

# WHERE INDUSTRY LEADERS MEET



## NATIONAL INSURANCE CONFERENCE OF CANADA

September 25 -27, 2011  
Bayshore Westin, Vancouver

### PLATINUM SPONSORS

IBC  BAC | Insurance Bureau of Canada  
Bureau d'assurance du Canada

  
members benefit



### GOLD SPONSORS

 BENFIELD 

Deutsche Insurance Asset Management   
Deutsche Bank Group

GUY CARPENTER

PROPERTY CLAIM  
  
SERVICES  
CANADA



STANDARD  
& POOR'S

### SILVER SPONSORS

B&A | Beach & Associates Ltd. 





FASKEN  
MARTINEAU 

Heenan Blaikie









CANADIAN INSURANCE  


TOWERS WATSON 



## NICC Advisory Committee Members 2011

**Ken McCrea,**  
*CEO,*  
**Wawanesa Mutual**

**Deborah Moor,**  
*President,*  
**Lloyd's Canada**

**Jon Schubert,**  
*CEO,*  
**Insurance Corporation of  
British Columbia**

**John Game,**  
*President RRC and Chief Agent,*  
**White Mountains Re**

**Don Forgeron,**  
*CEO,*  
**Insurance Bureau of Canada**

**Peter Hohman,**  
*CEO,*  
**Insurance Institute of Canada**

**Don Callahan,**  
*CEO,*  
**Guy Carpenter Canada**

**Bob McLean,**  
*CEO,*  
**Aon Benfield Canada**

**Mary Charman,**  
*2010/2011 President,*  
**Canadian Independent Adjusters  
Association**

**Justin MacGregor,**  
*EVP,*  
**Martin Merry & Reid Ltd. and  
President of the Insurance Brokers  
Association of Canada**



As President & CEO of the National Insurance Conference of Canada (NICC), I'd like to personally invite you to our fifth annual event to be held September 25 to 27, 2011 at the beautiful Bayshore Westin in Vancouver.

So far, 2011 is shaping up to be another challenging year. While we expect improvement in personal lines due to reforms and rate hardening, profitability remains elusive. Commercial lines and reinsurance remain soft and investment income is still meager. And, of course, the regulatory environment continues to get more demanding.

To quote Isaac Asimov – “The only constant is change, continuing change, inevitable change, that is the dominant factor in society today. No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be.”

That is why it is as important as ever for our industry to come together in one forum to discuss the critical issues facing us all.

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 Allan Gregg, Chairman of Harris/Decima, will be our emcee this year. And, as you have now come to expect, the upcoming 2011 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 the spectacular Furry Creek Golf & Country Club; cocktail receptions; a gala dinner featuring the legendary Rich Little; and a top-notch spouse/social guest program.

All in all, the NICC is exactly 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 \[www.niccanada.com\]\(http://www.niccanada.com\)](http://www.niccanada.com)

## NICC 2011 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 26 & 27, 2011)  
6 hours Management & 3.5 hours Technical

## Who Should Attend

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

# NICC 2011 SCHEDULE

## SUNDAY, SEPTEMBER 25, 2011

**Aon Benfield NICC Golf Tournament** at Furry Creek,  
(Tournament begins at 10:30am) Golf registration required.

**Conference Registration Opens** 9:00am



**6:00 pm - 8:00 pm Cocktail Reception**, Sponsored by Lloyd's  
**Welcome address by:** Graham White, Deputy Chairman, Lloyd's



