

Canadian Association of Insurance Women 43rd Annual Meeting and Convention

Hosted by: **Toronto Insurance Women's Association**
June 3 – 7 2009

Journey To Toronto



One City, Many Nations

EDUCATION DAY SPEAKERS

Mary Lou O'Reilly

IBC, Vice-President, Public Affairs and Marketing

Biography

Since joining IBC in 1990, Ms. O'Reilly has spearheaded the campaign for graduated licensing, the National Task Force on Insurance Fraud, the fight against public auto and, most recently, a three-year consumer education campaign to foster dialogue about insurance between insurers and consumers. Her responsibilities include government, media and consumer relations, public opinion research and issues management. Currently, Ms. O'Reilly is also leading IBC's efforts to spread the message about the importance of adapting to climate change.

In addition to her role at IBC, Ms. O'Reilly was the Executive Director of the Canadian Coalition Against Insurance Fraud, which was formed in March 1994. As Executive Director, Ms. O'Reilly provided strategic and policy direction to the fight against insurance fraud. She spearheaded industry activities that raised awareness of this issue.

Before joining IBC, Ms. O'Reilly worked as communications director for a deputy prime minister and for a member of parliament. She has also managed the public relations divisions of St. Michael's, St. Joseph's and Providence Hospitals in Toronto.

Ms. O'Reilly began her career as a journalist in the Maritimes, working as a reporter and editor for three regional newspapers. She is also a published author.

with assistance from

Agota (Agi) Gabor

The Gabor Group

Journalist. Television Producer. Agency Executive. Entrepreneur.

Biography

Agi is President and Executive Producer of The Gabor Group, a company she founded in 1980. In this role, her responsibilities include broadcast production, media training and advertising. After receiving a degree in journalism from Ryerson University, Agi launched her highly successful career as a broadcast journalist at the CBC. She has worked as a reporter, producer and director on a host of CBC shows including *Take Thirty*, *Take Sixty*, *Adrienne at Large* and *Some of My Best Friends are Men*. She was also producer and on-air host for CBLT's *TGIF*, and a story producer for the station's six o'clock news program, *24 Hours*, and CBC Radio's *As It Happens*.

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Since starting her own company, Agi has provided media training to hundreds of private and public sector executives and conceived, produced and directed television specials, corporate videos and advertising campaigns for an impressive list of corporate clients.

Agi's work has won a number of awards, including:

Best Industrial Video Award

GM Magazine – a television program for employees of General Motors of Canada

Silver Award from The New York Festivals

Stolen to Order – a television special broadcast on the CanWest Global television network

Bronze Award from The New York Festivals

Suspense Theatre – a radio ad campaign for Insurance Bureau of Canada

Topic

Mary Lou, with the assistance of Agota Gabor from the Gabor Group, will provide insight on how to answer those tough consumer questions, or how to dispel a common myth, with an interactive role play session designed to give attendees the communications tools necessary to communicate, with confidence, the value that the P&C insurance industry brings to the lives of Canadians.

Length – 1 Hour

Next speaker:

Jean Jacques Henchoz,
Swiss Reinsurance Company Ltd
Managing Director

As a leading and highly diversified global reinsurer, Swiss Re offers financial services products that enable risk taking essential to enterprise and progress. The Group's position as preferred partner in the risk transfer industry is based on value propositions that comprise risk expertise, global reach, scale, diversification, very strong capitalisation and resilience over the long term.

Founded in Zurich, Switzerland, in 1863, Swiss Re operates in more than 25 countries and provides its expertise and services to clients throughout the world. Swiss Re's traditional reinsurance products and related services for property and casualty as well as for life and health business are complemented by insurance-based corporate finance solutions and supplementary services for comprehensive risk management.

Swiss Re's core values include active engagement with stakeholders, excellence through operational efficiency, sustainability in its economic, environmental and social performance, as well as integrity through its commitment to

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transparency and ethical principles.

