

# *Leaving A Footprint*



**NAMIC Management Conference**  
**June 22-25, 2008**

**NAMIC**<sup>®</sup>  
NATIONAL ASSOCIATION OF MUTUAL INSURANCE COMPANIES



# *a different kind of business meeting*



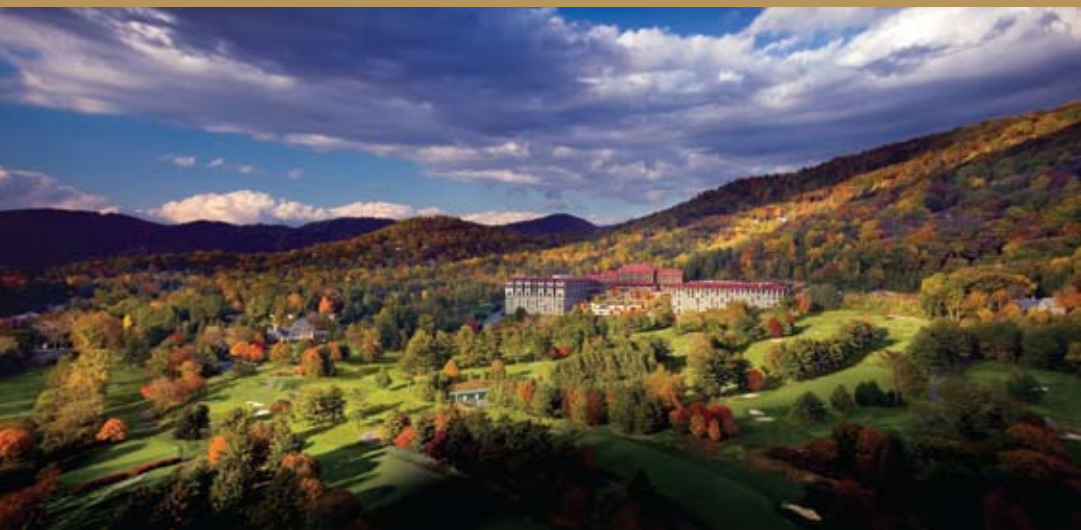
The Management Conference is a summit for CEOs, senior executives, and future leaders. Morning business sessions are followed by afternoons of golf, recreation, sightseeing, and other networking opportunities. Topics are focused on strategy, leadership, and emerging industry issues. We feature industry-leading speakers and workshops that will deliver tangible take aways.



Our conference theme this year, “Leaving a Footprint,” is designed to help us focus our thoughts in three leadership areas: company, industry, and personal.



The choices we make as leaders impact the world around us: the company and people we lead; the policyholders we serve; and the community in which we operate. As leaders, we will leave a footprint. Is it the one you choose to leave?



## AGENDA-AT-A-GLANCE

### SUNDAY, JUNE 22

11:00 AM	Optional Activities: Whitewater Rafting Trip & Fly Fishing
1:00 PM – 6:00 PM	Conference Registration
6:00 PM – 8:00 PM	Kids' Party
6:30 PM – 7:30 PM	Welcome Reception for registered attendees and guests

### MONDAY, JUNE 23

6:30 AM– 9:00 AM	Breakfast Buffet for registered attendees and guests
8:00 AM – 8:20 AM	Welcome & Introduction to the Conference
8:20 AM– 9:30 PM	<i>Keynote Address: “Egonomics” and the Power of Business Thinking</i>
9:30 AM – 9:45 AM	Break
9:45 AM – 10:45 AM	<i>General Session: <b>Mutual Advantage</b></i>
10:45 AM – 11:00 AM	Break
11:00 AM – 12:15 PM	<i>General Session: <b>Executive Panel Discussion</b></i>
12:15 PM	Day 1 Business Meetings Conclude
1:00 PM	<i>Optional Activity: Biltmore Estate Tour &amp; Guided Waterfall Hike</i>

### TUESDAY, JUNE 24

6:30 AM – 9:00 AM	Breakfast Buffet for registered attendees and guests
8:00 AM – 9:15 AM	<i>General Session: <b>Emotional Intelligence</b></i>
9:15 AM – 9:30 AM	Break
9:30 AM – 11:00 AM	<i>Concurrent/Workshop Sessions</i>
	<b>A. Emotional Intelligence</b>
	<b>B. Global Workforce Study Results</b>
11:00 AM	Day 2 Business Meetings Conclude
12:00 NOON	<i>Optional Activity: Annual Golf Outing &amp; Chimney Rock Park Outing</i>
5:30 PM – 6:30 PM	<i>Golf Awards Gathering for golfers only</i>

### WEDNESDAY, JUNE 25

6:30 AM – 9:00 AM	Breakfast Buffet for registered attendees and guests
7:30 AM – 10:15 AM	<i>Concurrent Sessions</i>
	<b>A. Real Results &amp; Next Steps</b>
	<b>B. Leaders Growing Leaders</b>
	<b>C. Disaster Planning &amp; Testing</b>
	<b>D. Top 10 Areas to Consider in Preparing for Your A.M. Best Meeting</b>
10:15 AM – 10:30 AM	Break
10:30 AM – 12:00 PM	<i>Closing Keynote Address: <b>The Heart of a Leader</b></i>
12:00 PM	Day 3 Business Meetings Conclude
12:00 PM – 1:00 PM	Buffet Lunch available for registered attendees and guests
1:00 PM	<i>Optional Activity: Best of Asheville Tour</i>
6:00 PM– 7:00 PM	Reception for registered attendees and guests
7:00 PM – 9:00 PM	Dinner & Entertainment for registered attendees and guests

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## KEYNOTE ADDRESS

### “EGONOMICS” AND THE POWER OF BUSINESS THINKING

The concept of “egonomics” was sparked by Jim Collins’ landmark work in Good to Great. Collins carefully researched 1,435 companies and discovered only 11 who broke the gravity of “good” performance to reach great. **Steve Smith** of MarcumSmith will share with us what they found in their research and training of the three key principles that separate “good” teams from high-performing ones.