## MONDAY, SEPTEMBER 26, 2011

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



**Welcome and Introduction** 8:45am

**Joel Baker**, NICC President and CEO *and*  
**Allan Gregg**,  
M.C. of 2011 NICC



**Modernization of the Regulatory Regime - Where Do We Go From Here?** 9:00am-10:30am



**Moderated by**  
**Robert McDowell**,  
Partner,  
Fasken Martineau LLP



**Panelists:**

**Bernard Dupont**,  
Managing Director,  
Insurance Capital, OSFI



**Jim Falle**,  
EVP and CFO,  
Aviva Canada Inc.



**Carolyn Rogers**,  
CEO  
FICOM BC



**Stuart Carruthers**,  
Partner,  
Stikeman Elliott LLP

**Topics that will be covered by this important opening panel include:**

- International regulatory trends
- Basel III - its application in Canada
- IAIS
- What does "Modernization of the Regulatory Regime" mean?
- Do we need it? If so, what? Has the pendulum swung too far?
- If regulation is really about risk management, what risks (known, emerging, unknown) really need further regulation?
- Provincial issues - market conduct, rate regulation, credit scoring, Part XIII, others
- Solvency II, Pillars 1 and 2

10:30-11:00am **Networking Break** Sponsored by Duck Creek Technologies

# NICC 2011 SCHEDULE

Concurrent Sessions 11:00am - 12:00pm

## Concurrent A - Fighting Personal Lines Fraud



Moderated by  
**Jon Schubert**  
CEO, ICBC

Panelists:



**Rick Dubin,**  
VP, Investigative Services,  
IBC



**Carol Jardine,**  
SVP, Claims Services,  
TD Insurance



**Joseph Wehrle,**  
President and CEO  
National Insurance Crime Bureau  
(NICB)

Effectively fighting fraud not only makes smart business sense, it also benefits consumers. It is, however, a difficult and complex problem to manage. This session will explore fraud in personal-lines insurance, suggest strategies that Canadian insurance companies can take to reduce fraud, and explore action that companies and government can take to fight service supplier fraud and the abuse of contracts of insurance - contracts that, at their very core, are based on the concept of “utmost good faith”.

## Concurrent B - Subrogation Success - What Insurers Can Do to Avoid Leaving Money on the Table



Moderated by  
**Chris Giffin**  
President,  
Giffin Koerth Smart Forensics

Panelists:



**Mark Bailey,**  
Director,  
MEA Forensic



**Joseph Turcotte,**  
Toronto Operations  
Claims Managers,  
FM Global



**John Vamplew,**  
Director and Chair of Subrogation  
and Business Loss Groups,  
Whitelaw Twining

Every year hundreds of millions of dollars are available to insurers through subrogation. This diverse panel of subrogation experts will discuss and present case studies illustrating strategies they employ to ensure the successful recovery of claims dollars spent. Topics of discussion will include:

- Developing a project plan for subrogation on day 1 involving: Expert(s); Adjuster/examiner; Counsel
- Importance of and, effective use of, an “expert”
- Understanding the motivators of defendants – their insurers and their counsel
- Identifying Targets
- Cost benefit analysis in the subrogation process
- Managing risk in the process – taking smart risks
- Spoliation and preserving evidence
- Small mistakes that can cost millions of dollars
- Identification of the manufacturer of imported products

---

End of Morning Concurrent Sessions

---

# NICC 2011 SCHEDULE

12:00-1:30pm **Lunch and presentation** sponsored by The IBC



**Luncheon Speaker:**

**Don Forgeron**

President & CEO, Insurance Bureau of Canada on the topic of  
“Regulators and Insurers: Bridging the Divide.”

We’re living in a riskier world. On that, we can all agree. But the road diverges there, depending on whether the regulator or the insurer is its traveler. Don Forgeron, President and CEO of Insurance Bureau of Canada, will address the issue of risk from the perspective of both regulator and insurer, bringing to light the challenges that create the current divide, how to bridge it, and the opportunity it presents to better serve Canadian consumers.

---

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



**Moderated by**  
**Richard Booth**,  
Vice Chairman,  
Guy Carpenter

**Panelists:**



**Henry Klecan Jr.**,  
President and CEO - The Americas,  
SCOR



**Tad Walker**,  
President & CEO,  
PartnerRe North America



**Marty Becker**,  
President & CEO,  
Alterra Capital Holdings, Ltd.

The NICC’s global reinsurance panel is always a highly anticipated event. This year’s panel is no different. Moderated by Guy Carpenter’s CEO, Peter Zaffino, 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.

