

Be more
EFFICIENT.



Be more
EFFECTIVE.



Be at
this year's
MUST-ATTEND
claim event.



Presented by:

Claims
COVERING THE BUSINESS OF LOSS

www.claimsmag.com



Claims Magazine, the industry's leading monthly, is proud to announce the **2005 ACE•SCLA Conference** — presented in conjunction with the Society of Claim Law Associates. With an expanded format and even more targeted educational content, this year's conference promises to be the strongest one to date ... giving you maximum return on investment and helping you achieve your goals faster and more effectively than you ever thought possible.

5 REASONS YOU MUST ATTEND THIS EVENT:

- ▶ **NEW education sessions and speakers.** This year, you have even more opportunity to customize your conference experience, hear from industry experts, and gain insights and information most relevant to you and your line of work.
- ▶ **More focus on fraud.** By popular demand, we're offering a new educational track focusing on detecting and preventing fraud ... the growing silent thief that costs our industry more than \$80 billion annually.*
- ▶ **An exhibit hall filled with over 100 claim solution providers.** Cutting-edge technical products and services designed to help you reduce expense, provide better customer service, and improve bottom-line results.
- ▶ **The opportunity to earn CE credits.** A great way to gain an important competitive edge and earn the credits you need to stay current in the industry and your state.
- ▶ **YOU CAN'T AFFORD NOT TO GO.** With so many challenges facing our industry today — from stretched coverage capabilities, depleted reserves and increased outsourcing, to heavier caseloads and more cost-cutting initiatives — you really shouldn't miss this opportunity to sharpen your skills and keep up to date. You're sure to leave more effective, more efficient, and more fulfilled in your career choice!

WHO SHOULD BE THERE:

Executives, managers and frontline adjusters from the nation's most successful insurance carriers and independent adjusting firms.

Other claim industry professionals — appraisers, attorneys, claim representatives, investigators, risk managers and TPAs

WHO YOU'LL BE SITTING NEXT TO:

You'll be joined by over 500 claim professionals from leading insurance companies such as:

- Allstate
- Liberty Mutual
- State Farm
- American Family
- Nationwide
- Zurich
- CNA
- Safeco

* Source: The Insurance Information Institute Fact Book 2004

ACE•SCLA
Annual Claims Exposition + Conference
presented by Claims Magazine and Society of Claim Law Associates

October 6-8, 2005
Gaylord Palms Resort
Orlando, Florida

TECHNIQUES
TO MASTER
EFFECTIVE CLAIM HANDLING

4
EASY WAYS
TO REGISTER

ONLINE at www.nucoevents.com

CALL 800.543.0874 or

859-692-2322 to register by phone

FAX your completed registration form to 859.692.2289

MAIL your completed form with payment to:

ACE•SCLA
c/o The National Underwriter Co.
PO Box 14367
Cincinnati, OH 45250-0367

ATTENDEE REGISTRATION FORM

Who are you? Please print clearly the following information as you would like it to appear on your badge.

Name _____
Title _____
Company _____
Address _____
City _____
State _____ Zip _____ Country _____
Phone _____
Fax _____
Email _____

Sign me up for the ACE Email Update, with timely information on Conference events, tips from speakers, sponsors and exhibitors, and other late breaking news.

Check here if you have special needs

I prefer vegetarian meals.

Promotion Code: M505

REGISTRATION FEES

Full-Conference fee includes: all sessions (pre-conference workshops not included) and conference materials, exhibit hall pass, continental breakfast and beverage breaks, networking luncheon and receptions.

Guest fee includes: the Welcome Reception in the exhibit hall and the SCLA Designation Reception & Banquet. Guest must be accompanied by a full-conference attendee. SCLA guest cannot attend the SCLA Designation Reception & Banquet without purchasing the guest program.

	Due by July 25	After July 25	Total
Regular	Early-Bird \$550	Regular \$650	\$
SCLA Member	\$495	\$595	\$
Guest	\$185	\$185	\$
			Total \$

PAYMENT INFO

Method of Payment (Federal Tax ID #31-0388770)

Note: All payments must be made in U.S. currency drawn on a U.S. bank.

Check/money order enclosed (payable to: ACE•SCLA)

Charge my: AMEX MC Visa

Card Number _____

Exp. Date _____

CVV# _____

Name as it appears on card _____

Signature _____

*Charge will appear on your credit card statement as "The National Underwriter Company."

Please tell us a little about yourself.

This information will help us in planning future events.

