IASA IS THE PLACE WHERE INDUSTRY PROFESSIONALS AND SOLUTION PROVIDERS MEET TO LEARN, SHARE INNOVATIVE IDEAS, NETWORK AND COLLABORATE.

- Over 90 technical sessions across all disciplines
- 200+ product and service providers
- Three discipline-specific Super Sessions
- Exclusive Executive Roundtable Events
- Inclusive Networking Opportunities

Get the best value for your education dollars by registering early and sending multiple attendees. After two company attendees are registered, each additional attendee will receive a discount, look inside for details!

REGISTER AT IASA.ORG
GO ALL IN!

The IASA Annual Conference is widely recognized as one of the best educational and networking events in the industry. For 87 years IASA has been serving our members with a broad range of products and services; but we are most recognized as a premiere conference organizer. Over the last 5 years attendance at the IASA Annual Conference has grown by over 45% because this program consistently delivers high-quality education at an exceptional value. It is also an unrivaled marketplace where insurance carriers can explore a wide array of leading edge solution providers. This coming June attendees will once again be able to experience a rich educational program as they select from 90+ Technical Sessions/Super Sessions and world class keynotes in an interactive and collaborative environment.

The theme for IASA 2015, which will be held in Las Vegas, at the stunning Mandalay Bay Resort and Casino, is GO ALL IN! This inspiring theme has motivated our entire team of volunteers, speakers, exhibitors, sponsors and staff to construct a truly exceptional event. Don’t miss your opportunity to learn something new, refresh core skills and network with thousands of your industry peers. Join us as we provide an unparalleled forum for education that will inspire you to GO ALL IN!

PROGRAM

This conference promises to be one of the best educational programs in our long history, providing you the most up to date information on everything happening in the insurance industry. Here are some program highlights:

- Create a personalized education experience by selecting from over 90+ technical sessions that cover a wide-range of areas, including:
  - Financial Reporting
  - Technology
  - Operations
  - Regulation and Legislation
  - Taxation
  - Systems
  - Finance
  - Career Skills
- World class keynote speakers to augment our diverse array of industry experts.
- Three Super Sessions featuring a blend of professional speakers, leading insurance company executives and industry experts that will provide valuable insight on ideas and issues impacting the industry.
- Our comprehensive Business Show provides access to more than 200 solution providers demonstrating the latest industry products and services.
- Our outstanding Executive Education Roundtable Series exclusively for C-Level professionals.

VALUE

IASA has been providing the industry’s best educational value for many years. That value is why IASA has continued to draw large numbers to all of our events, but especially our Annual Educational Conference and Business Show.

- IASA can be the key to your company’s success in today’s highly competitive environment as an education partner offering the industry’s best education value that earns attendees up to 19 CPE credits.
- Conference registration is value priced at only $700 (Early Member Rate w/housing discount) offering your company more return on investment for its training and travel dollars.
- Add even more value by sending more attendees and taking advantage of our multiple attendee discounts! Register two people from your company and automatically save $150 on each additional registered attendee. (see page 3 for program details).
- Our low conference rate not only provides an outstanding education experience it also includes daily breakfasts, two lunches and the industry’s largest Networking Reception.

“...We all have opportunities to “GO ALL IN” in many parts of our lives and to each of us the term has a different meaning. To me, it means having the passion to give it your all, and by providing your best effort, you will definitely feel a better sense of accomplishment. I encourage you to “GO ALL IN!” at #IASA2015 and seize the opportunity to further develop your career, be a better team builder and enhance your communication skills. “Laissez les bons temps rouler” (Let the good times roll!) See you in Vegas!

Forrest Mills, President, IASA
DISCOUNTS
Take advantage of two discount opportunities offered by IASA.

♦ Make your hotel reservations at the time you register for the conference and save $100 on the conference rate.

♦ Register and pay for two people to attend the conference and each additional paid registrant will receive a $150 discount. By participating in the “Tiered Rate” program registration fees could be as low as $550.

Registration Fees Include: Sunday’s Opening Reception with the exhibitors, all Keynotes, Breakfasts, Lunch on Monday and Tuesday and the traditional Tuesday Evening Networking Event.