---

2:45-3:15pm **Networking Break** Sponsored by CI Top Broker

---

## General Session - Managing Business System Transformation - From the Doobie Brothers to Lady Gaga 3:15-4:30pm



**Moderated by**  
**Gregory Maciag**,  
CEO, ACORD

**Panelists:**



**Robert Merizzi**,  
EVP and CIO,  
Aviva Canada Inc.



**Jamie Bisker**,  
Global Business Services  
Insurance Practice Leader,  
IBM



**Jack Dugan**,  
VP, Global Insurance Leader  
North America Insurance,  
Capgemini Financial Services

Insurers and their partners are saddled with creaky legacy systems that are very inexpensive to run but are at the same time highly rigid and inflexible. Companies are in varying stages of the painful and costly process of transforming their systems. Their objective is to benefit from new technologies that will provide flexibility, interoperability and sophisticated analytical/modeling capabilities required to effectively compete in today’s market.

Join this expert panel as they address the opportunities and pitfalls ahead.

---

End of Monday Sessions

---

# NICC Networking and Fun



Rich Little is one of the most diversely gifted and popular performers in the entertainment business. And although most recognize him as the undisputed master of mimicry, his talents extend far beyond his extraordinary impressions. He is also a singer, comedian, and an actor of stage, film, and television.

Performing everywhere from Las Vegas to the White House, he continues to dazzle audiences with his portrayals of personalities in show business, politics, and fiction – and now he’s coming to entertain us at the 2011 NICC.

He will take us on a trip down memory lane, sharing his experiences of celebrities he has known and been, and introduce us to performers, presidents, and patriots.

It’s an evening you won’t want to miss!

**Cocktail Reception** sponsored by Standard & Poor’s

6:30-7:45pm

**Gala Dinner** co-sponsored by Guy Carpenter *and*

Deutsche Insurance Asset Management 7:45pm

**Dinner Wine** sponsored by PricewaterhouseCoopers

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



Since 2008, 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 \$34,000 in support of cancer research and awareness. WICC is extremely proud to have been chosen to participate at the 2011 NICC Conference in Vancouver and welcomes your show of support once again.

Delegates interested in contributing silent auction or raffle donations are asked to contact Kellee Irwin at [Kellee.Irwin@icbc.com](mailto:Kellee.Irwin@icbc.com).

**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 \$5.7 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 2011 SCHEDULE

TUESDAY, SEPTEMBER 27, 2011

---

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

---

## General Session - Global Economic Outlook: 8:30-9:30am



Speaker

**Josh Feinman,**

Global Chief Economist,

DB Advisors/Deutsche Asset Management

From his vantage point as the chief economist of one of the world's leading asset management firms, Josh Feinman will provide an analysis on the 'Long Climb Back' in the U.S., the struggling economies in Europe, the Asian economies and the effects these will all have on Canada. Mr. Feinman will further delve into the outlooks for interest rates, inflation, labour and credit in the context of monetary and fiscal policies in North America.

## General Session - ShakeOut, Tohoku, & their Implications for British Columbia: 9:30-10:30am



Speaker

**Keith Porter** Ph.D.,

Associate Research Professor,  
University of Colorado at Boulder,  
Engineering Centre

Keith Porter is an Associate Research Professor in Structural Engineering and Structural Mechanics at the University of Colorado at Boulder and Principal of the international consulting company SPA Risk LLC. He is a licensed Professional Engineer and researcher specializing in seismic vulnerability and societal risk from natural disasters. He helped to develop the second generation of performance-based earthquake engineering (PBEE-2), a structural engineering method to estimate seismic risk to buildings in terms dollars, deaths, and downtime. He has been involved in the Southern California ShakeOut earthquake emergency planning scenario. He is one of a very few academics who was once a professional catastrophe risk modeler, having worked for EQECAT in the 1990s. In this fascinating and scary presentation, Mr. Porter will describe the findings of the massive California ShakeOut study and what we can learn from it in Canada.

