

## REGISTRATION INFORMATION:

VISIT [IASA.ORG/EDGE](http://iasa.org/edge) TODAY TO REGISTER **Insurance Company Leaders Need an EDGE... an Executive EDGE**

### WHO SHOULD ATTEND

The **Executive Education Program (EEP)** was designed to provide content targeted specifically to the needs of senior financial, technology and investment insurance company executives. All EEP events are suitable for executives from insurance companies of all types and lines of business. The EDGE event was created to offer a unique forum that enables a flexible approach to content that allows the attendees to maximize the exchange of ideas by controlling the discussion flow and topics in a true roundtable setting with their industry peers. The event presents an exceptional opportunity for executives to develop a deeper understanding of other key disciplines within the industry.

### CONFERENCE LOCATION

Gaylord Texan Resort & Convention Center  
1501 Gaylord Trail  
Grapevine, Texas 76051  
[www.gaylordhotels.com/gaylord-texan](http://www.gaylordhotels.com/gaylord-texan)

Nearest Airport: Dallas Fort Worth—six minutes to Gaylord Texan

### REGISTRATION DETAILS

Conference registration includes access to all general sessions, breakouts, exhibits, and meal functions. **For more information about the event go to [www.iasa.org/edge](http://www.iasa.org/edge)**

### REGISTRATION FEE

IASA MEMBER RATE: \$325  
NON MEMBER RATE: \$825

### MEMBERSHIP INFORMATION

If your company is not an IASA member, simply register at the Non-Member rate and \$500 of the registration fee will be applied to a corporate annual IASA membership. Your company will automatically become a member of IASA and have access to all of our products and services.

If you have any questions about membership please call Tricia Stillman at 919-489-0991 ext. 202 or e-mail your question to [tstillman@iasa.org](mailto:tstillman@iasa.org).

### GUESTS

We have created a guest program that includes access to Monday's Keynote Address, two continental breakfasts, the Opening Reception and the Reception and Dinner on Monday evening.

GUEST FEE: \$100

### HOTEL RESERVATIONS

Hotel Reservations can be made when you register at [www.iasa.org/edge](http://www.iasa.org/edge). Reservations must be made with the Gaylord Hotel by August 21, 2009. All individual reservations must be accompanied by one night's deposit plus tax

or guaranteed by a major credit card (Hotel will charge credit card for one night's stay prior to arrival). Room reservations received by this date will be confirmed at the IASA group rate. After this date, hotel will only confirm rooms on a space-available basis at the prevailing rack rate. Deposits are only refundable for cancellations occurring three days prior to arrival. Check-in time is 3:00 p.m. Check-out time is 11:00 a.m. Anyone checking out after 11:00 a.m. may incur late charges. Special arrangements can be made for late check-outs based on availability, and/or luggage can be stored for individuals with later departures.

**RATE: SINGLE: \$172 DOUBLE: \$172**  
**Upgraded Lone Star Tower Rooms: \$212**

A daily resort fee of \$15 and applicable taxes will be added to the guest room rate. The resort fee will cover several in-room amenities which include complimentary local and 1-800 telephone calls (first 20 minutes), wireless high-speed Internet access in guestrooms and hotel lobby, daily newspaper, designated complimentary in-room beverages, and Fitness Center access. The Gaylord Texan is a Non-Smoking Facility.

### GOLF: COWBOY'S GOLF CLUB

Enjoy a round of golf at the world's first and only NFL-themed golf club — Cowboys Golf Club. The golf experience will exceed your every expectation; the unique perspective of the Dallas Cowboys' storied history will excite your senses. Stone markers around the golf course highlight the historical achievements of the team. A prestigious display of the team's coveted Super Bowl trophies is a sight to behold. Numerous collectibles honoring legendary players and their achievements create an impressive and lasting visual presentation. Cowboys Golf Club raised the standards and expectations for high-end, daily fee golf in Texas. Designed by award winning Architect Jeff Brauer, this is a course that inspires a sense of awe in its majestic beauty and ingenious design. (No initial fee will be charged at the time of registration. IASA is pursuing sponsorship for golf tee times.)

### MEETING ATTIRE

Business casual attire is appropriate for this meeting.

### CANCELLATION POLICY

A \$100.00 administration fee will be applied for all conference registration cancellations made on or before August 26, 2009. No refunds will be granted after this date. For more information regarding administrative policies such as complaint and refund, please contact our office at 919-489-0991.

### CPE CREDITS:

Education credit for Accounting Professionals is calculated as 50 minutes of class time per CPE credit. Accounting credit for Computing Professionals is calculated as 60 minutes of class time per CPE credit.



IASA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the national Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. [www.nasba.org](http://www.nasba.org).



