



**PENNSYLVANIA**  
SURPLUS LINES ASSOCIATION

# **28th Annual Meeting of the Pennsylvania Surplus Lines Association**

**April 28 – 29, 2010**

**The Desmond Hotel and Conference Center  
One Liberty Boulevard  
Malvern, PA**

Dear Colleague:

I want to personally invite you to join your colleagues at the 28th Annual Meeting of the Pennsylvania Surplus Lines Association, April 28-29, 2010 at The Desmond Hotel and Conference Center in Malvern, Pennsylvania.

Social Media is one of the most in-demand topics for meetings and conferences today and this year we have two expert speakers who will explain why your business should develop its own social media policy and what information you need to get started.

The meeting begins on Wednesday afternoon, with the presentation of two continuing education sessions, Advanced Commercial General Liability Policy and Green Coverage. In addition to CE, a golf outing will be offered on Wednesday afternoon. After the Wednesday afternoon activities, enjoy the networking reception and dinner which will provide the opportunity to network with your colleagues and take back new ideas to your job. Following dinner Dan Baker, the nationally known speaker, teacher and consultant, will present his insights on the people side of the business.

Thursday morning our Social Media experts will answer these timely questions - What is Social Media? How can your organization benefit from the effective use Social Media? What is an appropriate Social Media web policy? Our Keynote speaker Clayton Morris, anchor of Fox and Friends on the Fox News Channel, will explain how your company can experience explosive business growth through Social Media. Clayton's presentation will be followed by Sandra Masters, a consultant who assists small businesses and subject-matter experts harness the power of Web 2.0. The topic of Sandra's presentation is Riding the Wave of Web 2.0.

I urge you to attend this very important and timely conference, as we are confident you will take away many new ideas, knowledge and solutions. We look forward to welcoming you to the 2010 Annual Meeting.

*Kenneth A. Rudert*

Kenneth Rudert, Executive Director  
Pennsylvania Surplus Lines Association

# SESSIONS & EVENTS

## Wednesday, April 28, 2010

**10:00 am – 5:00 pm - Registration**

**11:00 am – 5:00 pm - Golf – Downingtown Country Club**

**12:00 pm – 2:00 pm – Continuing Education Session -  
Advanced Commercial General Liability Policy**

This workshop is intended for personnel who have a working knowledge of the commercial general liability policy. Students will review and discuss various sections of the policy for a more thorough comprehension. Emphasis will be on the more complex and obscure policy interpretations and claims examples

This class has been filed for 2 hours of Continuing Education Credit in Pennsylvania, New Jersey and Delaware.

**2:20 pm – 4:20 pm - Continuing Education Session – Green Coverage**

The use of Green building materials is becoming more popular in both newer and re-built buildings. As companies become more environmentally sensitive, this use will only continue to grow. This course will examine what "green" means for insurance purposes, who certifies materials as "green" and the industry standards for certification and how the policy can be amended to respond to requests for coverage. The course is designed to assist agents and company personnel in understanding what Green coverage is all about from an insurance standpoint. The course will focus primarily on property coverage

This class has been filed for 2 hours of Continuing Education Credit in Pennsylvania, New Jersey and Delaware.

**6:30 pm – 7:00 pm - Reception**

**7:00 pm – 8:45 pm - Dinner & Dinner Speaker – Dan Baker**

Dan's basic theme has always been the people side of the business. His message is that the human factor takes precedence over all the technical, financial or organizational requirements involved in the day to day world of business.

*Dan Baker is a nationally known speaker, teacher and consultant.*

## Thursday, April 29, 2010

**7:15 am – 8:00 am - Breakfast**

**8:10 am – 8:20 am - Opening Remarks – Ken Rudert, Executive Director**

**8:20 am – 8:40 am - Stephen Johnson – Deputy Insurance Commissioner,  
Pennsylvania Insurance Department**

**8:40 am – 9:35 am - General Business Meeting**

- Treasurer's Report
- Executive Director's Report
- Membership Committee Report
- Election of Board Members

# SESSIONS & EVENTS

## Thursday, April 29, 2010

### **9:40 am – 10:40 am - Keynote Speech – Clayton Morris** **“Explosive Business Growth Through Social Media”**

Clayton will give a brief history of business in the digital age (where we where - where we are now - and we we'll be in 2010 and beyond). He will identify the 5 biggest marketing failures that most companies make in the digital age, and describe how to use the latest trends in social media to dominate your market. Data is the new gold, and very few companies know it.

