

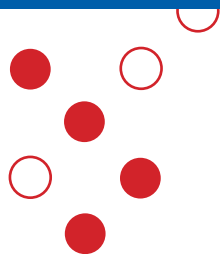


4TH ANNUAL SNL

# INSURANCE BROKERAGE SUMMIT

NOVEMBER 10, 2010 | THE UNION LEAGUE CLUB | NEW YORK CITY

“Essential intelligence for operating and thriving in the insurance distribution sector today.”



PRESENTED BY:

 **SNL**Financial

in collaboration with



## PAST PARTICIPATING COMPANIES

21st Century Benefit Advisors  
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Dawson Companies  
DBH Consulting

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# INSURANCE BROKERAGE SUMMIT

NOVEMBER 10, 2010 | NEW YORK CITY

**A day of insight from leading insurance executives, advisors and analysts on the industry's key strategic issues and projections for growth and M&A.**

Insurance brokers face multiple headwinds – an exceptionally challenging economy, tight capital, premium compression and continued pressure from carriers to refocus operating capacity towards high-growth, low-loss organizations. Along with this, the environment for mergers and acquisitions is experiencing a dynamic shift.

Join us for panel discussions at the 2010 **SNL Insurance Brokerage Summit** as industry executives and experts present guidance on the industry's dynamics and strategies for maximizing value today.

## WHAT YOU'LL TAKE AWAY:

- The evolving distribution strategies of insurance carriers
- The impact of the current economic environment on the sector
- Detailed insight into middle-market strategies
- Key measures of profitability and financial strength
- Valuation trends and the expectations of brokerage buyers and sellers
- Strategic approaches to managing cash flow challenges and maximizing agency value
- New perspectives on carriers and agencies to enhance your ability to make proactive management, investment and operational decisions

## THIS PROGRAM IS DESIGNED FOR:

- Independent agency executives
- Finance and corporate development professionals at insurance underwriters and brokerages
- Private equity and hedge fund investors
- Investment banking, legal and consulting advisors
- Asset managers
- Sector analysts
- Industry regulators

# SPEAKERS AND PANELISTS

**David L. Eslick**  
*Chairman and CEO*  
Marsh & McLennan  
Agency, Inc.

**Eric D. Fader**  
*Counsel*  
Edwards Angell Palmer  
& Dodge LLP

**James S. Gault**  
*Corporate Vice President*  
*President and COO,*  
*Brokerage Services*  
*Division*  
Arthur J. Gallagher & Co.

**Peter Gruenberg**  
*Co-National Director*  
Willis North America  
Benefits Practice

**John Hendrix**  
*Managing Director*  
Sandler O'Neill + Partners,  
L.P.

**Justin Lake**  
*Analyst*  
UBS Investment Bank

**Andy Marks**  
*Senior Executive Vice*  
*President*  
Bollinger Insurance

**J. Kevin A.  
McKechnie**  
*Executive Director*  
American Bankers  
Association

**Richard L. Miley**  
*President and CEO*  
BroadStreet Capital  
Partners

**John H. Mize**  
*Consulting Actuary*  
ALIRT Research

**David Paul**  
*Principal*  
Towers Watson

**Richard A. Poppa**  
*President and CEO*  
Independent Insurance  
Agents & Brokers of  
New York

**John S. Pruitt**  
*Partner*  
Dewey & LeBoeuf LLP

**Thomas E. Riley**  
*Regional President*  
*and Chief Acquisitions*  
*Officer*  
Brown & Brown, Inc.

**Michael Ryan**  
*Partner, Insurance*  
*Transaction Services*  
KPMG

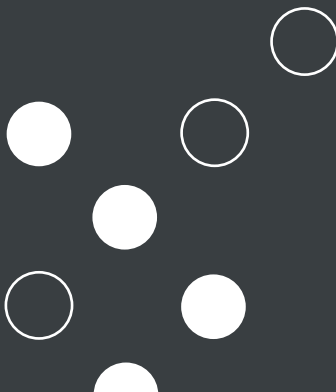
**Patrick G. Ryan**  
*Chairman & CEO*  
Ryan Speciality Group

**Wayne Walkotten**  
*Executive Vice*  
*President*  
Marsh, Berry & Co., Inc.

**John Wepler**  
*President*  
Marsh, Berry & Co., Inc.

**Clark Wormer**  
*Director of M&A*  
Hub International  
Association

**David Zuercher**  
*Chairman*  
Wells Fargo Insurance  
Services



# NOVEMBER 10, 2010

Registration and continental breakfast open at 7:30 AM

**8:30 AM WELCOME REMARKS**

**8:45 AM KEYNOTE ADDRESS**

**Patrick G. Ryan**

*Chairman & CEO*

Ryan Specialty Group

**9:30 AM THE STATE OF THE INDUSTRY**

- Industry financial performance and outlook
- Premium pricing trends
- Insurance company initiatives to enhance returns
- The competitive landscape in distribution channels
- Prospects for growth, profit and survival