---

10:30-11:00am **Networking Break** Sponsored by CGI

---

# NICC 2011 SCHEDULE

Morning Concurrent Sessions 11:00am-12:30pm

## Concurrent A - Canadian Earthquakes - Preparing for the Big One



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

Presenters:



**Dr. Garry Rogers**,  
Seismologist, Research Scientist,  
Earthquakes Canada  
Natural Resources Canada



**Alister Campbell**,  
CEO,  
Zurich Canada



**Ken McCrea**,  
CEO  
Wawanesa Mutual

The big one hasn't happened here...yet. But seismology tells us that it surely will. It could be a mammoth Cascadia Subduction Zone quake on the west coast or a sizable event in the Montreal region. Canada's population, businesses and governments are exposed. Are insurers and reinsurers adequately prepared? Is society? Issues that will be discussed include: infrastructure, emergency preparedness, insurance capacity, model risk, infrastructure, building codes, broker awareness and deductibles.

## Concurrent B - Developments in Commercial and Environmental Litigation

Panelists:



**Laura Cooper**,  
Partner,  
Fasken Martineau



**James Sullivan**,  
Partner,  
Blakes

What is happening in the Canadian commercial litigation front? Insurers need to know.

This panel of experienced litigators will discuss important developments in D&O, class actions, product liability, securities litigation, environmental class actions known as toxic torts and the "terrifying" prospect of pliable limitation periods.

---

### End of Morning Concurrent Sessions

---



12:30-2:30pm **Lunch sponsored by the CIP Society**

**Keynote Luncheon Speaker:**  
**Tiff Macklem** - Senior Deputy Governor of the Bank of Canada

**Social Guests Welcome**

---

2:25-2:30pm **Conference Wrap Up Joel Baker**, NICC President and CEO

---

**Conference Concludes**

# 2011 AON BENFIELD NICC GOLF TOURNAMENT

Furry Creek Golf & Country Club, Sunday, September 25, 2011

Foursome Scramble 10:30am Shot Gun Start

Furry Creek is not a course that one merely plays - it is an enriching adventure to be savored. Considered one of the most beautifully landscaped playgrounds in the province, Furry Creek delivers an unforgettable experience with its breathtaking beauty, dramatic play and first-class facilities.

As BC's most scenic golf course, Furry Creek perfectly captures the most spectacular qualities of this part of the country. This par 72, 18-hole golf course designed by Robert Muir Graves and built in 1993 offers panoramic ocean views, and is just 35 minutes north of Vancouver, along the scenic Sea to Sky Highway to Whistler.

One glance from the first tee, with its striking 165-foot plunge towards the tranquil waters of Howe Sound, and you will understand that you've arrived at a course like no other. Perhaps the only thing more inspiring than the visual feast nature has set before you is the dazzling play of the course itself. Meandering past cliffs, ocean, streams and woodlands, each hole is a work of art, thoughtfully designed and meticulously maintained to the highest standards.



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

- Transportation to and from Furry Creek
- Green fees & power carts
- Boxed lunch & 2 beverages
- Taxes and gratuities

Aon Benfield NICC Tournament Fee:

**\$100 per person**

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

**\$50 per person**

Westin Departures: 9:00am and 9:15am

Furry Creek Departure back to Westin: 4:30pm



# NICC 2011 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 26<sup>th</sup>.

In addition to the above, registered spouses or social guests have the option to sign up for the following high-quality day program:

## THE BEST of VANCOUVER: BY LAND, BY SEA and BY AIR

Monday, September 26, 2011

The combination of ocean, mountains and temperate rainforest is what makes Vancouver one of the most beautiful cities in the world. You'll sample a little of everything during this excursion which will take you via ferry to Vancouver's North Shore. You will have time to explore the Lonsdale public market before continuing on to the base of Grouse Mountain, where a gondola awaits you to take you to the top of the mountain. At the top of the 3,700 foot ascent, you'll find breathtaking views of Vancouver and the Gulf Islands. Activities there include a renowned logging show, access to the theatre in the sky and the Grizzly habitat. An exquisite lunch will be served.