*Clayton Morris is an anchor of Fox & Friends Weekend on the Fox News Channel and Social Media Expert. Prior to joining FNC, Morris worked for FOX 29 in Philadelphia where he was the host of "Good Day Philadelphia."*

### **10:40 am – 10:50 pm - Break**

### **10:50 pm – 12:20 pm - Sandra L. Masters – Riding the Wave of Web 2.0 - Prepare to be Overwhelmed**

Overall, the insurance industry has not adopted Social Media tools. Whether your company should or should not, start by answering these questions:

- Are your respective decision makers using Social Media tools to find answers about products and services?
- If so, which tools are they using, and how are they connecting?

During the course of this presentation you will learn about:

- What are the Social Media and Web 2.0 options and opportunities?
- What are the key considerations you need to make before jumping in?
- What are other leading practitioners doing online now?
- How to “ride the wave” and not get squashed on the reef!

*Sandra L. Masters, MBA, CPCU, ITP, CPIW manages a consulting practice that helps small businesses and subject-matter experts harness the power of Web 2.0 to better serve their clients. She has more than 20 years experience in sales, marketing, and training and development in the insurance industry.*

### **12:20 pm – 1:20 pm - Lunch**

# GENERAL INFORMATION

## Hotel Accommodations

Please make your hotel accommodations directly with The Desmond Hotel and Conference Center either by calling 1-800-575-1776, or emailing your reservation request to [reservations@desmondgv.com](mailto:reservations@desmondgv.com). Please be sure to state you are with Pennsylvania Surplus Lines Association when making your reservation, and you will receive the group rate of \$144-single and \$159-double (plus applicable state and local taxes). **Reservations must be made on or before Friday, March 19, 2010 in order to secure the group rate.**



## Hotel Location

The Desmond Great Valley Hotel  
and Conference Center  
One Liberty Blvd.  
Malvern, PA 19355  
800-575-1776  
(610) 296-9800  
Fax: (610) 889-9869

## Area Information

The Desmond Hotel and Conference Center is conveniently located near many regional attractions. [Click here](#) for information about these attractions.

## Dress Code

Dress code is business casual.





**PENNSYLVANIA**<sup>TM</sup>  
SURPLUS LINES ASSOCIATION

# 2010 ANNUAL MEETING REGISTRATION FORM

Please print this form and mail the completed form together with payment to PSLA Member Services, 150 South Warner Road, Suite 156, King of Prussia, PA 19406 Tel: 610-225-2639 Fax: 610-225-2364  
E-mail: [memberservices@pasla.org](mailto:memberservices@pasla.org)

To qualify for Early Registration, this form and your check must be received at PSLA Member Services by March 12, 2010. Cancellations received in writing on or before March 12, 2010 will receive a full refund. No refunds will be made after this date.

**PLEASE COMPLETE A SEPARATE FORM FOR EACH ATTENDEE**

**Annual Meeting April 28-29th**

**Early Registration** (before March 12, 2010) Members: \$200 Non-Members: \$275 \$ \_\_\_\_\_

**Regular Registration** (after March 12, 2010) Members: \$250 Non-Members: \$325 \$ \_\_\_\_\_

**Golf – Downingtown Country Club:** \$100 \$ \_\_\_\_\_

11:20 am - 5:00 pm

Golf fee includes greens fees, cart, box lunch, and roundtrip transportation from the hotel.

Handicap \_\_\_\_\_

**Continuing Education - Check the class(es) you will attend\***

12:00 pm - 2:00 pm: Advanced Commercial General Liability Policy \$ \_\_\_\_\_

2:15 pm - 4:15 pm: Green Coverage \$ \_\_\_\_\_

\* \$10/class (covers the cost of state filing) if you have registered for the Annual Meeting

\* Not registered for the Annual Meeting: \$50/class - members; \$75/class - non-members

Total Amount \$ \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Check here if you would like to be contacted by the PSLA regarding dietary needs.