



**CAS 2010
Ratemaking
and Product
Management
Seminar**

**The Fairmont Chicago
Millennium Park
Chicago, IL**





Seminar Overview

The 2010 Rate Making and Product Management (RPM) Seminar Planning Committee hopes you will join us for this three-day seminar that combines the best of ratemaking and predictive modeling. This seminar offers great educational opportunities by providing the following options:

1. registering for a full day of optional focused workshops;
2. registering for two days of traditional concurrent sessions;
3. registering for **both** the optional workshops and the traditional two-day seminar.

Faculty and panelists within each workshop and concurrent session will look at ratemaking and product management to consider how these two areas influence each other, and will include the use of predictive modeling techniques in both. The RPM Seminar will provide an opportunity for actuaries, underwriters, and other insurance professionals to further their continuing education.

This year's Rate Making and Product Management Seminar will offer more than 50 different concurrent sessions, covering data management and technology, underwriting, workers compensation, commercial lines, personal lines, predictive modeling, professionalism, regulation, rate of return, and specialty topics. This premier seminar will also feature redesigned and refreshed pre-program workshops covering catastrophe modeling, basic ratemaking, and product development issues; networking opportunities to renew and expand your list of industry contacts; a call paper program showcasing new applied research in data management; and exhibitors demonstrating their relevant services and knowledge.

Enrollment Information

Registration fees include all meeting materials, evening receptions on Monday and Tuesday, as well as continental breakfast, lunch and refreshment breaks on Tuesday and Wednesday.

Registrations received after February 15, 2010, will be subject to a \$100 late fee. The CAS Office staff will send a confirmation by mail to all registrants.

Cancellation Policy

Registration fees will be refunded for cancellations received by the CAS Office no later than March 5, 2010, less a \$100 processing fee. Only written cancellations will be honored and may be faxed to (703) 276-3108 or e-mailed to refund@casact.org.

In the event that a CAS meeting is canceled, participants receive a full refund for registration fees paid. Transportation and hotel costs or fees are the responsibility of attendee, and therefore are not reimbursable by the CAS.

Keynote Speaker Ronald J. Baker

The RPM Seminar will kick off with a dynamic keynote address by Ronald J. Baker. Ron Baker started his accounting career in 1984 with KPMG Peat Marwick's Private Business Advisory Services in San Francisco. Today, he is the founder of VeraSage Institute, a think tank dedicated to teaching Value Pricing to professionals around the world.

He is the author of five best-selling books, including: *Pricing on Purpose: Creating and Capturing Value*; *Measure What Matters to Customers: Using Key Predictive Indicators*; *Mind Over Matter: Why Intellectual Capital is the Chief Source of Wealth*; and *The Firm of the Future: A Guide for Accountants, Lawyers, and Other Professional Services*.

Ron has toured the world, spreading his Value Pricing message to over 90,000 professionals. He has been appointed to the American Institute of Certified Public Accountant's Group of One Hundred, a think tank of leaders to address the future of the profession; named each year on *Accounting Today's* Top 100 Most Influential People in the profession from 2001 to 2007; and received the 2003 Award for Instructor Excellence from the California CPA Education Foundation. For further information about Ron Baker please visit www.verasage.com.



Continuing Education Credits

For CAS members who are subject to the American Academy of Actuaries (AAA) *Qualification Standards (including Continuing Education Requirements) for Actuaries Issuing Statements of Actuarial Opinion* in the United States, this activity may qualify for up to 13.5 CE Credits. Workshop attendees may add a maximum of 7.2 CE Credits.*

CAS members subject to these *Qualification Standards* can earn up to 1 CE Credit per 50 minutes of relevant educational session time, not to include breaks or lunch. Please note that participating in a live event qualifies as an “organized activity” under those same Academy rules. It is an actuary’s responsibility to make a reasonable, good-faith determination of what CE opportunities will enhance his or her ability to practice in a desired field. Participants should only claim credit commensurate with the extent and length of their participation in the activity and their assessment of the job relevance of the activity. The AAA *Qualification Standards* provides a complete list of guidelines concerning continuing education. Actuaries attending a CAS event to satisfy AAA requirements should review all guidelines in that publication.

Precept 2 of the CAS Code of Professional Conduct states in part that, “An Actuary shall perform Actuarial Services only when the actuary is qualified to do so.” The AAA establishes qualification standards for statements of actuarial opinion in the United States of America. Those standards require that actuaries update and maintain knowledge of applicable principles of actuarial science and actuarial standards of practice through education and experience to include continuing education.

**The amount of CE credit that can be earned for participating in this activity must be assessed by the individual attendee. It also may be different for individuals who are subject to the requirements of organizations other than the American Academy of Actuaries.*



University of CAS (UCAS)

Visit the University of CAS to begin an all new experience in education. UCAS provides a virtual world of opportunities to help enhance your professional education needs. Through capture of live content from CAS meetings and seminars, UCAS will offer a variety of session presentations, audio recordings, podcasts, and recorded Webinars.