1. What is your occupation/business category?

- Insurance Company
- Independent Claims Services (Adjusting, Appraisal, Investigations)
- Self-Insured Entity
- Risk Management Department
- Professional (Attorney, Consultant, Etc.)
- Third Party Administrator
- Related Field (Agency/Brokerage, Library, Forensic Engineers, Public Adjusters, Insurance Repair, Restoration)

2. What is your title? (Please check only one)

- Owner/Principal
- President
- Vice President
- General Manager
- Risk Manager
- Branch Manager
- Claims Supervisor
- Adjuster/Claims Rep.
- Other: _____

3. Type of claims adjusted: BY LINE (check all that apply)

- Commercial Lines
- Personal Lines
- Other: _____

BY COVERAGE (check all that apply)

- Property (dwelling/building)
- Auto
- Liability
- Workers' Comp
- Medical
- Environmental
- Other: _____

4. How many years have you been employed in the claim industry (for any employer)?

- Less than 1 year
- 1 to 4 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 years or longer

Must-Have
TECHNIQUES.



Must-Hear
SPEAKERS.



Must-See
SOLUTIONS.



TECHNIQUES TO MASTER EFFECTIVE CLAIM HANDLING

ACE•SCLA
Annual Claims Exposition+Conference
presented by Claims Magazine and Society of Claim Law Associates

You MUST ATTEND This Event!

- ▶ Customize your experience with our **NEW expanded program.** More sessions, new speakers!
- ▶ Find out the latest on **fraud.** NEW separate track!
- ▶ Master techniques to boost your productivity and bottom line.
- ▶ Network, make crucial contacts, and earn valuable CE credits.

EARLY-BIRD DISCOUNT...

Save \$100 when you register by July 25, 2005!

800.543.0874 www.nucoevents.com 859.692.2100



October 6-8, 2005
Gaylord Palms Resort
Orlando, Florida

The
National
Underwriter
Company
A Unit of Highline Media LLC

More EFFECTIVE CLAIM HANDLING in just 3 days.



ACE•SCLA is the conference produced *by* claim professionals *for* claim professionals. And each year we make it even better, based on feedback from those in the claim industry. This year's survey results are in and we've responded by giving you **even more education for your dollar in 2005**. With more focus on your needs and requirements through an expanded program. More sessions to choose from in five separate, information-packed tracks. And more opportunities to sharpen your skills in the areas most relevant to you.

HERE'S WHAT'S IN STORE OVER 3 POWER-PACKED DAYS:

THURSDAY, OCTOBER 6	
To Be Determined	Pre-Conference Workshops (Additional Fees)
4:00-5:00 pm	Opening Session
5:00-7:00 pm	Exhibit Hall Opening — Welcome Reception

FRIDAY, OCTOBER 7	
7:30-8:15 am	Continental Breakfast
8:15-9:20 am	Opening General Session & <i>Claims</i> Professional of the Year Award
9:30-10:30 am	General Session
10:30-11:00 am	Refreshment Break
11:00-11:45 am	General Session
11:45 am-1:45 pm	Exhibit Hall — Networking Lunch
Concurrent Education Sessions	
1:45-2:45 pm	Claim Management Session Fraud Session Litigation Management Session Special Issues Session
3:00-4:00 pm	Claim Management Session Fraud Session Litigation Management Session Special Issues Session
4:00-6:00 pm	Exhibit Hall — Closing Reception

SATURDAY, OCTOBER 8	
7:30-8:00 am	Continental Breakfast
8:00-9:00 am	Closing General Session
Concurrent Education Sessions	
9:15-10:15 am	Claim Management Session Fraud Session Litigation Management Session Technology Session
10:30-11:30 am	Claim Management Session Fraud Session Litigation Management Session Technology Session
11:45-12:45 pm	Claim Management Session Fraud Session Litigation Management Session Technology Session
6:00-9:00 pm	SCLA Designation Reception and Banquet

A SAMPLING OF SESSIONS...

And the survey says ... more sessions on **Fraud**. Take a peek below at what's in store for you when you attend this year's conference. Other crucial topics will include sessions on **Litigation Management, Claim Management, Technology** and subjects of **Special Interest** to the claim professional.

The Claims Self-Actualization Program

Carl Van, President and CEO, International Insurance Institute, Inc.