### This delectable package includes:

- Motorcoach transportation
- Seabus ticket
- All admissions
- Professional tour guide
- Lunch
- Applicable taxes and gratuities

Westin Departure: 9:00am

Westin Return: 4:00pm



Please note that if you are interested in attending the spa on Sunday, September 25<sup>th</sup>, we encourage you to contact the Vida Spa within the Bayshore hotel and make individual arrangements:

<http://www.vidaspas.com/VancouverWestinBayshore.php>

**Aon Benfield/NICC Golf Tournament - September 25 - Furry Creek Golf & Country Club**

**Tournament Fee: \$100 ea.**

Includes: Transportation, green fees, power cart, boxed lunch, beverages etc.

Yes, I would like to register for the NICC golf tournament on September 25, 2011 .

I require rental clubs (please add \$50):  Right Handed,  Left Handed

Yes I would like to register my Social Guest/Spouse for the golf tournament

My social guest requires rental clubs (please add \$50): Right Handed , Left Handed

Complete the foursome list below, if this has already been arranged. If entering as a single and prefer a foursome to be arranged for you please CHECK THIS BOX

Other Players in Foursome (each player must be registered for the NICC and for the tournament) :

1: Name: \_\_\_\_\_ Company Name \_\_\_\_\_

2: Name: \_\_\_\_\_ Company Name \_\_\_\_\_

3: Name: \_\_\_\_\_ Company Name \_\_\_\_\_

NICC will make best efforts to accommodate foursome requests.

**Payment Options**

You may return this form with a cheque payable to the **National Insurance Conference of Canada** and send to:

The National Insurance Conference of Canada, 133 Richmond St. W., Suite 401, Toronto, Ontario, Canada M5H 2L3

or register and pay on-line at [www.niccanada.com](http://www.niccanada.com).

Delegate registration fee: \$ \_\_\_\_\_

Guest/Spousal Option (Select One): [A] or [B] Fee: \$ \_\_\_\_\_

Golf Tournament fees: \$ \_\_\_\_\_

Golf Club Rental Fees (MUST be reserved by September 1, 2011): \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_ *Canadian residents add 12% B.C.HST* \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

You may also pay via credit card. Please fill out the information and fax to **416-363-7454**, att. Laura Viau

AMEX  Mastercard  VISA

Cardholder name \_\_\_\_\_

Number \_\_\_\_\_

Expiration date \_\_\_\_\_ Signature \_\_\_\_\_

Billing address \_\_\_\_\_ GST #881163406

**Hotel Accommodation at the Westin Bayshore**

**Reserve your hotel room online at [www.niccanada.com/hotel](http://www.niccanada.com/hotel)**

The Westin Bayshore, 1601 Bayshore Drive · Vancouver, BC V6G 2V4

Telephone: (604) 682-3377 · Toll-Free: 1-800-937-8461 Group Code: NICC

Note that we have negotiated special conference rates for the period **September 22 - September 30 (inclusive)**.

**NICC Fast Facts**

Dress Code: Business.

Registration desk opens on September 25, at 9:00 am.

Entry to all business sessions and social functions requires delegates and guests to wear badges.

Conference officially concludes at 2:30 p.m. on Tuesday, September 27.

**Any questions? Please contact Laura Viau at (416) 368-0777 or [laura.viau@msaresearch.com](mailto:laura.viau@msaresearch.com)**

Visit [www.niccanada.com](http://www.niccanada.com) for more details