Select sessions from the 2010 Ratemaking and Product Management Seminar will be recorded and available to seminar attendees free of charge and to others for a fee following the event.

Currently, UCAS offers recorded sessions from the 2009 CAS Spring Meeting, the 2009 CAS Seminars on Reinsurance, Casualty Loss Reserving, and the Underwriting Cycle, as well as the following recorded Webinars:

- Demystifying Insurance Pricing—The Basics
- Economic Capital 101—A Primer on Economic Capital Issues for P/C Insurers
- From Risk to Opportunity—Insurer Responses to Climate Change
- Professionalism and the Practicing Actuary

In the coming months, recorded sessions of the 2009 CAS Annual Meeting will also be available.

Please visit www.softconference.com/cas/ for more information.

Consent to Use of Multimedia

Registration and attendance at or participation in CAS meetings, seminars, and other activities constitutes an agreement by the registrant to the CAS use and distribution (both now and in the future) of the registrant or attendee’s image or voice in photographs, videotapes, electronic reproduction, and audiotapes of such events and activities.

Paperless Seminar

Green seminars incorporate environmental considerations to minimize negative impacts on the environment. The CAS has taken a step in that direction by making the RPM seminar “paperless,” which means:

- Paper copies of session handouts will not be provided in the meeting rooms.
- Paper copies of the list of attendees will not be distributed, though a few copies will be available for review at the RPM Seminar registration desk.
- Seminar evaluations will be administered online; paper copies of evaluation forms will not be provided.

Session slides will be posted on the CAS Web Site in advance so that attendees can download/print and bring handouts as desired.

Exhibitors

Get exposure for your company by sponsoring or exhibiting at the RPM Seminar. A table-top exhibit is an excellent value and allows you to showcase your products and services to an expected audience of 700 risk professionals. A sponsorship allows your company to stand out among a sea of competitors. Do not delay, as opportunities are limited! Review the RPM Seminar Exhibitor and Sponsor Prospectus, or contact Mike Boa at (703) 562-1724 or mboa@casact.org, for details on becoming an exhibitor and sponsor.

Who Should Attend

Actuaries

Actuarial students

Underwriters

Product managers

Insurance analysts

Insurance company management

Workshops

The 2010 RPM Seminar will feature three outstanding workshops facilitated by excellent faculty within the Ratemaking and Product Management fields. Revitalized and refreshed, the full day of workshops before the regular program will give registrants an opportunity to receive a more in-depth, focused, creative, and highly interactive way to receive important information. On Monday March 15, Workshops 1, 2, and 3 will be offered from 9:00 a.m. - 5:00 p.m., with sufficient time allotted for networking. *Workshop registration fees include a continental breakfast, luncheon, and a refreshment break on Monday.*

Like organized and well-written textbooks, the Monday workshops provide a structured view of the subjects. On the other hand, attending the different concurrent sessions can be like reading an academic journal that provides multi-faceted views of its subject matter. Regardless of your learning styles, both experiences are valuable for professionals seeking to improve their knowledge and skills.

Highlights of 2010 RPM Workshops

Basic Ratemaking Workshop

The Basic Ratemaking Workshop offers a complete understanding of the basic concepts and practices needed for ratemaking. These concepts include how to calculate an overall indication, how to calculate indications for various rating plans and consider data on a multivariate basis, how to approach the concept of credibility of data, and how to present this data in a rate filing. The panel is using feedback from last year’s workshop to provide participants with “hands on” experience.

Catastrophe Modeling Workshop

The Catastrophe Modeling Workshop offers a focused, organized, comprehensive exploration of catastrophe modeling. In addition to extensive experience with all aspects of catastrophe modeling, the group is using feedback from last year’s workshop to improve and enhance the “hands on” experience.

Product Development Workshop

This workshop will explore the different stages of product development with hands on exercises for the attendee. Industry leaders will serve as facilitators to review historical processes and to help guide the attendees throughout the day. Attendees will work in teams to develop fictitious products that will be discussed and integrated into the facilitator’s lesson plans.

