

# WHERE INDUSTRY LEADERS MEET

# 2010



## NATIONAL INSURANCE CONFERENCE OF CANADA

September 19 -21, 2010  
Le Westin Montréal, Québec

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As President & CEO of the National Insurance Conference of Canada (NICC), I'd like to personally invite you to our fourth annual event to be held September 19 to 21, 2010 at the new Montréal Westin, located just next to the cobblestoned streets of Old Montréal.

At the time of last year's conference, we were still experiencing severe economic challenges related to the financial meltdown. The financial markets did not recover in 2009, but the year remained tough particularly for personal lines writers with auto losses in Ontario and property losses throughout the country. Despite soft to flat pricing, commercial writers and reinsurers continued to do well.

So far, 2010 is looking to be a year in which change prevails. Auto reforms come into effect in Ontario just before the conference starts. Personal lines property is hardening. And, of course, change is rife on the regulatory front with new incoming capital and accounting rules.

Our ability to cope with all this change, and even thrive from it, will greatly affect the health of our industry for years to come.

That is why it is ever important for our industry to come together in one forum, 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 this very forum: 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.

I'm pleased to announce that Amanda Lang, senior business reporter for CBC News and co-host of The Lang and O'Leary Exchange, will be our emcee. And, as you have now come to expect, the upcoming 2010 NICC will feature top-tier speakers, panels and keynotes 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 for you to socialize and network: a pre-conference golf tournament at Club de Golf de l'Île de Montréal; cocktail receptions; a gala dinner featuring some extraordinary Québécois performers; and a top-notch spouse/social guest program.

All in all, the NICC is clearly where insurance executives like you will want to be.

I look forward to seeing you there.

My very best,

**Joel Baker**

*CEO, MSA Research*

[Vous pouvez télécharger la version française de cette brochure sur le site \[www.niccanada.com\]\(http://www.niccanada.com\)](#)

## NICC 2010 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 (September 20 & 21, 2010)  
5 hours Management and 4 hours Technical

## Who Should Attend

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

# NICC 2010 SCHEDULE

## SUNDAY, SEPTEMBER 19, 2010

**Aon-Benfield NICC Golf Tournament** at Club de Golf de l'Île de Montréal,  
(Tournament begins at 11:00 am) Golf registration required.

**Conference Registration Opens 9:00 am**

**6:00 pm - 8:00 pm Cocktail Reception**, Sponsored by Lloyd's

## MONDAY, SEPTEMBER 20, 2010

7:30 - 8:45am **Full Breakfast** sponsored by Riverfront Medical Services.

**Welcome and Introduction** 9:00am

**Joel Baker**, NICC President and CEO *and*  
**Amanda Lang**,  
NICC Master of Ceremonies



**The View from OSFI** 9:25am-10:15am



**Gilbert Menard**,  
Senior Director,  
OSFI

*and*



**Bruce Thompson**,  
Director,  
OSFI

This panel will present Canada's federal regulator's views on a diverse range of issues including incoming changes to the measurement of regulatory capital driven in part by international harmonization, reinsurance, OSFI's observations of the current underwriting environment and the regulator's expectations from management and boards with respect to effective operational and financial risk management. The panelists will respond to audience questions at the end of their presentations.

10:15-10:45am **Networking Break** Sponsored by Duck Creek Technologies

# NICC 2010 SCHEDULE

## Focus on the Forest Not the Trees 10:45-11:45am



**David Rosenberg,**  
Chief Economist  
& Strategist,  
Gluskin Sheff + Associates

David Rosenberg will provide an analysis on the ongoing deleveraging cycle in the U.S. in the context of a post-bubble credit collapse and the effects it will have on Canada and the world. At the end of the presentation, delegates will have the knowledge to Focus on the Forest, Not the Trees.

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## 11:45-1:30pm **Lunch and presentation** sponsored by The IBC



**Dan Ariely,**  
Leading Behavioural  
Economist & Author

Terry O'Reilly, the IBC speaker at last year's NICC conference, was a great success and we knew he would be a hard act to follow in 2010. But after a thorough search of high-profile speakers who have something relevant to relate to our industry, we have secured a speaker that is both relevant and irreverent. We believe he is capable of stepping up to – and perhaps raising - the bar that was set last year.

His name is Dan Ariely and in his address, he will feature the areas of his work that are most relevant to our industry including: Why people buy insurance and lottery tickets. How people think about probabilities. How to get people to think about insurance. How to get people to cheat less on their claims. But perhaps the most compelling thing about Ariely as a speaker is his ability to entertain and inform his audience at the same time. He turns his research into vignettes that are fun, relevant and engaging.