Swiss Re fully endorses state-of-the-art corporate governance and related transparency. Corporate governance – the framework defining Swiss Re's organisation, structure, management and assurance functions – is designed to support Swiss Re's success, protecting the interests of shareholders and other stakeholders. Swiss Re takes a proactive approach to aligning its expectations and interests with those of its stakeholders and continues to conduct benchmarking and implementation of best practice standards.

A company's sustainability practice and its reputational value are increasingly perceived as important drivers of business success. Swiss Re has firmly integrated sustainability practice into its corporate framework, thus creating economic value by improving its environmental and social performance beyond mere compliance with laws and regulations.

Biography will be available in the Convention Program

Topic: Global Reinsurance Market Outlook

The financial market turmoil combined with natural catastrophe losses in 2008 have negatively impacted the industry's capital position. The cost of capital has risen and capacity availability has diminished, leading to a global hardening of the market cycle. The current market environment will strengthen the flight to quality and may accelerate industry consolidation. Exposures as well as frequency and severity of natural catastrophes are increasing, affecting global pricing and terms & conditions. Cycle management and underwriting discipline continue to be key elements to secure sustainable competitive advantage.

Length – 1 Hour

Next speaker:

Glenn McGillivray

Institute for Catastrophic Loss Reduction (ICLR)
Managing Director

ICLR is an independent, not-for-profit research institute based in Toronto and London, Canada. They are affiliated with the University of Western Ontario. The Institute is a world-class centre for multi-disciplinary disaster prevention research. It achieves its mission through the identification and support of sustained actions that improve society's capacity to adapt to, anticipate, mitigate, withstand and recover from natural disasters.

Biography

Prior to joining the ICLR, Glenn McGillivray served as Assistant Vice President of Corporate Communications for Swiss Reinsurance Company Canada and was Corporate Secretary for three Swiss Re operations in the country.

He began his insurance career at Toronto-based The Personal Insurance Company of Canada and went on to work for a major Canadian corporate law firm before joining Swiss Re in 1994 and the ICLR in November, 2005.

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As an award-winning insurance writer his work has been widely disseminated across Canada . At Swiss Re, he was managing editor of the “review” – the only monthly technical reinsurance newsletter of its kind in the country. Glenn has authored many articles on a range of industry issues for Canadian Underwriter, Canadian Insurance and Canadian Consulting Engineer magazines, as well as for the International Journal of Insurance Law. He has written the summary article in Canadian Underwriter's Annual Statistical Issue for the last five years. Additionally, he speaks and lectures regularly on subjects related to the area of property and casualty insurance and reinsurance.

Glenn is author of the Swiss Re publications “Cross-border litigation in the age of free trade”; “Twister: The professional reinsurer's perspective”; and “Inside an Icestorm” and his work has appeared in The Financial Times of London's Reinsurance Survey.

He holds a BA in political science from Wilfrid Laurier, and a graduate diploma in corporate communication from Seneca College . His is currently furthering his political science studies at McMaster University in Hamilton, Ontario .

Topic will be available in the Convention Program

Length – 1.5 Hours

Next Speaker:

Charles Sabourin
Steamatic Canada
General Manager

Steamatic offer a range of specialist cleaning and recovery services; we apply some of the most technically advanced methodologies, equipment and chemical to efficiently produce astounding results.

With a nationwide network of 55 franchises Steamatic only need a moments notice to rally and provide solutions to some of the most disastrous, messy, complex and difficult cleaning situations.

Specialist areas include:

Recovery and Restoration
Carpet and Furniture maintenance
Air Duct Cleaning

Founded in Texas, in 1948, Steamatic Canada Inc. is part of an international network of 24 Countries with over 450 franchisees. Our access to technology, internationally recognized best practices and the ability to service clients globally in our specialist areas of expertise is second to none.

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Biography

Charles has worked in the disaster restoration industry since 1989. He joined Steamatic in 2004 and currently holds the title of General Manager. He contributed to tripling the Steamatic networks revenue in the last four years. He obtained a Certificate as a Canadian Risk Manager from McGill University and holds numerous designations within both the insurance and the disaster restoration industry. He is also an accomplished and trained speaker and trainer.

Topic: Risk Management Perspective to Prevent Loss and Post-Loss Clean Up

Length – 1 Hour

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