## GENERAL SESSIONS

### MUTUAL ADVANTAGES

While mutuals are different from stock companies in terms of their ownership status, they are still businesses, and they still have to compete to survive. The NFU Mutual’s view is that mutual status in itself does not offer any automatic right to continued existence – nor any guaranteed basis of future success. We will get to the heart of the issue of how we earn and retain our mutuality and, moreover, look at how mutual status can be harnessed to provide real competitive advantage.

### EXECUTIVE PANEL DISCUSSION

The Executive Panel is always one of the highlights of the conference where executives have frank, open discussion about issues they face each day. Join us for this interactive session where we will focus on topics discussed throughout the conference and other areas of interest to you.

### EMOTIONAL INTELLIGENCE

Research has shown that companies that invest in understanding and teaching the concept of emotional intelligence see results in reduced turnover, increased sales, and greater productivity. An overview by the CEO of the Institute for Health & Human Potential will focus on the drivers of high performance and key concepts of emotional intelligence and explain the brain science of emotions that drive our behavior. Don’t worry, this is not just a theoretical presentation. Our speaker will focus on tools to develop empathy and be a more effective leader and coach.

Our speaker will conduct a follow-up workshop session on the subject and conduct more small-group exercises that allow participants to learn techniques for connecting more powerfully with clients, peers, and direct reports. This session promises to be informative and interactive.

## CLOSING KEYNOTE SESSION

### THE HEART OF A LEADER

Our closing keynote speaker is an internationally renowned business speaker who has touched the hearts and enriched the lives of people from more than one hundred nations across five continents.

**David Fabricius** works with teams and individuals coast to coast and around the globe to significantly increase their organizational and personal results. Mr. Fabricius consistently provides unique business solutions and highly predictable results for record-setting performance.

The Heart of a Leader is about putting meaning into profits through authentic heart centered leadership with a foundational, catalytic and generative model taught to hundreds of America’s most successful, influential corporate executives and entrepreneurs. Brand value, operational cash flow, and sustained organic profitability all depend on the quality of leadership in an organization.

# Conference Sessions



## CONCURRENT SESSIONS

### REAL RESULTS

This session will give you an opportunity to get a new and engaging look at business management and will help you answer the question, “You’ve had the retreat and developed a strategic plan, now what?” Management consultant **Larry Webber** will share a results-driven strategic management system followed up by a case study specific to the mutual insurance industry. This session is being repeated from last year’s conference due to the number of attendee requests. A second session presented by Mr. Webber will build upon this foundation as he discusses “Next Steps.”

### TOP 10 AREAS TO CONSIDER IN PREPARING FOR YOUR AM BEST MEETING

**Matt Mosher** of A.M. Best & Company will help shed some light on what you should consider when preparing for your rating agency evaluation meeting.

### GLOBAL WORKFORCE STUDY RESULTS

The Global Workforce Study is the largest study of its kind. Towers Perrin surveyed nearly 90,000 employees in 18 countries, focusing on what drives attraction, retention, and engagement. The study paints a picture of a workforce that is energetic, ambitious, committed to working hard, and giving its best. But turning people’s energy and ambition into engagement – and ultimately into significant performance lift – demands attention, focus, and some very different behaviors from senior leaders. **Jonathon Willard** of Towers Perrin will present the survey results and help you learn how to get that level of engagement from your team.

### REAL RESULTS & NEXT STEPS

A strategic management system developed and used by **Larry Webber** that asks the question, “You have had the retreat and developed a plan, now what?” In this session, we will build upon what was offered in the earlier session.

### LEADERS GROWING LEADERS

In this session, leadership consultant **Russ Moxley** will use the Center for Creative Leadership’s research on how individuals develop their leadership skills and perspectives during the course of their careers. Key discoveries from this research will be woven throughout the presentation and discussion. Through self-reflection, discussion, and our workshop leader’s presentation, participants will develop a clear understanding how they, and the men and women of their organization, develop the leadership skills they need to be effective.

Our speaker will also share with participants the essential elements of a coaching relationship so you and your senior leadership team are equipped with the necessary tools to be development coaches. Join us for a workshop chock-full of techniques for application when you return to your office.

### DISASTER PLANNING & MITIGATION

The wild card in our annual underwriting results is catastrophe losses and other disasters. Tapping into industry expertise and experience is one of the best ways to reduce the impact of disasters. The panel will share its best practices for disaster planning, preparation, and execution.

Each year more and more industry executives discover why the NAMIC Management Conference is a different kind of business meeting.

It is a family-friendly conference where people come to relax, rejuvenate, gain new ideas, hear from some outstanding speakers, and take a breath outside the office at one of the most beautiful resorts in North America.

This year, come discover the beauty of Asheville, North Carolina, and why people are talking about NAMIC's Management Conference.

## REGISTER TODAY

[www.namic.org/seminars/08manageConf.asp](http://www.namic.org/seminars/08manageConf.asp)

**\$725 member | \$925 non-member**

**Guest registration information is available online.**

**QUESTIONS? Contact Kristen Sizelove or Crista Hassett at NAMIC 800.336.2642.**

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Founded in 1895, the National Association of Mutual Insurance Companies (NAMIC) is a full-service national trade association serving the property/casualty insurance industry with more than 1,400 member companies that underwrite more than 40 percent of the property/casualty insurance premium in the United States. NAMIC members are small farm mutual companies, state and regional insurance companies, risk retention groups, national writers, reinsurance companies, and international insurance giants. Together, we are NAMIC.

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