Preliminary Schedule

Monday, March 15, 2010

8:00 a.m. - 7:00 p.m.	Registration
8:00 a.m. - 9:00 a.m.	Continental Breakfast (Workshop Attendees Only)
9:00 a.m. - 10:30 a.m.	Workshop 1: Basic Ratemaking Workshop 2: Cat Modeling Workshop 3: Product Development
10:30 a.m. - 11:00 a.m.	Networking and Refreshment Break
11:00 a.m. - 12:30 p.m.	Workshops 1-3 (Continued)
12:30 p.m. - 1:30 p.m.	Luncheon (Workshop Attendees Only)
1:30 p.m. - 3:00 p.m.	Workshops 1-3 (Continued)
3:00 p.m. - 3:30 p.m.	Networking Break
3:30 p.m. - 5:00 p.m.	Workshops 1-3 (Continued)
5:30 p.m. - 7:00 p.m.	Opening Reception and Exhibits

Tuesday, March 16, 2010

7:00 a.m. - 7:00 p.m.	Registration & Exhibits Speaker Ready Room
7:00 a.m. - 8:00 a.m.	Continental Breakfast
8:00 a.m. - 9:30 a.m.	Opening Session/ Keynote Address
9:30 a.m. - 10:00 a.m.	Refreshment Break
10:00 a.m. - 11:15 a.m.	Concurrent Sessions 1
11:15 a.m. - 12:30 p.m.	Luncheon
12:30 p.m. - 1:45 p.m.	Concurrent Sessions 2
1:45 p.m. - 2:15 p.m.	Refreshment Break
2:15 p.m. - 3:30 p.m.	Concurrent Sessions 3
3:30 p.m. - 4:00 p.m.	Refreshment Break
4:00 p.m. - 5:15 p.m.	Concurrent Sessions 4
5:45 p.m. - 7:00 p.m.	Reception

Wednesday, March 17, 2010

7:00 a.m. - 2:30 p.m.	Registration & Exhibits Speaker Ready Room
7:00 a.m. - 8:00 a.m.	Continental Breakfast
8:00 a.m. - 9:15 a.m.	Concurrent Sessions 5
9:15 a.m. - 9:45 a.m.	Refreshment Break
9:45 a.m. - 11:00 a.m.	Concurrent Sessions 6
11:00 a.m. - 12:15 p.m.	Luncheon
12:15 p.m. - 1:30 p.m.	Concurrent Sessions 7
1:30 p.m. - 2:00 p.m.	Refreshment Break
2:00 p.m. - 3:15 p.m.	Concurrent Sessions 8

Lodging Information

The Fairmont Chicago, Millennium Park
200 North Columbus Drive
Chicago, Illinois 60601
Phone: (312) 565-8000
Toll Free: (866) 540-4408

Rediscover the Fairmont Chicago, Millennium Park, which has reclaimed the city skyline as a beacon of modern design, following a dramatic \$50 million transformation. The artful new lobby of this downtown Chicago hotel beckons with a grand sense of arrival—at once, as fashionable as the city of Chicago—through crisp lines, dark woods, and neutral finishes tinged with pops of color.

Just outside, the energy of downtown Chicago awaits. Located nearby, Grant Park and Millennium Park are rich and diverse neighborhoods lending the Fairmont a fashionable, urban resort attitude. The Art Institute and the Field Museum; Navy Pier and Chicago's Lakefront; the acclaimed shopping along the Magnificent Mile and Oak Street boutiques; Chicago's theaters and nightclubs; the bustling business district and the serene escape of Millennium Park all intersect at one location: Fairmont Chicago, Millennium Park.

- Room rates - \$189 single or double occupancy plus applicable taxes. Check in time is 3:00 p.m. and Check out time is 12:00 p.m.
- Call (800) 526-2008 for reservations and indicate the group affiliation as Casualty Actuarial Society.
- Reservations must be made by February 28, 2010.

Suggested Attire

Business casual attire is suggested for all sessions, as well as the evening receptions on Monday and Tuesday. As meeting room temperatures and personal comfort levels may vary, it is recommended that you bring a sweater or jacket to the sessions.

In Chicago, the average high temperature during March is 47 degrees and the average low is 32 degrees.

Additional Information

- For more information on this seminar or other CAS opportunities, or for more information regarding administrative policies such as complaints and refunds, please contact the CAS Office at (703) 276-3100 or visit the CAS Web Site at www.casact.org.
- For more information on attendee registration, please e-mail mrc@casact.org.
- For more information on the Ratemaking and Product Management Seminar other than registration issues, please e-mail meetings@casact.org.

CAS 2010 RPM Seminar Registration Form – Three Ways to Register

IF PAYING ONLINE

For quick and convenient registration and payment, please visit www.casact.org

or

IF PAYING BY CREDIT CARD

Complete this form and MAIL to:
Casualty Actuarial Society
4350 N. Fairfax Drive, Suite 250
Arlington, VA 22203
OR fax to: (703) 276-3108

or

IF PAYING BY CHECK

Complete this form and send with check made payable to:
Casualty Actuarial Society
PO Box 425
Merrifield, VA 22116-0425

If you fax in your registration with credit card information, please do not mail the original form as well—this may cause a duplicate charge to your credit card. All credit card payments will be processed in U.S. dollars.