For Non-Members, the conference rate includes the $600 fee for IASA Membership and your company will automatically become an IASA Member.

GUEST REGISTRATION
Fully Registered Guest Fee: $175. This includes the following events: Opening Reception, Three (3) Breakfasts/Keynotes, Tuesday’s Luncheon, and the Tuesday Evening Networking Event. Monday Exhibit Hall activities, including lunch, will not be open to guests. “Tuesday Event Only” tickets are available for $50. IASA will not sell “Keynote Only” Tickets.

CONFERENCE REGISTRATION FEES:
Early registration by March 11th:
Member: $800 with housing: $700
Non member: $1,400 with housing: $1,300

Regular/On-Site on or after March 12th:
Member: $1,000 with housing: $900
Non member: $1,600 with housing: $1,500

PROPERTY & CASUALTY STATUTORY ACCOUNTING PRINCIPLES SEMINAR:
Member: $1,450 with housing: $1,350
Non member: $2,050 with housing: $1,950

CONFERENCE PROGRAM
SUNDAY, JUNE 7
5:30pm – 7:30pm Opening Reception in Exhibit Hall

MONDAY, JUNE 8
7:30am – 8:00am Breakfast
8:00am – 9:30am General Session & Keynote: Peyton Manning
9:30am – 3:30pm Exhibit Hall Open
Lunch at 12:00pm
9:50am & 11:00am Vendor Connect Tour Departures
1:30pm – 3:00pm Technical Sessions & Technology Super Session
3:00pm – 3:30pm Exhibit Hall Break
3:30pm – 5:00pm Technical Sessions & A.R.F. Super Session
6:00pm Vendor Hospitalities

TUESDAY, JUNE 9
7:30am – 8:00am Breakfast
8:00am – 9:30am General Session & Keynote: Condoleezza Rice
9:30am – 1:30pm Exhibit Hall Open
Lunch at 12:00pm
9:45am – 10:45am Technical Sessions
11:00am – 12:00pm Technical Sessions
1:30pm – 3:00pm Technical Sessions
3:30pm – 5:00pm Technical Sessions
7:00pm – Evening Tuesday Networking Event

WEDNESDAY, JUNE 10
7:30am – 8:00am Breakfast
8:00am – 9:30am General Session & Keynote: Juliet Funt
9:45am – 11:15am Technical Sessions / IT Town Hall / C.S.D. Super Session

Property & Casualty Statutory Accounting Principles Seminar runs concurrent with Technical Sessions on Monday, Tuesday, and Wednesday.

REGISTER ONLINE AT WWW.IASA.ORG/CONFERENCE

CANCELLATION POLICY
A $100 administration fee will be applied for all conference registration cancellations made before April 24, 2015. No refunds will be granted after this date. A $30 administration fee will be applied for all “Fully Registered” guest cancellations made before April 24, 2015. No guest refunds will be granted after this date. “Tuesday Event” only tickets for guests can be refunded until May 20, 2015. After this date, no refunds will be given.

For more information regarding administrative policies such as complaint and refund, please contact our office at 919-489-0991.
**SUNDAY**

**Speed Networking: The Art of Making Connections**
4:00pm - 5:00pm

This interactive session will provide attendees with an opportunity to polish their networking skills and interact with numerous peers in both a formal and informal setting. Similar to speed dating, speed networking requires participants to pair up and network with each other in short intervals. During this time, attendees will have a chance to exchange business cards, share knowledge and insights on current market trends, and perfect their networking abilities in a non-intimidating environment.

**MONDAY**

**KEYNOTE: Peyton Manning, Super Bowl winning quarterback and five-time NFL MVP**

*Insights on teamwork, leadership, motivation and his keys to success!*

Sponsored by Nolan Management Consultants

Denver Broncos quarterback Peyton Manning, the league’s only five-time MVP and a 13-time Pro Bowl selection, has earned his place among the NFL’s greatest quarterbacks, and most recently set the NFL record for the most career passing touchdowns. Manning owns the second-most wins, passing yards, touchdown passes, completions, and attempts by a quarterback in NFL history. His 13 postseason appearances rank first by a quarterback in league annals along with his 84 career 300-yard passing games. In two seasons with Denver, Manning has led the Broncos to consecutive 13-win seasons and No. 1 conference seeds while throwing for an NFL-best 100 touchdowns in the regular season and playoffs.

