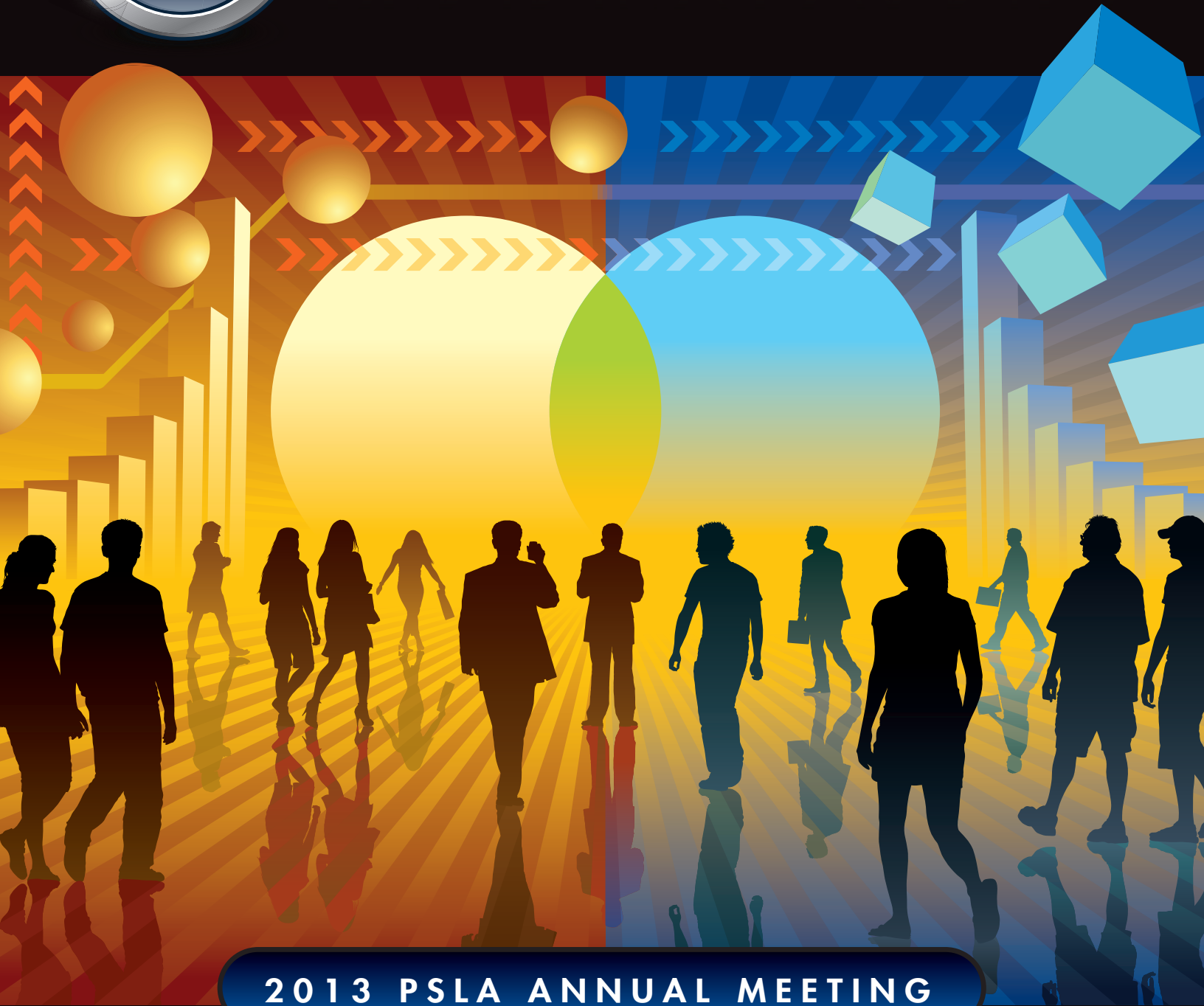




PENNSYLVANIA<sup>TM</sup>  
SURPLUS LINES ASSOCIATION



2013 PSLA ANNUAL MEETING

# THE MULTI-GENERATIONAL WORKFORCE: PARTNERS IN PROGRESS

MAY 8-9, 2013  
DOUBLETREE BY HILTON, KING OF PRUSSIA, PA



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SURPLUS LINES ASSOCIATION

## THE MULTI-GENERATIONAL WORKFORCE: PARTNERS IN PROGRESS

Dear PSLA Colleague:

For the first time in American history, we have four different generations working side-by-side in the workplace. Generational differences can affect everything, including recruiting, building teams, dealing with change, motivating, managing, maintaining and increasing productivity. While there can be challenges, the opportunities for each generation to join in a partnership of building the future has never been greater.

The Pennsylvania Surplus Lines Association cordially invites you to attend its 2013 Annual Meeting, as we bring together the various elements comprising the surplus lines marketplace in Pennsylvania. The Annual Meeting is a vitally important opportunity for you and your colleagues to be informed of industry changes, emerging risks and regulatory developments, and ways in which to incorporate new ideas and processes into your operations with a focus on enabling each of your workforce generations to reach their fullest potential.

