

As market conditions become increasingly challenging, insurers and brokers cannot forget the consumer. Even in the best of times, understanding policyholder needs and friction points is important to insurers and brokers of personal lines home and auto as well as commercial clients. Now in the midst of a hardening market and a brutal recession, getting a fix on these issues is critical. The panelists will provide insights from their diverse perspectives.

End of Concurrent Sessions

Lunch and presentation Sponsored by The CIP Society 12:30-2:25 PM

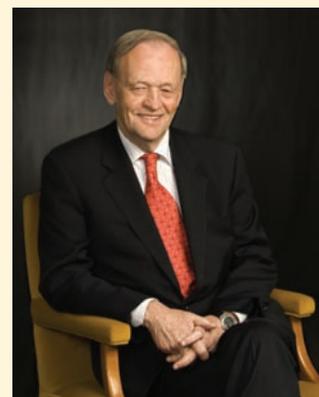
A Conversation with The Right Honourable Jean Chrétien



Allan Gregg
Chairman,
Harris/Decima Research

Be privy to a conversation with former Prime Minister Jean Chrétien. Mr. Chrétien will be interviewed live on stage by Allan Gregg, chairman of Harris/Decima Research and host of the television show, "Allan Gregg In Conversation With...". Mr. Chrétien will share his experience, insights and opinions on a wide range of topics. At the close of what is certain to be an engaging conversation, you will have the chance to ask questions. Don't miss this rare opportunity to encounter one of Canada's most savvy political leaders.

Social Guests Welcome



The Right Honourable
Jean Chrétien
*Former Prime Minister
of Canada*

Conference Wrap-Up

2:25-2:30 PM **Gregg Hanson and Joel Baker**

NICC Post Conference Networking Meetings

2:30pm-5:00 PM, October 2nd

We know that for many NICC delegates, networking is a big part of why they come year after year.

In recognition of this, we have adjusted the agenda this year to create additional meeting opportunities at the conclusion of the conference. We'll do this by opening up the main plenary space for meetings. Delegates will be able to reserve a table and invite other delegates to join them. Interested?...read on!

How it works:

- At the conference: You will be able to reserve a meeting table at the conference registration desk. We will place your company name on a designated table so that your invited guests can find you (10 people max per table). Reservations should be made by noon on October 2nd. Availability will be on a first-come, first-served basis.
- Conference sponsors have first priority when pre-reserving tables (in advance of the conference).
- Light refreshments, coffee and Wi-Fi will be made available courtesy of the NICC.
- All meetings must be completed by 4:45 PM.

Note: this format is not intended for highly confidential meetings or meetings requiring any AV presentations etc. due to the nature of the room set up and proximity of tables to one another.

If you have any additional questions or would like to reserve a table in advance of the Conference, please contact Laura Viau:
laura.viau@msaresearch.com



End of NICC 2009



In 2008, WICC had the distinct honour of being chosen as the charity of choice by the National Insurance Conference of Canada. We were given the opportunity to host a silent auction at the 2008 NICC in Gatineau where delegates helped to raise over \$10,000 in support of cancer research and awareness. WICC is extremely proud to have been chosen to participate at the 2009 NICC Conference in Ottawa. Delegates interested in showing their support with silent auction or raffle donations are asked to contact mhorrick@chubb.com or execdirector.wicc@sympatico.ca

About WICC

WICC was formed in 1996 to mobilize the Canadian insurance industry in the fight against cancer by focusing on cancer research, support and education. Since inception, over \$4 million has been raised across Canada with 100% of funds donated to the Canadian Cancer Society in direct support of much needed cancer research projects.

2009 Aon-Benfield NICC Golf Tournament

Eagle Creek Golf Club – Dunrobin Ontario, Wednesday September 30, 2009



Foursome Scramble – 11 A.M. Shot-Gun Start

The Eagle Creek Golf Club offers a chance for golfers to experience a course that is an icon in the Ottawa area. The newest member of the ClubLink Course elite family of high-quality golf courses, The Eagle Creek Golf Club is an impressive 230 acres nestled into a heavily treed valley. Designed by Ken Venturi, U.S. Open winner, CBS golf analyst, and renowned golf course designer – Eagle Creek Golf Club was created to challenge both the golfers' intelligence and skill by working with the stunning landscape. Not far from the Parliament Buildings, the course features gently rolling bentgrass fairways, undulating greens and more than 70 bunkers as well as many gentle creeks and clear ponds.

Transportation, boxed lunch and light post-game awards and refreshments will be provided.

Tournament Fee: C\$100

Includes: Transportation, green fees, power cart, boxed lunch, and two beverages

Club rental is not included in fee.

Note: Metal spikes are banned at all ClubLink Courses.



NICC 2009 Spousal/Social Guest Program

Registered spouses or social guests of delegates are entitled to attend all NICC social functions and meals including the opening cocktail reception, both breakfasts and lunches, as well as the gala dinner and post dinner entertainment offered on October 1st.

In addition to the above, registered spouses or social guests have the option to sign up for the following high-quality programs for September 30th and October 1st.

September 30th, 2009 – NICC Pre-Conference Spa Afternoon Nordik Spa – Old Chelsea, Quebec

Baths and Massage Therapy – Le Nordik Spa

This option is also available to NICC delegates as an alternative to the golf tournament.

This unique and luxurious trip includes:

- A signature Swedish massage - Combining firmness and softness, it is proven to eliminate stress.
- Nordic Baths – First warm up in the Finish sauna or steam bath, submerge yourself under the Nordic waterfall or invigorate yourself in the ice and tempered baths, and complete the experience by relaxing your muscles in the outdoor whirlpool tub.
- New this year, guests will take advantage of Nordik's wellness restaurant with a light lunch of healthy, simple and delicious fare right on-site.
- Transportation from the Ottawa Westin is provided.

Note: Please bring bathing suit, shower sandals and a robe if you would like. Towels will be provided.



Back by
Popular
Demand

"I have been involved in many Spousal Programs over the years at various conferences and this one was the best yet!" - Mary Hanson

October 1st, 2009 – NICC Social Guest Day Trip

Art and Culture Walking Tour, featuring the National Gallery of Canada

Leaving from the hotel, you will begin with a guided walking tour along the Ottawa River to the National Gallery (approximately 15 minutes). There, guests will take in one of the world's best renowned art collections with a private guided tour of the National Gallery of Canada. As the country's finest art museum, The National Gallery of Canada boasts a collection of art, both contemporary and historic, with special focus on Canada's rich visual-arts heritage.

Lunch at Café l'Entrée

Enjoy lunch at Café l'Entrée, situated in the focal point of the Gallery - the Great Hall - and overlooking the Ottawa River.



ByWard Market Tour and Guided Tour of Parliament Hill

Following lunch, you will finish your guided walking tour in the ByWard Market, where you will receive an overview of one of Canada's oldest and largest public markets. Within an area roughly four blocks square, museums, cafés, specialty food shops, boutiques, galleries, restaurants, pubs, hair & aesthetics salons are yours to explore.

At this point, you will have the option of hitting the shops for the highest quality food products, fashions and cutting edge trends, or you may choose to continue on a guided tour to Parliament Hill.

We recommend that you bring comfortable walking shoes.