He compiled the best statistical season by a quarterback in NFL history during the 2013 campaign, setting single-season records for passing yards and touchdown passes. Manning helped the Broncos become the most prolific offense in NFL history, setting a league single-season record for points scored while extending his NFL record with his fifth Most Valuable Player Award from the Associated Press. He was also named Sportsman of the Year by *Sports Illustrated*.

His 2013 season ended with a trip to Super Bowl XLVIII, making him only the third quarterback in NFL history to lead multiple teams to a Super Bowl.

**TECHNOLOGY SUPER SESSION: Transformative Technologies Influencing the Business of Insurance**

Sponsored by Majesco

Rapid deployment and adoption of technology advances already common in other industries are causing a domino effect of changes for this industry, which are subsequently affecting how insurers support business partners and conduct business. Consumers are pushing non-traditional technologies into insurance businesses and processes, thereby revolutionizing distribution channels, business models, and the demands placed on systems for better ways to evaluate risk, price products, adjust claims and acquire new business. Consider that today automobiles can help drivers avoid crashes with proximity alarms, lane drift sensors, vehicle-to-vehicle communication and autonomous driving abilities. Drones can deliver video of property damage or safety inspections while adjusters stay safely on the ground. Ingestible health sensors can deliver real time data of overall health without costly, intrusive procedures. In fact, many rapidly advancing technologies will have an immediate impact on the way insurance organizations do business on a daily basis. Join IASA and experts from inside and outside the industry for a discussion about new technologies, the impact on the insurance industry as a whole, what can be expected in 2015 and beyond, and steps insurers should take now to meet the challenge.

**A.R.F. SUPER SESSION: The ORSA Journey – Where is it taking us?**

This panel discussion will present the history and evolution of ORSA (Own Risk Solvency Assessment) requirement from the NAIC. Even if you are not involved with ORSA at your insurance company, this panel discussion will present a view of how insurance risk management, regulation and ratings have changed over time. You will hear directly from the NAIC on how ORSA grew from the Solvency initiative. You will hear from one of the regulators who participated in the 2012, 2013, and 2014 ORSA pilot projects, as well as a representative from an insurance company who participated in the 2014 pilot program to achieve efficiencies in their processes. Our panel representatives also include consultants from Eide Bailly, Baker Tilly and Eisner Amper who work with insurance companies to implement ERM (enterprise risk management) and ORSA initiatives. A solid foundation to support the ORSA requirements is an ERM process, which is becoming a best practice in our industry, and we will discuss why. We will focus on sharing practical implementation tactics and the overall impact to an insurer’s ERM program in 2014 and beyond. This will be an interactive panel discussion, allowing time for questions.

**JOIN US AT THE WELCOME RECEPTION IN THE BUSINESS SHOW**

IASA’s Business Show is the best place to glean knowledge that will keep your company a leader in this competitive market! The Business Show features over 200 outstanding solution providers demonstrating the latest industry products and services. All of your favorite exhibitors are back and many new companies have joined us to make the Business Show an even more valuable experience for IASA attendees. Visit the show floor at iasa.org/bizshow.
TUESDAY

KEYNOTE: Condoleezza Rice, Former Secretary of State of the United States

Sponsored by Majesco

Condoleezza Rice is currently the Denning Professor in Global Business and the Economy at the Stanford Graduate School of Business; the Thomas and Barbara Stephenson Senior Fellow on Public Policy at the Hoover Institution; and a professor of Political Science at Stanford University. She is also a founding partner of RiceHadleyGates, LLC. From January 2005-2009, Rice served as the 66th Secretary of State of the United States, the second woman and first African American woman to hold the post. Rice also served as President George W. Bush’s Assistant to the President for National Security Affairs (National Security Advisor) from January 2001-2005, the first woman to hold the position.