Preparing For and Responding to the Bad Faith Claim

Erwin Adler, Esq., Adler Law Group

FC&S Q&As on Catastrophic Loss Issues

Bruce Hillman, J.D., Editorial Director, Risk & Insurance Markets, The National Underwriter Company
Diana B. Reitz, CPCU, AAI, Associate Editor, *FC&S* Bulletins
David D. Thamann, J.D., ARM, CPCU, Managing Editor, *FC&S* Bulletins

Goodbye, Gladiator — Hello, Mediator:

Winning Strategies for ADR Success

Cindy Khin CPCU, AIC ARM, Assistant Vice President, Insurance Operations, Medmarc Insurance Group

Perfecting the Claims Customer Experience

Bernard L. Rosauer, Claims Director, American Express Property Casualty

Handling Fraudulent Claims from

Inception to Jury Verdict

Lane Neilson, Senior Partner, Neilson & Associates

Fraud Strategies: Fighting the Silent Thief

Elyse Farnham, GAB Robbins

Catastrophic Claims & the Florida Hurricanes of 2004:

Lessons Learned from Charley/Frances/Ivan/Jeanne

Brian C. Powers, Powers, McNalis, Torres, & Teebagy, P.A.
Stephanie H. Luongo, Powers, McNalis, Torres, & Teebagy, P.A.

Avoiding Wallet-dectomy:

New Strategies to Manage Legal Costs

Kevin Quinley, Senior Vice President, Risk Services, Medmarc Insurance Group

Flock of Eagles or Troops of Turkeys:

Best Practices in Outside Counsel Selection

Robert Glick, Esq., ILMA

Writing Effective Contentions for

Inter-Company Arbitration

Tim McKernan, Director, Quality Services, Arbitration Forums, Inc.

How to Deal with Expert Witnesses

Patrick W. Brennan, Esq., Crivello Carlson & Mentkowski

Case Study: Rapid Deployment of a

Modern Claims System

Scott Harris, VP, Claims, Merastar Insurance
John Raguin, CEO, Guidewire Software

Case Study: Streamlining Claims Litigation

Management for Reduced Cost and Improved

Outcomes

John G. Kelly, Editor, The Litigation Management Report
John Hitchens, Director, Midwest Major Accounts, Allegient Systems

Technology's role in Fraud Prevention

Eric Miller

The Competition is US:

A Glance at the Future of Claims Handling

Carl Van, President/CEO, International Insurance Institute

The Intricacies of Ethical Performance:

It's All About YOU!

Joe Gerber, Co-Chair, Crisis Management Dept.
Elliot Feldman, Chair, Subrogation & Recovery Department, Cozen O'Connor

Learning From High Profile Cases

Anne M. Bremner, Esq., Stafford Frey Cooper

Note: Sessions and speakers are subject to change.

Visit www.nucoevents.com for up-to-the-minute program information.

BE SURE TO RESERVE YOUR SPOT AT THE BEAUTIFUL GAYLORD PALMS RESORT!

ACE•SCLA 2005 will be held at the beautiful Gaylord Palms Resort. Few other places can summon such an immediate response as the atrium of Gaylord Palms™ Resort & Convention Center. You'll be awestruck by the resort's signature glass dome, where the Florida experience is showcased in all its glory.

To receive the special ACE•SCLA show rate of \$198 a night, call **407-586-2000** by **September 6, 2005** to make your reservations.

Included with your hotel registration:

Complimentary transportation to Disney World, high speed internet access, unlimited use of the Gaylord Palm's 4,000 sq. ft. state-of-the-art fitness center, once-a-day coffee, orange juice and bottled water, a daily newspaper, and the first 20-minutes complimentary for 800 & local calls and credit card access calls

Treat yourself to the ultimate in relaxation at the Canyon Ranch SpaClub. Enjoy a day of pampering all in the private, tranquil atmosphere of a full-service spa.



Visit www.gaylordhotels.com/gaylordpalms for details.

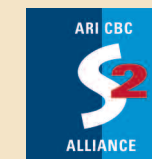


ACE•SCLA EXHIBIT HALL

Be sure to stop by the exhibit hall during posted times throughout the conference. You'll have access to more than 100 leading solution providers whose products and services will enhance your productivity and help you stay current on what's new in the industry. And, you'll have plenty of time to network and make important vendor contacts in a low-hype atmosphere.

Thanks to our 2005 ACE•SCLA Sponsors

(confirmed at press time)



For a complete list of exhibitors visit www.nucoevents.com



Sign Up TODAY!



SCLA MEMBERS SAVE UP TO \$155 WHEN YOU REGISTER BY JULY 25, 2005!

Achievement, Professionalism, Recognition

AEI DESIGNEES WILL BE RECOGNIZED AT ACE•SCLA

In conjunction with this year's conference, claim professionals who earn an AEI designation within the preceding year will be recognized for their achievement at the SCLA Designation Reception and Banquet.

The SCLA Designation Reception and Banquet is available to all full-conference attendees who are current dues-paid members of SCLA. Guests are also welcome to attend — just be sure to register them prior to the conference.

For more information about AEI's claim law programs, the Society of Claim Law Associates, and the SCLA Designation Banquet, call **800-631-8183** or visit www.aeiclaimslaw.com.