A full agenda is contained within the registration brochure; here are a few highlights:

### **Wednesday evening: Networking Reception**

#### **Thursday:**

- **Remarks by Pennsylvania Insurance Department**
- **Multi-Generational Discussion Panel** (CE Approved)
- **Keynote Presentation by Jody Keller, Chief Administrative Officer of ParenteBeard, LLC**
- **Business Meeting**

I hope you and members of your organization will join me and your surplus lines colleagues for this extremely important and timely conference. It is a compelling program which will provide you with unique insights and opportunities to implement them going forward. I look forward to welcoming you at the DoubleTree by Hilton Philadelphia-Valley Forge in May.

Edwin L. Rice  
President, Pennsylvania Surplus Lines Association



# AGENDA AT A GLANCE

## Wednesday, May 8, 2013

5:00pm - 6:15pm	Welcome and Networking Reception
Dinner	On your own

## Thursday, May 9, 2013

8:00am - 8:45am	Breakfast
8:45am - 9:00am	Welcome and Opening Remarks
9:00am - 10:00am	Remarks by Pennsylvania Insurance Department
10:00am - 10:15am	Break
10:15am - 12:15pm	Multi-Generational Discussion Panel (CE Approved) Moderator: Jody Keller, Chief Administrative Officer, ParenteBeard, LLC
12:15pm - 1:15pm	Lunch
1:15pm - 2:15pm	Keynote Presentation: The Multi-Generational Workforce: Partners in Progress Jody L. Keller, Chief Administrative Officer, ParenteBeard
2:15pm - 2:30pm	Break
2:30pm - 3:30pm	Business Meeting

## HOTEL INFORMATION

DoubleTree by Hilton Philadelphia-Valley Forge Hotel is located on nine pristine acres in King of Prussia, PA. This suburban Philadelphia hotel offers beautifully redesigned guest rooms, tantalizing dining choices, an array of recreational activities, state-of-the-art meeting facilities and attentive guest services. Plus, it is just a short drive away from a host of area activities in King of Prussia, Valley Forge and Philadelphia. All of which combined will ensure that you'll experience perfect accommodations and amenities while attending the PSLA Annual Meeting.

Take advantage of its three-season, outdoor heated pool and fitness center. Indulge in fine dining at Restaurant Three01. Or, simply enjoy the comforts of your guest room equipped with complimentary high-speed wireless Internet, 37" flat-screen HDTVs, plush bedding and comfortable warm robes.

### For Reservations:

Please make your Hotel reservations directly with the DoubleTree Hotel by clicking on the PSLA's [special link](#). Please be sure to indicate that you are part of the Pennsylvania Surplus Lines Association Annual Meeting to secure the special negotiated rate of \$139.00/night. This special rate will be available only to PSLA members attending the Annual Meeting until April 25, 2013, or until the room block is sold out, after which regular rates will apply.



# SESSIONS AND EVENTS

WEDNESDAY, MAY 8, 2013

**5:00 pm - 6:15 pm      Welcome and Networking Reception**

Always a favorite event, the Welcome and Networking Reception provides us with an opportunity to get reacquainted with old business colleagues and to make new ones. In this ever-changing marketplace, we welcome new PSLA members and look for opportunities to network with one another.

THURSDAY, MAY 9, 2013

**8:00am - 8:45am      Breakfast**

**8:45am - 9:00am      Welcome and Opening Remarks**  
Edwin L. Rice, PSLA President

**9:00am - 10:00am      Remarks by Pennsylvania Insurance Department**

Learn about the developments and progress on regulatory and insurance related activities over the past year, and of what lies ahead for surplus lines agents, brokers and companies. This is an exclusive opportunity to hear directly from the Department of Insurance and ask your questions.

**10:00am - 10:15am      Break**

**10:15am - 12:15pm      Multi-Generational Discussion Panel (CE Approved)**  
Jody L. Keller, Chief Administrative Officer, ParenteBeard

Research indicates that people communicate based on their generational backgrounds. Each generation has distinct attitudes, behaviors, expectations, habits and motivational buttons. Learning how to communicate more effectively with other generations is just one aspect being covered during this two-hour instruction and panel discussion. Bring your questions and obtain new information to share with your colleagues and customers on how to make your business partnerships, and our industry, the most successful they can be.

**12:15pm - 1:15pm      Lunch**

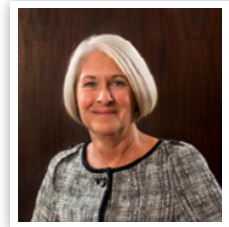
# SESSIONS AND EVENTS

THURSDAY, MAY 9, 2013

1:15pm - 2:15pm

**Keynote Presentation: The Multi-Generational Workforce: Partners in Progress**

Jody L. Keller, Chief Administrative Officer, ParenteBeard



Jody is a partner and chief administrative officer with oversight responsibility for the firm's human resources and marketing and communications functions.

Jody has over 30 years of experience in the human resources field. Prior to joining the firm, Jody spent over 15 years operating her own business, Keller Resources, Inc., specializing in human resources and management consulting and training. Additionally, Jody has been an adjunct professor at Villanova University and York College over the past 20 years.