**11:00 AM REFRESHMENT BREAK**

**11:30 AM MERGERS AND ACQUISITIONS**

- Finding equilibrium: projected consolidation trends
- Scrutinizing the sellers: what are buyers really buying?
- Buy-side movers and shakers exploiting consolidation
- Changing supply and demand dynamics affecting the landscape of deal pricing and structure
- Capital availability and expected returns on investment
- Successful closing and integration strategies

**12:45 PM LUNCHEON**

**2:00 PM THE NEW HEALTHCARE LANDSCAPE**

- Fundamentals of the new health care plan
- Expected affects on small, medium and large businesses
- Impact on insurance companies and agents
- Proactive strategies for the new landscape

**3:30 PM REFRESHMENT BREAK**

**3:45 PM EMERGING DISTRIBUTION TRENDS**

- Dissecting the insurance consumer's wants and needs
- Analyzing distribution segments
- Direct vs. indirect company distribution strategies
- Ecommerce evolution
- The potential for the disintermediation of agents

**5:15 PM COCKTAIL RECEPTION**

Deccan Value Advisors  
Deloitte & Touche  
Digital Insurance  
Duff & Phelps  
Federal Reserve Bank of  
New York

Fidelity Management &  
Research Company  
First Financial Holdings  
First Horizon Insurance  
Company

FirstMark Capital  
Fox-Pitt Kelton Cochran  
Caronia Waller (USA)

Frenkel & Co.

FSI Group

Gill and Roeser Holdings

Glenview Capital  
Management

Goldman Sachs Group

Great Hill Partners

Greenhill & Co.

Hales & Co.

Hartford Insurance  
Company

HIM Capital Limited

HKMB

Hub International Limited

Insure Capital Group

Insure.com

Integro, Ltd.

Irwin Siegel Agency

Janus Capital Group

John J. Slattery Associates

Johnson & Johnson

Kaye Bassman

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KPMG Corporate Finance

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The Lessing Companies

Liberty International  
Underwriters

Lindsay Goldberg &  
Bessemer

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Associates

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Register at [www.snlcenter.com/brokerage](http://www.snlcenter.com/brokerage) or call (434) 951-7786

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of America  
Sandler, O'Neill & Partners  
SEFCU Insurance Agency  
Sentry Insurance a Mutual  
Company  
SKCG Group  
Stifel, Nicolaus & Co.  
Target Insurance Services  
Tocqueville Asset  
Management  
Touchstone Advisors  
TowneBank  
UBS Global Asset  
Management  
Wells Fargo Insurance  
Services  
Westfield Group  
Willis Re  
WNC Insurance Services  
Wunderlich Securities

# THE ESSENTIALS

## WHEN

November 10, 2010

## WHERE

The Union League Club  
38 East 37th Street  
New York City

## HOW

Online: [www.snlcenter.com/brokerage](http://www.snlcenter.com/brokerage)  
By phone: (434) 951-7786

## PRICING

**\$895** – Discounts are available for groups  
of three or more.

Your registration includes all conference materials, plus continental breakfast, lunch, refreshment breaks and evening cocktail reception.

## CANCELLATIONS

- By **Wednesday, October 20**: Full refund, less a \$150 administrative fee.
- By **Thursday, November 4**: Full credit (less a \$150 administrative fee) towards attending another SNL CFE program within 13 months.
- After **Thursday, November 4**: Not eligible for refund or credit.

Attendee substitutions from the same company are welcome at any time.

For more information regarding our refund, complaint and program cancellation policy, please call us at (434) 951-7786.

## CONTINUING EDUCATION CREDITS

### CFA Institute

5 Professional Development Credit Hours

### National Association of State Boards of Accountancy

6.5 Hours of CPE Credit

Complete details are available at [www.snlcenter.com/brokerage](http://www.snlcenter.com/brokerage)

## ABOUT MARSH, BERRY & COMPANY

MarshBerry is a preeminent provider of financial, M&A, sales management and organizational services to the top 2000 entities within the insurance distribution system. In addition, organizations not directly engaged in insurance distribution retain MarshBerry to either acquire or access those within the system.

## ABOUT SNL CENTER FOR FINANCIAL EDUCATION (CFE)

An affiliate of SNL Financial, SNL CFE is a leading developer and producer of conferences and seminars for professionals who focus on the insurance, banking, energy, real estate and media sectors. Website: [www.snlcenter.com](http://www.snlcenter.com).

