

The logo features the text "20 years" in a grey font, with "20" being significantly larger than "years". A green swoosh underline is positioned above the text. Below "20 years" is the phrase "past forward vision for the future" in a smaller, grey, sans-serif font. A grey crescent shape is positioned to the left of the text.

20^{years}

past forward

vision for the future

20TH SILA NATIONAL EDUCATION CONFERENCE CONFERENCE RECAP

The 2009 SILA National Education Conference Wrap Up – in case you missed it!

The 20th SILA National Education Conference was a success! The reason for its continued success is due to the high level of participation from members who volunteer their time to lead, instruct, speak, volunteer, exhibit, sponsor, entertain – the list goes on. The 20th National Education Conference was held on October 25-28, 2009 at the newly built Sheraton Phoenix Downtown. The weather even cooperated, cooling down to a low 80 degrees. There was a strong showing of over 570 conference attendees; a great turnout even though the economy had companies tightening their travel budgets.

A brief look at this year's conference highlights are listed below. There were so many highlights; I may get in trouble for not mentioning them all. Please forgive me if I missed a few.

SILATM



Securities & Insurance
Licensing Association

CONFERENCE RECAP

Two Class Offerings: Licensing Basics Class and the Surplus Lines Fundamentals Class

- MetLife (Tina Honkus, Tina Bosworth and Denise Boyer) instructed a four-hour Licensing Basics class that earned course credit towards the SILA designation program upon the successful completion of the final exam. There were 43 students who registered for this class.
- The Surplus Lines Fundamentals class was taught by Roy Simpson, ENH Insurance, Steve Stephan of NAPSLO and Julia Van Buren of US Risk Insurance (members of the Surplus Lines Steering Committee). This four-hour course taught the 20 attendees the fundamentals of Surplus Lines that included terminology, regulatory requirements and tax reporting and filing processes.

New Attendee Orientation

On Sunday, there was a New Attendee Orientation where over 100 new conference attendees were welcomed and instructed by Jessica Smithling of Invescor on the best ways to take advantage of the information to be obtained at the SILA National Education Conference.

Exhibitor Reception

The SILA Education Conference officially kicked off with the Exhibitor Reception with 28 vendor booths displaying products and services to new and seasoned conference attendees. The participating vendors were: 360 Training.com, ABLE Incorporated, AD Banker & Company, Applicant Insight, Rhoads Online, Business Information Group, CEU.com, Chubb Licensing Services, FIRE Solutions, First Advantage, GIS, Insurance Licensing Services of America, Kaplan Compliance Solutions, Kaplan Financial Education, McCamish Systems, NAIC (State Based Systems), NIPR, PlanetSoft, StoneRiver-RegEd, Securities Training Corporation, Sircon, Success Family of CE Companies, Systeme Software, Tower Group, Vector One, and Web CE.

Monday General Session

In celebrating SILA's 20th anniversary, the Monday morning opening was a clever re-enactment of the beginning of SILA (acted by SILA member, Marian Desilets as Beth McGuire and her husband, Douglas, as Don Fischer - produced by Mike and Jean Cassiere). The production was followed by the introduction of the real Don Fischer and Beth McGuire, both appearing on stage, followed by a gospel choir singing "Celebration" by Kool and the Gang (of course, lead by our Alabama regulator, Jimmy Gunn, dressed in a choir robe along with other SILA members).

A tribute provided by NIPR was given to Jane Strother, former West Virginia regulator, who passed earlier in 2009. A teary moment for all who remembered our dear friend, Jane.

The Monday keynote speaker, Karen Pauli from the Tower Group, delivered an easy-to-follow analysis of key indicators and trends within the insurance industry and how the marketplace responded. She also gave a forecast of what to expect in 2010. This was great information to help prepare all of us for next year challenges.

Regulator Updates

This year's Regulator Updates were done in the Monday and Tuesday General Sessions which made it an easier format for the attendees and the 38 participating state regulators. PowerPoint slides of regulatory changes were provided by regulators (including some regulators who could not attend). These regulatory updates are available in the four Regional Update PowerPoint presentations.

Around the Country Session

The Around the Country Session was held on Monday afternoon. This session offered a venue for the industry to address specific regulatory issues and to meet new and familiar state regulators, FINRA and NIPR representatives.

Awards

The Tuesday morning opening gave a 'different' but fun way of introducing the SILA Board of Directors, followed by the SILA Awards and Designation Recognition programs, both done in an Academy Award format. This year's SILA Awards were given to:

- President's Award: Dan Corridon
- Organization Appreciation: MetLife
- Robert C. Kennedy Appreciation: Jean Cassiere, ISIS
- Warren E. Spruill Regulator Recognition Award: Jeff Baughman, Washington Insurance Dept.
- Licensing & Registration Administrator of the Year Award - Joe Como, Lockton Companies
- Above & Beyond - LeRoy Brungardt (Also recognized for his SILA leadership and his last year with SILA since LeRoy is retiring - another teary goodbye!)

Congratulations to the 2009 Award Recipients!