She is an active leader in the community, serving as past chair for the Penn State-York Campus Advisory Board and York County Chamber of Commerce. Jody is a member of the Board for the York County Community Foundation and serves on the advisory committee for the American Red Cross. She is past president of the Rotary Club of York.

## Education

- BS - Education, Pennsylvania State University
- MA - Human Resources Management and Industrial Relations, St. Francis College
- Senior Professional in Human Resources (SPHR) designation

## Awards

- ATHENA Award
- "Best 50 Women in Business" Award - Pennsylvania

2:15pm - 2:30pm

**Break**

2:30pm - 3:30pm

**Business Meeting**

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



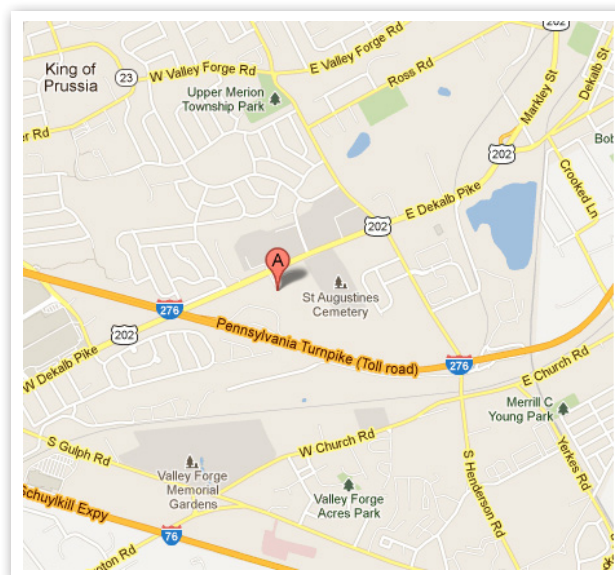
# GENERAL INFORMATION

## Hotel Location

DoubleTree Hotel Valley Forge  
301 West DeKalb Pike  
King of Prussia, PA 19406  
(P) 610-337-1200  
(F) 610-337-1959  
[www.dolcevalleyforge.com](http://www.dolcevalleyforge.com)

## Directions

Located near the Pennsylvania Turnpike and the Schuylkill Expressway, just 20 minutes from downtown Philadelphia and 30 minutes from Philadelphia International Airport, getting to the hotel is easy. If you have any questions prior to your arrival, please contact the Hotel directly.



## From the Northeast

Take the New Jersey Turnpike South to the Pennsylvania Turnpike Exit 6. Follow the Pennsylvania Turnpike West to Exit 326 (Valley Forge). After the toll plaza, take the third right, Exit 328 (Route 202 North - King of Prussia). DoubleTree Valley Forge hotel is one mile on the right.

## From the South

Take 95 North to Route 476 North (Exit 7). Take 76 West (Schuylkill Expressway) following signs for Valley Forge to Exit 328 (Route 202 North - King of Prussia). DoubleTree Valley Forge hotel is one mile on the right.

## From the East

Take the Atlantic City Expressway to Route 42 to the Walt Whitman Bridge. Follow 76 West (Schuylkill Expressway) to Exit 328 (Route 202 North - King of Prussia). DoubleTree Valley Forge hotel is one mile on the right.

## From the West

Take the Pennsylvania Turnpike to Exit 326 (Valley Forge). After the toll plaza, take the third right, Exit 328 (Route 202 North - King of Prussia). DoubleTree Valley Forge hotel is one mile on the right.

## From Philadelphia International Airport

Take 95 South to Route 476 North (Exit 7). Take 76 West (Schuylkill Expressway) following signs for Valley Forge to Exit 328 (Route 202 North - King of Prussia). DoubleTree Valley Forge hotel is one mile on the right.

## Dinner

There are many restaurants in the King of Prussia, Valley Forge and suburban Philadelphia area for you to enjoy, or stay and enjoy the restaurant at the hotel. The choice is yours. Meet with representatives of your insurance company or dine with your PSLA colleagues attending the meeting. [Click here](#) for a list of restaurants to consider.

## Dress Code

The dress code for all PSLA events at the Annual Meeting is Business Casual.



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## 2013 ANNUAL MEETING REGISTRATION FORM

Please print and mail the completed form together with payment to PSLA Member Services,  
610 Freedom Business Center, Suite 110, King of Prussia, PA 19406. Phone: 610-992-0005  
Fax: 610-992-0021. 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 April 30, 2013. Cancellations received in writing on or before April 30, 2013 will receive a full refund. No refunds will be made after this date.

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

### ANNUAL MEETING MAY 8 - 9, 2013

Early Registration (Before April 30, 2013) Members: \$200; Non-Members: \$275 \$ \_\_\_\_\_

Regular Registration (After April 30, 2013) Members: \$250; Non-Members: \$325 \$ \_\_\_\_\_

Continuing Education:

Multi-Generational Discussion Panel (CE Approved) \$ \_\_\_\_\_

- \$15/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 \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

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