



INDEPENDENT INSURANCE AGENTS OF WESTCHESTER COUNTY, INC.

ANNUAL EDUCATION DAY

E-DAY 2011

**THURSDAY,
MARCH 3, 2011**

REGISTRATION BROCHURE



**Marketing Then,
Marketing Now**

THE PROGRAM

Dear Members and Friends:

We are excited to be hosting our 45th Annual Education Day. Please join us at The Doubletree Hotel on Thursday, March 3, 2011 for an opportunity to network with your peers. Our theme this year is "Marketing Then, Marketing Now." We have put together a dynamic program that will address how marketing has changed over the years and discuss the many tools available to agencies today for branding, image, connecting and sales.

E-Day is also a day for some fun and interaction with others. Vendors will be abundant and looking forward to showing you their products. **George Goodman** will once again humor us with his "2010 Top Ten."

Our CE Class will be Multimedia Liability Insurance

This 3 hour course, **sponsored by Chubb** will address the increasing range of potential legal exposures faced by today's media organizations. This seminar is designed to walk the producer community through the following key items: How is multimedia liability defined. What is the relevant history of multimedia insurance? What are some key, core exposures that multimedia organizations face? What are some relevant claims examples to consider? What are the normal coverage features under a multimedia liability form? How do we evaluate multimedia risks?

Luncheon Speaker

Here is your opportunity to hear one of the most dynamic speakers in the insurance industry today. **Bob Hartwig** will provide his annual update on the State of the Industry and will focus on the many challenges affecting our business today.

Keynote Speaker

This year we are excited to announce that **Frank J. Rich**, Chief Strategic Officer of Chase Media Group will be our keynote speaker. Mr. Rich will address the challenges and opportunities in marketing positioning and performance improvement.

Frederick H. Dayton Award Winner

Join us in honoring **Sara J. Rosen**, Vice President of Rosen & Company, Inc., as this year's Dayton Award Recipient. Ms. Rosen has been an integral part of our Association, dedicated to its mission and growth and to her community at large.

Top Partners

Each year our Top Partner awards are presented to insurance companies represented in Westchester, Putnam and Rockland Counties who have demonstrated their commitment and support of Independent Agents and Brokers.

Our 2010 Top Partners are:

Personal Lines (National) – Chubb

Commercial Lines (National) – Chubb

Personal Lines (Regional) – Adirondack

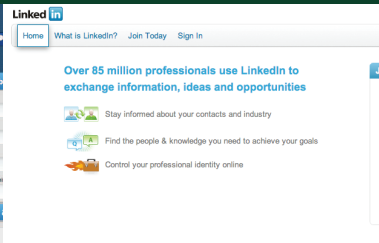
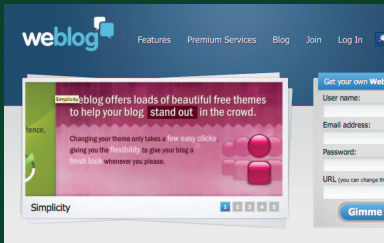
Commercial Lines (Regional) – Harleysville

We look forward to seeing you at E-Day 2011!

Sincerely,

Michael Vanderwerker
E-Day Committee Co-chair

Margaret Black
E-Day Committee Co-chair



8:00 A.M.
CE Seminar Registration
 Coffee & Danish

8:30 A.M.
CE Seminar
 Sponsored by Chubb
 Multimedia Liability Insurance

8:30 A.M.
ASCnet Users Group Meeting

10:30 A.M.
Registration Area Opens
Exhibit Area Opens

11:30 A.M.
CE Seminar Concludes

12:00 P.M.
Luncheon & Greetings
 Rosanne Rizzo
 President of IIAWC

Luncheon Speaker
The State of the Industry
 Robert P. Hartwig
 President, Insurance Information Institute

1:15 P.M.
Dessert in Exhibit Hall

2:15 P.M.
George Goodman's
2010 Insurance Top Ten

Introduction of Keynote Speaker:
 R. Todd Rockefeller
 Master of Ceremonies

Keynote Speaker:
 Frank J. Rich
 Chief Strategic Officer
 Chase Media Group

3:15 P.M.
Presentation of Awards
Top Partner Awards
Presented By:
 John Cofini
 Top Partner Chairman

Recipients:
 Personal Lines (National)
 Chubb

Commercial Lines (National)
 Chubb

Personal Lines (Regional)
 Adirondack

Commercial Lines (Regional)
 Harleysville

Frederick H. Dayton Award
Introduction:
 Eugene R. Fulton, III

Presented by:
 JoAnne Murray, CIC
 IIAWC Past President
 Past Dayton Award Recipient

Recipient:
 Sara J. Rosen
 Vice President
 Rosen & Company, Inc.