Designations

The 2009 SILA Designation Recipients recognized at the conference were:

- | | |
|-------------------------|------------------------------------|
| Fellow Designations: | Training Certification Recipients: |
| • Julie Boyd | • Roger Baker |
| • Margie Webber | • Robin Bogdanich |
| • Katrina Wirtz | • Lois Bologna |
| Associate Designations: | • Geraldine Bridges |
| • Kimberly Alexander | • Matthew Hert |
| • Roger Baker | • Michelle Jozeyfk |
| • Evelyn Bonner | • Lori Pogoreski |
| • Karen Cardo | • Gay Robinson |
| • Emily Chamberlain | • Camille Shaw |
| • Ted Corsi | • Patricia Shook |
| • William Culross | • Bonnie Threet |
| • Bradley Eadie | |
| • Juniper Eufrazio | |
| • Barbara Goryca | |
| • Jimmy Gunn | |
| • Linda Howell | |
| • Lekitta Hughes | |
| • Debra Kulas | |
| • Rhonda Matson | |
| • Christina Page | |
| • Marcy Peoples | |
| • Tre Rockenbach | |
| • Dorothy Slayton | |
| • Bannon Squirewell | |
| • Ellen Stanek | |
| • Joni Thomas | |
| • Ronda Wiechens | |
| • Cheryl Zampirri | |
| • Kim Zanola | |

Congratulations for obtaining these designations and training accomplishments!

Tuesday General Session

The Tuesday General Session, emceed by Bob Hamburger of Chubb, was a powerhouse of former Insurance Commissioners and also agent association executives who discussed industry hot topics in a talk-show format, hosted by Mike Pickens. Their perspectives of topics driving the political landscape and where regulatory focus will or won't be in the upcoming year were very enlightening.

Concurrent Breakout Sessions

The concurrent breakout sessions for both Monday and Tuesday were very well done and in some sessions, they were quite imaginative (including costumes) or in a game-show format. The afternoon session topics

offered ideas and best practices on various topics such as ways to cut expenses, make more informed decisions and how to effectively use tools and services to become more efficient. There were also informative sessions that provided FINRA Updates, Case Studies and ways to improve the registration and licensing processes. There were also NAICTask Force Updates, an explanation of the licensing exam development process, and technology updates planned for the state insurance departments in the coming months.

SILA SuperBowl Commercial Contest and Anniversary Reception

A true highlight at the conference was the SILA SuperBowl Commercial Contest and Anniversary Reception. This entertaining event topped the charts in events to be remembered. Nine vendors competed for the judges' trophies and a People's Choice award by giving a two-minute creative commercial of their products and services. Boy, were we treated with some imaginative and creative presentations! The Emcee, Brian Ferguson and the three judges, Lurna Landphier, Jason McCartney and Lori Petrusaitis kept us laughing with their exaggerated Paula Abdul, David Hasselhoff and Sharon Osborn imitations. We also had an official timer and scorekeeper, Steve Fromholtz, who kept everything on track with accurate scoring. The winners of the SuperBowl Commercial trophies are listed below.

SILA SuperBowl Winners:

- 1st Place: Kaplan Compliance Solutions
- 2nd Place: Business Information Group (BIG)
- 3rd Place: AD Banker
- People's Choice Award: StoneRiver RegEd
- Best Costumes: StoneRiver RegEd
- Best Use of Props: Kaplan Compliance Solutions
- Don't Give Up Your Day Job: Applicant Insight

Thanks to the participating vendors for an entertaining night. A huge thank you goes to the planning committee of Bob Birman, Tamara Thompson, Chris Reetz, and Jacqui Donner. I heard enthusiastic requests to do this event again next year.

CONFERENCE RECAP

Wednesday General Session

Wednesday's sessions were the Regulators' ViewPoint where hot topics from SILA members were asked and answered by the participating regulators. The Technology Update session discussed upcoming automation planned for state systems and the NIPR Gateway products.

Last but not least was the SLA Business meeting that covered the SILA Financials, bylaw changes and a high-level five year Strategic Plan. Also, the election results of the three open SLA Board positions were announced (effective January 1, 2010):

- President Elect: John Humphries, Nationwide
- Treasurer: Bob Birman, Allstate
- Secretary: Beth McCullough, Asurion

Lois Hennen, current President Elect, will move into the role of SILA President beginning January 1, 2010. The current SILA President, Margie Webber, will move to the Immediate Past President position.

In closing this conference recap, there are two special groups that need special recognition:

1. SILA's financial sponsors: NIPR, Business Information Group, CEU.com, GEICO, General Information Services (GIS), Kaplan Compliance Solutions, Pearson VUE, Sircon, StoneRiver-RegEd, ARMTech Insurance Services, Asurion Protection Services, First Advantage Employment Screening Services, Prometric, PSI. Also our Award sponsors: Sircon, StoneRiver-RegEd (also our SILA Digest content provider), Marsh USA and the National Alliance for Insurance Education & Research. Your financial contributions allow us to build a bigger and stronger conference offering.

2. The 2009 Conference Planning Committee: This year was the first year that SILA had the privilege of having a conference planning committee that guided the event planning and established budget oversight of this year's conference. The Conference Planning Committee was chaired by Lois Hennen, Nationwide, Jean Cassiere, ISIS, Bob Birman, Allstate, Karen Vourvopoulos, Ohio Insurance Department and Clint Lane, New Hampshire Insurance Department. A lot of time and energy was spent in planning this year's conference. A job well done!

From attendees to participants, thank you all for a great

2009 SILA National Education conference!

Mark your calendars now!

**2010 National Education Conference
October 3 - 6, 2010
Jacksonville, Florida**

**Hyatt Regency
Jacksonville Riverfront**