Since 2009, Rice has served as a founding partner at RiceHadleyGates, LLC, an international strategic consulting firm based in Silicon Valley and Washington, D.C. The firm works with senior executives of major companies to implement strategic plans and expand in emerging markets. Other partners include former National Security Advisor Stephen J. Hadley and former Secretary of Defense Robert M. Gates.

Rice currently serves on the board of C3, an energy software company and Makena Capital, a private endowment firm.

In addition, she is a member of the boards of the George W. Bush Institute, the Commonwealth Club, the Aspen Institute and the Boys and Girls Clubs of America. Previously, Rice served on various additional boards, including: KiOR; the Chevron Corporation; the Charles Schwab Corporation; the Transamerica Corporation; the Hewlett-Packard Company; the University of Notre Dame; the John F. Kennedy Center for the Performing Arts; and, the San Francisco Symphony Board of Governors.

JOIN US FOR MARDI GRAS IN VEGAS AT IASA’S TUESDAY EVENING NETWORKING EVENT!

This event is co-sponsored by Majesco

WEDNESDAY

KEYNOTE AND CAREER SKILLS SUPER SESSION:

Juliet Funt, Owner and Founder, WhiteSpace at Work

WhiteSpace®: The Missing Ingredient in your Technicolor Business

Crushed by email? Constantly putting out fires? Has your cell phone become a permanent appendage? You’re not alone. Welcome to the Age of Overload. The pace and cadence of our work has run amuck because exertion has replaced thought. Innovation and creativity wither before the false god of busyness. And most companies are in passionate denial about the costs of their ever-increasing culture of complexity.

Here’s the good news: WhiteSpace can change things.

In this powerhouse session, WhiteSpace and Juliet Funt bring a sigh of relief and a wealth of instantly-applicable tools to your over-busy, multitasking, screen-oriented life — and do it all with laughter. You’ll leave with a new perspective and the seeds of a new work style — one with more productivity, more creativity and more engagement.

Like any exciting journey, this session is fast-paced and packed with variety. Beginning with a look at the Culture of Insatiability, Juliet lightheartedly deconstructs the ingredients driving the pace and pressure of modern life to its excruciating level. Then quickly turns to the abundant solutions found in WhiteSpace, providing a sampler plate of WhiteSpace teachings — all simple and applicable as early as your next business day.

IT TOWN HALL

Let your voice be heard in the IT Town Hall! Admin system replacements, managing costs, making a business case for new systems, managing change, getting results, and generational changes are just a few of the many priorities IT leaders must juggle. Join us in this open forum session as a panel of industry professionals, along with outspoken audience members, will answer your questions and share their experiences managing insurance IT. Don’t miss this perennial favorite!
Create a PERSONALIZED EDUCATION experience by selecting from a comprehensive program with over 90 educational offerings on cutting-edge topics

### CAREER SKILLS DEVELOPMENT (C.S.D.)

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<thead>
<tr>
<th>Date</th>
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<th>Event</th>
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<tr>
<td>Sunday, June 7</td>
<td>4:00pm - 5:00pm</td>
<td>120 Speed Networking: the Art of Making Connection</td>
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<tr>
<td>Monday, June 8</td>
<td>1:30pm - 3:00pm</td>
<td>121 He Said, She Said: Gender Bias in the Workplace</td>
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<tr>
<td>Monday, June 8</td>
<td>3:30pm - 5:00pm</td>
<td>221 Transcend Generations with Advanced Communication Skills</td>
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<tr>
<td>Tuesday, June 9</td>
<td>9:45am - 10:45am</td>
<td>321 Breaking the Ice: Practical Strategies for Networking Success</td>
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<tr>
<td>Tuesday, June 9</td>
<td>11:00am - 12:00pm</td>
<td>421 Making Meetings Count</td>
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<tr>
<td>Tuesday, June 9</td>
<td>3:30pm - 5:00pm</td>
<td>521 Work/Life Balance: Making it Work</td>
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<tr>
<td>Tuesday, June 9</td>
<td>3:30pm - 5:00pm</td>
<td>621 Social Media 2.0: Take it to the Next Level</td>
</tr>
<tr>
<td>Wednesday, June 10</td>
<td>9:45am - 11:15am</td>
<td>C.S.D. Super Session - WhiteSpace®: The Missing Ingredient in your Technicolor Business</td>
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### INSURANCE ACCOUNTING, RISK MANAGEMENT AND FINANCE (A.R.F.)