Closing Remarks and
Grand Prize Drawing
 Rosanne Rizzo
 President, IIAWC

ASCNET USERS GROUP MEETING

The Hudson Valley ASCnet Users Group invites all Applied Systems users to attend this meeting.

TOPIC:
 To be announced

REGISTRATION FEE: \$25.

Registration &
Continental Breakfast:
8:00 – 8:30 A.M.

Meeting: 8:30 – 11:30 A.M.
 For more information and to register:
 VISIT: www.nyhvug.org

Education Day 2011

Sponsored by

- The Independent Insurance Agents of Westchester County

With Support of

- Independent Insurance Agents of Rockland County
- Independent Insurance Agents of Putnam County
- Westchester Insurance Professionals
- Westchester Chapter of CPCU

Registration Fee: \$95 per person, if you register and pay before January 15, 2011. \$110 per person for all registrations received after January 15, 2011.

Registration Fee Includes: Luncheon, exhibit hall, dessert buffet, awards ceremony and afternoon program.

For more information about registering for e-day or advertising in our e-day Journal, please contact The Beaumont Group at 973-941-6024, or fax your request to 732-920-1260.

Please pay tribute to our Dayton Award Winner and our Top Partners.



PLEASE VISIT THE
ASSOCIATION'S
WEBSITE AT
WWW.IIAWC.COM

Return this form with payment to IIAWC
 c/o Susan Barros, The Beaumont Group, Inc.
 465 Shirley Lane, Brick, NJ 08723
 For more information, call The Beaumont Group
 at 973-941-6024 Fax: 732-920-1260 or e-mail:
 scb@thebeaumontgroup.com

REGISTRATION FORM

THURSDAY, MARCH 3, 2011 • DOUBLETREE HOTEL, TARRYTOWN, NY

CE Class: Multimedia Liability Insurance Sponsored by Chubb

8:00 A.M. Course Instructor:
 Ken Goldstein, Chubb Group of Insurance Companies
 Multimedia Liability Insurance • Credits: 3
 Course Provider: Federal Insurance
 Course Provider Number: NYPO 100033
 Course Approval Number: To be assigned

Cancellation Policy:
 Refunds will not be given
 for cancellations. We will
 be pleased to issue a credit
 that can be applied to the
 IIAWC Installation dinner
 or e-day 2012.

NAME _____	
AGENCY _____	EMAIL _____
ADDRESS _____	CITY/STATE/ZIP _____
PHONE _____	FAX _____
BROKER LICENSE _____	THE LAST 4 DIGITS OF YOUR SOCIAL SECURITY NUMBER _____

Photocopy this form for other CE Course Attendees.

E-Day Registration includes: Luncheon, Program, Dessert Buffet and Exhibit Hall

Agency Company Vendor Other

NAME _____	
EMAIL _____	
ADDRESS _____	CITY/STATE/ZIP _____
PHONE _____	FAX _____

Please reserve _____ Tickets at @\$95 per person if registered and paid before January 15, 2011.
 \$90 for groups of 6 or more from the same company.
 After January 15, 2011, \$110 per person and no group discounts. **Total enclosed:** _____

Please list attendees name and company affiliation so that proper name tags can be made in advance. If more space is needed, please add a sheet of paper.

ATTENDEE NAME	COMPANY

We also accept Visa, Mastercard and American Express

NAME _____	
COMPANY _____	
ACCOUNT _____	EXP. DATE _____
AMOUNT AUTHORIZED _____	
SIGNATURE _____	

Refunds will not be given for cancellations. Rather, a credit will be provided for a future event.