His credentials include:

- Ph.D. in marketing from Duke University, a Ph.D. and M.A. in cognitive psychology from the University of North Carolina at Chapel Hill, and a B.A. in psychology from Tel Aviv University
- James B. Duke Professor of Psychology and Behavioral Economics at Duke University
- Author of the best-selling *Predictably Irrational: The Hidden Forces That Shape Our Decisions* and the forthcoming sequel *The Upside of Irrationality* (June 2010)
- His work has been featured in a variety of media including *The New York Times*, *Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *Business 2.0*, *Scientific American*, *Science*, CNN, NPR, and he was interviewed for ABC's 20/20

# NICC 2010 SCHEDULE

## Global Reinsurance Panel - The Road Ahead 1:30-2:45pm



Moderated by  
**Michael Loney**  
Editor of Reactions Magazine

Panelists:



**Bryon Ehrhart,**  
CEO,  
Aon-Benfield Analytics



**David Brown,**  
CEO,  
Flagstone Re



**Toby Stubbs,**  
North American  
Reinsurance Underwriter,  
Brit Insurance



**Pierre Ozendo,**  
Chairman and CEO,  
Swiss Re America

The NICC's global reinsurance panel has become a highlight of the conference. This year's panel is no different. Moderated by Reactions editor Michael Loney, this panel of leaders from the world's key markets will share their insights into what cedants and reinsurers can expect in the upcoming renewals and beyond.

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2:45-3:00pm **Networking Break** Sponsored by EagleEye Analytics

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## The Journey III - Performance Management, Financial Discipline and Talent 3:00-4:30pm - Canada and the US. A Discussion.



**Peter Walker,**  
Director, McKinsey & Company,  
(Leader of McKinsey's Worldwide Insurance Practice)

Following decades of poor US industry performance the industry has experienced a prolonged period of unprecedented prosperity. What has driven this shift in the US market, and what are implications for insurers competing in the environment? How different is the Canadian story and what relevance is the US one to the industry here? Peter Walker, author of McKinsey's renowned series 'The Journey' will share his insights and lead this illuminating discussion.

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## Lessons from U.S. Personal Lines Writers 4:40-5:40pm



Moderated by **Hugh White,**  
Principal, Eckler Ltd.

Panelists:



**Chris Kiah,**  
President and CEO,  
Allstate Canada



**Sheri Scott,**  
Consulting Actuary,  
Milliman



**Jeffrey Rieder,**  
President,  
Ward Group

Credit scoring, predictive modeling, advanced segmentation techniques, regulatory restrictions and intense competition. There are similarities but there also many differences between what personal line insurers in Canada are doing compared with what their US counterparts are able to do. This panel will focus on what successful US insurers are doing to improve their performance and contrast those activities with what is or is not possible in Canada.

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End Monday of Sessions

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# NICC Networking and Fun



**Cocktail Reception** sponsored by Standard & Poor's 6:30-7:45pm

**Gala Dinner** co-sponsored by Guy Carpenter and Crawford & Company 7:45pm

**Dinner Wine** sponsored by PricewaterhouseCoopers

**Post Dinner Entertainment** sponsored by The PCS-Canada Service

**Cirque Fiesta** is a group of performers who have made it their mission to dazzle people with their extraordinary technical abilities and their unique circus feats.

Swept away by the frenzied rhythm of their music, this troupe of acrobats enralls onlookers by clowning around, using specialized acrobatics that combine impeccable balance with strength that would make even the Olympian gods turn green with envy! Using their own way to delight and fill the evening with wonder, they also offer acts including moments of raw power, dreamy beauty and pure sophistication.

A special edition full of twists and turns that should make you roar with laughter and keep you out of breath!

Come experience this explosive group and join the party!



For the past two years, WICC has had the distinct honour of being chosen as the charity of choice by the National Insurance Conference of Canada. In this capacity, and with the support from delegates across the country, WICC has hosted conference based silent auctions and raffles, raising over \$20,000 in support of cancer research and awareness. WICC is extremely proud to have been chosen to participate at the 2010 NICC Conference in Montreal and welcomes your show of support once again.

Delegates interested in contributing silent auction or raffle donations are asked to contact Joseph Paré ([jpare@bf187.ca](mailto:jpare@bf187.ca)) or Catherine Larouche ([clarouche@firstonsite.ca](mailto:clarouche@firstonsite.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 \$5.3 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.