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Monday, June 8</td>
<td>1:30pm - 3:00pm</td>
<td>Accounting &amp; Financial Reporting Update (Repeat)</td>
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<tr>
<td>Monday, June 8</td>
<td>3:30pm - 5:00pm</td>
<td>A.R.F. SUPER SESSION - The ORSA Journey - Where is it taking us?</td>
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<tr>
<td>Tuesday, June 9</td>
<td>9:45am - 10:45am</td>
<td>301 GAAP Update</td>
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<td>Tuesday, June 9</td>
<td>11:00am - 12:00pm</td>
<td>501 Stat Accounting Update (Repeat)</td>
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<td>Tuesday, June 9</td>
<td>1:30pm - 3:00pm</td>
<td>601 Stat Reporting</td>
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<td>Tuesday, June 9</td>
<td>3:30pm - 5:00pm</td>
<td>701 Statutory Reporting (Repeat)</td>
</tr>
<tr>
<td>Wednesday, June 10</td>
<td>9:45am - 11:15am</td>
<td>702 Scenario Analysis: The Value in Knowing What We Don’t Know</td>
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TO REGISTER AND FOR FULL PROGRAM DETAILS VISIT: IASA.ORG/CONFERENCE
The learning objective of the conference is to enhance participants' knowledge in a variety of relevant technical sessions. There are no program prerequisites. The program level will be an overview on the subject matter, which will be detailed in the Conference Directory. There is no advance preparation. The technical session delivery method is primarily interactive with a group of panelists skilled in the subject matter. Most sessions provide an opportunity for Q&A. The “Field of Study” includes Accounting and Auditing, Personal Development, Specialized Knowledge and Applications, Ethics and Taxation. A maximum of 19 CPE credits can be awarded for the program.

Insurance Accounting and Systems Association, Inc 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 submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.
IASA’s Executive Roundtables are presented exclusively for insurance company senior executives. Timely content, a highly interactive program, and unparalleled peer networking are some of the many benefits of IASA’s Executive Roundtables.

- Enjoy individual events held for Chief Information/Technology Officers, Chief Financial Officers, Chief Operating Officers and Chief Investment Officers with content tailored to the specific needs and interests of each group.
- Participate in moderated discussion sessions led by respected analysts, industry consultants and your peers from insurance companies around the country.
- Interact with a select group of solution provider knowledge experts that will also be in attendance.
- Take actionable information back to your office that will help your company succeed in the coming year.
- Earn CPE credits by attending timely sessions during the IASA Executive Roundtables.

These important events are held in conjunction with the IASA Annual Educational Conference & Business Show — register to attend the conference and your registration for the roundtable(s) is complimentary! The Roundtable Events will be held at the Mandalay Bay. #IASAEEP

SPONSORED BY:

IAASA and RR Donnelley have combined their extensive expertise and education resources to present this quality program on statutory accounting

SEMINAR SCHEDULE:
Monday, June 8 - 1:00pm - 5:00pm
Tuesday, June 9 - 9:45am - 5:00pm
Wednesday, June 10 - 9:45am - 11:15am

The Property and Casualty Accounting Principles Seminar includes tailored content designed for individuals within the first five years of statutory accounting exposure. Learn about new accounting rules and how to apply them, as well as fundamental insurance accounting concepts. The seminar includes exercises or simulations designed to reinforce the learning process and an IASA Accounting Textbook at no additional charge. After attending the seminar, professionals will be able to:
- Begin to build insurance (SAP) accounting skills vs. GAAP system
- Discuss new 2015 accounting rules and decide the best way to apply them
- Apply fundamental insurance concepts

See page 3 for seminar pricing information. Please note that the seminar runs concurrent with all of the conference Technical Sessions.