1. Registration Information*

Name

Badge Name (Name as it is to appear on badge)

Company

Address

City State Zip

Telephone

E-mail Address

* Please Note: This is not a change of address form. If you need to change your contact information listed with the CAS, please do so with the online change of address form at www.casact.org or call the CAS Member Resource Center at (703) 276-3100.

3. Seminar Registration Fees

Fees include any seminar materials, continental breakfasts, luncheon, refreshment breaks, and receptions. All registration fees listed are in U.S. currency.

Registration Fees	CAS Member/ CAS Candidate	Nonmember
Received on or Before February 15	\$900	\$1100
Received after February 15	\$1000	\$1200
Government Employee	\$450	\$550
Moderator/Panelist	\$450	Waived

Workshop Fees	Received by 2/15/10	Received after 2/15/10
Attending the Seminar	\$650	\$750
Not attending the Seminar	\$850	\$950
Workshop RPM Speaker Rate	Waived	
Workshop (select one)	#1 _____	#2 _____ #3 _____

** A Candidate has attempted at least one actuarial exam in the last two years. Registration fees for members of the CAS Academic Correspondent program and CAS academic members will be waived per the guidelines listed in the 2009 Yearbook and 2008 Proceedings.

5. Method of Payment

Check enclosed for the amount \$ _____

Credit Card for the amount \$ _____

(please check one): Visa Master Card American Express

Card Number

Expiration Date (MM/YY)

Cardholder's Name

Billing Address

Signature

Note: Credit Card Payments will not be processed if any of the credit card information is blank.

2. Affiliations

- FCAS AICPA
- ACAS CPCU
- CAS Candidate NASBA
- CAS Subscriber Government Employee
- CAS Affiliate Academic Correspondent
- AAA Other
- CCA

Registration fees for members of the CAS Academic Correspondent program and CAS academic members will be waived per the guidelines listed in the 2008 Yearbook and 2007 Proceedings.

4. Additional Information

- Check here if you do not want to receive mailings from exhibitors.
- Check here if you have any special requirements due to disability.
- Check here if you have any dietary restrictions and list here.

Cancellation Policy

The fee will be refunded for cancellations received by March 5, 2010, less a \$100 processing fee. Only written cancellations will be honored. Cancellations will be accepted by fax at (703) 276-3108 or via e-mail to refund@casact.org.

Please complete both sides of this form.

Proposed Concurrent Sessions

Please indicate the sessions you wish to attend below. We realize that conflicts may occur; you will not be required to attend these sessions at the seminar.

Predictive Modeling

- GLM I
- GLM II
- GLM III
- Conversion and Retention Modeling
- Handling High-Dimensional Variables
- Combining Machine Learning with GLMs in Ratemaking
- Model Validation Techniques
- Data Visualization and Geospatial Data Analysis
- Alternatives to Credit Scoring
- Advances in Data Mining for Predictive Analytics

Commercial Lines

- Price Optimization in Commercial Lines—Key Considerations
- Applications of Quantile Regression in Commercial Underwriting Models
- Emerging Issues in Commercial Casualty

Personal Lines

- Predictive Modeling and Vehicle Rating
- Predictive Modeling for Homeowners Insurance
- Usage-Based Insurance: Are You Ready?

Regulatory

- NAIC Speed to Market
- Ask a Regulator
- What Makes a Good Rate Filing?
- Federal vs. State Insurance Regulation
- Status Report on Massachusetts Private Passenger Auto Open Competition

Product Management

- Detecting Suspicious Claims
- Pricing Strategy and Risk Management

Workers Compensation

- Workers Compensation Ratemaking—An Overview
- Trends in Workers Compensation Medical Costs
- Recent Developments in Workers Compensation Claim Frequency
- Current Developments in Workers Compensation Experience Rating
- Legislative Reform—Case Studies in Workers Compensation and Medical Professional Liability
- Predictive Modeling for Cost Optimization in Workers Compensation

Underwriting

- Large Scale Analysis of Renewal Discounts for P&C Insurance
- Personal Lines Pricing Strategies

Implementation Issues

- Price Optimization for the U.S. Market: Techniques and Implementation Strategies
- There is More to Price Optimization than Just Price Optimization
- Intelligent Use of Competitive Analysis
- Understanding the Benefits and Quantifying the Success of a New Rating Plan

Professionalism

- TBA

Data Management

- Data Management, Quality, and Technology Call Paper Program
- Have Your Data Management Best Practices Changed to Reflect Data Management in the 21st Century?
- Essentials of Data Quality for Predictive Modeling

Rate of Return

- Logic, Fallacies and Paradoxes in Risk/Profit Loading in Ratemaking: A Socratic Dialogue
- Overview of Catastrophe Bonds
- Quantifying Risk Load for Property Catastrophe Exposure
- Risk and Return Considerations in Ratemaking