# NICC 2010 SCHEDULE

TUESDAY, SEPTEMBER 21, 2010

7:15-8:30am **Full Breakfast** sponsored by Towers Watson

## Water and Brimstone - The New Reality in Property 8:45-10:15am



Moderated by **Paul Kovacs**,  
CEO of the Institute for  
Catastrophic Loss Reduction

Panelists:



**Kathy Bardswick**,  
President and CEO,  
Co-operators



**Sharon Ludlow**,  
President & CEO,  
Swiss Re Canada



**Julien Reid**,  
Director, Standards and  
Business Intelligence, AMF

Damage from water and other climate related perils have emerged in recent years to replace fire and theft as the largest claims cost for Canada's property insurers. Lifestyle changes, ageing infrastructure and change in the climate are some of the factors that have contributed to the rapid and sustained increase in insurance claims. Moreover, the rate of growth of water and wind damage claims has been accelerating. The Panel will explore the issue of insuring the risk of water and wind damage from the perspective of an insurer, a reinsurer and a regulator. Some topics that will be discussed include: What actions are needed to ensure that the coverages offered by insurers meet the needs of homeowners and businesses? What is needed to support better underwriting of these risks? How can the insurance industry better promote risk reduction by property owners?

10:15-10:45am **Networking Break** sponsored by Canadian Insurance Top Broker

**Concurrent Sessions** 10:45-12:15pm

## Managing Through a Pandemic



**Dr. Kirsty Duncan**,  
MP



**Bohdan (Bob) Krywiak**,  
Executive General Adjuster,  
Crawford Global  
Technical Services

Having experienced the SARS outbreak in 2002 and 2003 and then the H1N1 scare last year it seems a mere matter of time before a truly dangerous pandemic strikes. Are insurers ready? How should management be prepared? What will be the impact on staff? adjusters? brokers? policyholders? government? The ability to successfully manage through a pandemic will be critical. Join Dr. Duncan (MP- Etobicoke North) and Bob Krywiak (EGA, Crawford) as they navigate the complex nature of virology, pandemics and their effects on society and the P&C insurance industry.

# NICC 2010 SCHEDULE

## Ontario Auto Reforms - Oasis or Mirage?



Moderated by **Randy Bundus**,  
VP Operations and  
General Counsel, IBC

Panelists:



**Lee Samis**,  
Principal,  
Samis & Company



**John McLeish**,  
Senior Partner,  
McLeish, Orlando LLP

The long awaited Ontario auto reforms come into effect on September 1, 2010. The reforms came in the wake of alarming claims inflation which has recently rendered the product unsustainable. The question that will be debated here is whether salvation will now be found or are we destined, after a brief honeymoon, to return to the patterns that have plagued the product since the early 1990's? Oasis or Mirage? Join defense lawyer Lee Samis as he goes head to head with John McLeish a well-known personal injury lawyer as they debate the merits and flaws of the new system.

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12:30pm **Lunch sponsored by the CIP Society**

**Keynote Luncheon Speaker: General Rick Hillier** - Former Canadian Chief of the Defence Staff



General Rick Hillier was Canada's Chief of the Defence Staff - the highest ranking position in the Canadian Forces - from February 4, 2005 to July 1, 2008. He joined TD Bank Financial Group in September 2008 as a senior advisor.

Born in Newfoundland and Labrador, General Hillier joined the Canadian Forces as soon as he could. Having enrolled in the Canadian Forces in 1973 through the Regular Officer Training Plan program, he graduated from Memorial University of Newfoundland in 1975 with a Bachelor of Science Degree. After completing his armour officer classification training, he joined his first regiment, the 8th Canadian Hussars (Princess Louise's) in Petawawa, Ontario. Subsequently, he served with, and later commanded, the Royal Canadian Dragoons in Canada and Germany.

Throughout his career, General Hillier has had the privilege and pleasure of commanding troops from the platoon to multi-national formation level within Canada, Europe, Asia and the United States. He has worked as a staff officer in several headquarters, first at the Army level in Montreal and later at the strategic level in Ottawa.

In 1998 General Hillier was appointed as the first Canadian Deputy Commanding General of III Corps, US Army in Fort Hood, Texas. In 2000 he took command of NATO's Stabilization Force's Multinational Division in Bosnia-Herzegovina. In May 2003 General Hillier was appointed as Commander of the Army and subsequently, in October 2003, he was selected as the Commander of the NATO-led International Security Assistance Force (ISAF) in Kabul, Afghanistan. General Hillier was promoted to Chief of the Defence Staff in February 2005.

**Social Guests Welcome**

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**Conference Wrap Up Joel Baker**, NICC President and CEO

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**Conference Concludes** at 2:30pm



# 2010 AON-BENFIELD NICC GOLF TOURNAMENT

Club de Golf de l'île de Montréal, Sunday, September 19, 2010



Foursome Scramble 11:00am Shot Gun Start

Club de Golf de l'île de Montréal reflects the personality and character of architect Pat Ruddy as well as his ever-charming country of origin, Ireland. Unique to Canada, this course proposes a par 70 of 7180 yards of greenery and dunes. This authentic Links course without water obstacles, dunes reaching 50 feet high, 71 pot bunkers and several varieties of fescues and wild flowers will bring you the feeling of being in Ireland. This incredible Irish-influenced creation on Quebec soil offers an unforgettable experience, and will leave no golfer indifferent. Bon voyage!