IASA's programs have been approved by the Institute for Certification of Computing Professionals (ICCP) for awarding contact hours to be credited to Recertification records of Certified Computing Professionals (CCP). For more information, call (847) 299-4277.

Insurance Company Leaders Need an EDGE... an Executive EDGE



presents

Education Dedicated to Growth and Excellence

**THE EXECUTIVE EDGE**

SEPTEMBER 13-15, 2009

*Gaylord Texan Resort & Convention Center, Grapevine, TX*



**ICONIC NEWSMAN, TED KOPPEL TO SPEAK ON MONDAY, SEPTEMBER 14!**

Network with peers, sharpen your skills and learn about topics of critical importance to insurance industry financial and technology executives on both a personal and professional level

**VISIT [IASA.ORG/EDGE](http://IASA.ORG/EDGE) FOR MORE INFORMATION**

# THE EXECUTIVE EDGE PROGRAM



## SUNDAY, SEPTEMBER 13

6:30pm to 8:00pm **Opening Reception:  
Meet and Greet with Ted Koppel**

## MONDAY, SEPTEMBER 14

7:00am to 8:00am **Continental Breakfast**  
8:00am to 9:30am **Keynote Presentation by Ted Koppel**  
9:30am to 10:45am **Technology Solutions for Today's Business  
Problems – Analysts Panel**

## TUESDAY, SEPTEMBER 15

7:00am to 8:00am **Continental Breakfast**  
8:00am to 11:30am **Executive Discussion Breakout Sessions**  
■ Chief Financial Officer  
■ Chief Information Officer  
■ Chief Investment Officer



### KEYNOTE

#### DANGEROUS TIMES, DANGEROUS WORLD

Join us as **Ted Koppel** will be our guide to connect the dots between 9/11 and our battered economy and between a successful CIA coup more than 55 years ago and the growing threat of a nuclear Iran today. With 43 years at ABC News — 26 of them as anchor and managing editor of *Nightline* —

Koppel's career defines the term "eyewitness to history," and the awards that have been bestowed upon him reflect the value of that work. We live in perilous times, and the legendary Ted Koppel will help us make sense of it all.

Ted Koppel is a senior news analyst for National Public Radio and a contributing analyst for BBC America's *World News America*. From 2006 to 2008, Koppel served as Discovery Channel's managing editor. In this role, he anchored *Koppel on Discovery*, a series of long form programming examining major global topics and events for the largest cable network in the United States. The subjects of

these specials ranged from Iran to living with cancer, and included a 4-part series on modern-day China. Koppel spent the first 42 years of his career at ABC News. From 1980 until 2005, he was the anchor and managing editor of *ABC News Nightline*, one of the most honored broadcasts in television history. As the nation's longest running network daily news anchor, his interviews and reporting touched every major news story over a span of 25 years.

#### TECHNOLOGY SOLUTIONS FOR TODAY'S BUSINESS PROBLEMS – ANALYSTS PANEL

Tight margins, limited resources, demanding customers, growing regulatory burdens, the list goes on and on. Where is the path forward? Technology can play a significant role in solving the most vexing business issues facing insurance and can deliver near-term ROI in the process. This session will provide keen insights into maximizing utilization of existing technologies as well as taking the best advantage possible new and emerging technology solutions. Join in, as a panel of experts representing the top insurance analyst firms, guide EDGE attendees through this interesting and pressing business problem.

#### CHIEF FINANCIAL OFFICER – CHIEF INFORMATION OFFICER POINT-COUNTERPOINT

It seems no matter the reporting relationships, the dynamic between Chief Financial Officers (CFOs) and Chief Information Officers (CIOs) is always fascinating. Sometimes contentious, sometimes collaborative, in the end these two key executives play a critical role in the success of the overall insurance enterprise. As the way we conduct business evolves, the roles of these insurance executives must evolve as well, and learning to work together may be difficult. Understanding of your counterpart, through a frank and open dialogue, is necessary before true collaboration on achieving strategic objectives can take place. This session will feature both sides in an open and uninhibited debate. Be a part of the discussion as we find common ground and new ways to improve our organizations.

#### BREAK OUT SESSIONS

**Chief Financial/Chief Information/Chief Investment Officer**  
Each discipline will seat a distinguished group of panelists along with expert facilitators to participate in interactive roundtable discussions in three separate meetings. A flexible approach that allows attendees to control the flow of the discussion and the topics addressed will be employed at each of these sessions. Join in the discussion of your key industry issues, emerging trends and other topics you want to learn about. Learn from the experts and your peers what you need to know!

**A MAXIMUM OF 9 CPE CREDITS CAN BE AWARDED FOR THIS PROGRAM**

**GET AN "EDGE" GO TO [IASA.ORG/EDGE](http://IASA.ORG/EDGE) FOR MORE INFORMATION**

#### EDGE SPONSORS



CUSTOM  
HOUSE