#### **Tournament package includes:**

- Transportation to and from Club de Golf de l'île de Montréal
- Green fees & power carts
- Boxed lunch & 2 beverages
- Taxes and gratuities

2010 Aon-Benfield NICC Tournament Fee:

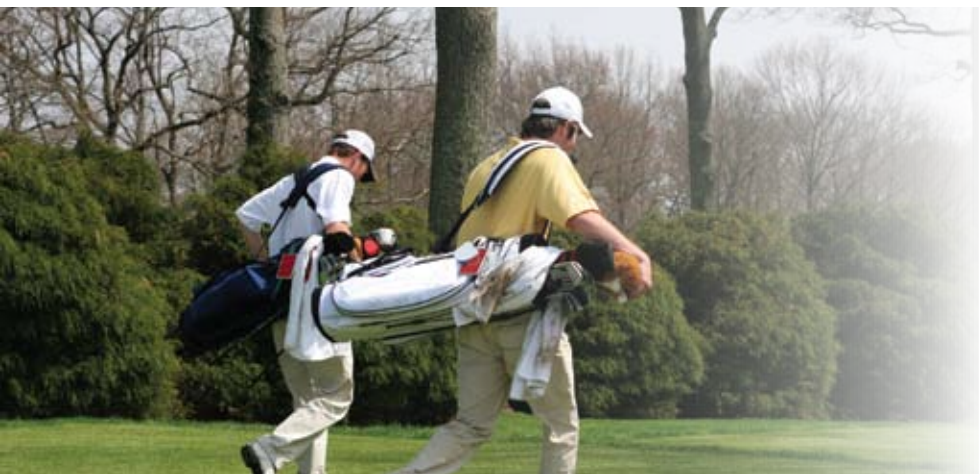
**\$100 per person**

Premium Golf Club Rental fee (must be reserved in advance):

**\$50 per person**

Westin Departures: 9:45am, 10:00am, 10:15am

Westin Return: 5:00pm



# NICC 2010 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 September 20.

In addition to the above, registered spouses or social guests have the option to sign up for the following high-quality programs for September 19th and 20th.

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

## BRUNCH & SPA IN OLD MONTRÉAL

Sept 19th, 2010 – Day 1 Social Guest Program

### Brunch – Le Jardin Nelson

Discover the flavourful French and local cuisine of Le Jardin Nelson, located a short walking distance from the Westin. Nestled in the heart of Old Montréal, this historic garden inspired landmark has become a popular attraction for over 30 years. Prepare for an afternoon of indulgence by starting the day with a traditional crêpe brunch with all the sweet trimmings. Bon appétit!

### Baths & Massage Therapy – Scandinave Les Bains Vieux-Montréal

Departing directly from brunch, allow our guide to lead you in the direction of sublime relaxation with an afternoon at the spa. Whether you call them thermal baths, Norwegian baths or Finnish saunas, the use of baths as a source of physical and emotional well-being is an ancient practice that dates back thousands of years. This age-old European tradition is known today as thermotherapy. Scandinave Les Bains Vieux-Montréal wants to restore the term “spa” to its former nobility, Sanitas per aquam, or health through water. Next, treat yourself to a signature Swedish massage, combining firmness and softness, proven to eliminate stress and leave you feeling fresh and rejuvenated.

### This unique and luxurious package includes:

- Professional walking guide to and from The Westin, Le Jardin & Spa Scandinave
- Brunch at Le Jardin Nelson
- Access to Spa Scandinave’s baths and saunas
- 1 signature Spa Scandinave 60 minute Swedish massage
- Access to Spa Scandinave’s lockers, towels, sandals and bathrobes
- Taxes and gratuities

*Note:* Please bring bathing suit

Westin Departure 11:00am

Westin Return 4:00pm



## FLAVOURS AND AROMAS OF OLD MONTRÉAL

Sept 20th, 2010 – Day 2 Social Guest Program

This gastronomic walk will allow you to discover the culinary, cultural and historical charms of the oldest district of Montréal. Housed in old warehouses and showrooms of the 19th century era, select food boutiques open their doors to offer a taste of their French delicacies. Through small and narrow cobblestone streets, the guide explains the influences of the Natives and the nuns on Montréal’s food habits, and how the venue of the World Expo in 1967 brought exotic food to our tables.

After working up an appetite, stop for a relaxing lunch at Fourquet Fourchette and continue the journey in the lost era of New France and its native cuisine.

### This delectable package includes:

- Professional walking guide to and from The Westin
- Gourmet tastings, Lunch at Fourquet Fourchette
- Taxes and gratuities

Westin Departure 10:00am Westin Return 2:00pm

