

*When SERA  
Goes Marching In...*

**2010 SERA REGISTRATION**  
**Southeastern Regulators  
Association Conference**  
**July 26-28, 2010**  
**The Hotel Monteleone**  
**New Orleans, LA**

**ATTENDEE INFORMATION**

Name: \_\_\_\_\_

Guest's Name: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**REGISTRATION FEES**

	Early Before 06/30/10	Late After 06/30/10
<input type="checkbox"/> Regulator	No Fee	\$ 50
<input type="checkbox"/> Attendee	\$ 375	\$ 400
<input type="checkbox"/> Guest	\$ 50	\$ 75

**ACCOMMODATIONS**

A block of rooms is available at the Hotel Monteleone for the nights of July 26-28.

**The conference rate is \$99.00/night.**  
Code: Louisiana Insurers' Conference  
Conference rate expires **June 28, 2010.**

**Hotel Monteleone**

214 Royal Street ▪ New Orleans, Louisiana 70130  
Toll Free (800) 217-2033 ▪ Local (504) 523-3341  
FAX (504) 528-1019  
[www.hotelmonteleone.com](http://www.hotelmonteleone.com)

**Golf Tournament**

A golf tournament is not being organized in conjunction with the SERA Conference. If you would like to reserve a tee time, please contact one of the following three courses directly:

- Tournament Players Club (Avondale) - (504) 436-8721
- Oak Harbor Golf Club (Slidell) - (985) 646-0110
- Lakewood Golf Club (West Bank) - (504) 373-5926

Payment made payable to:

SERA Conference Louisiana, Inc.  
450 Laurel St., Ste. 1400  
Baton Rouge, LA 70801  
Tax ID: 72-6023865

Phone: 225/343-2776

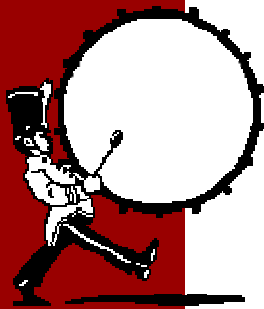
Fax: 225-344-1132

Email: [jfuselier@pperron.com](mailto:jfuselier@pperron.com)



Hosted by  
the  
Louisiana  
Department  
of  
Insurance

**Cancellation Policy: Persons wishing to receive a 75% refund must cancel in writing before 5:00 pm, July 15, 2010.**



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**2010 SERA AGENDA**  
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**New Orleans, LA**

**MONDAY, JULY 26, 2010**

4:00 p.m. - 6:00 p.m. Registration

**TUESDAY, JULY 27, 2010**

7:30 a.m. - 11:00 a.m. Registration  
 7:30 a.m. - 8:45 a.m. Continental Breakfast  
 8:45 a.m. - 9:00 a.m. Opening Session  
*Jim Donelon, Louisiana Insurance Commissioner*

9:00 a.m. - 10:15 a.m. Regulators Forum  
*Speakers TBA*

10:15 a.m. - 10:30 a.m. Break  
 10:30 a.m. - 12:00 p.m. Breakout Sessions  
**Property & Casualty - "My Rate" and "Pay-As-You-Go" Plans**  
*Richard Hutchinson, Progressive Insurance Co.*  
*Chris Gay, Milemeter*  
**Life & Health—LTC Partnership Plans: A Win for all Stakeholders**  
*Phyllis Shelton, LTC Consultants and LTCiTraining.com*

12:00 p.m. - 1:30 p.m. Lunch  
**Speaker: John Maginnis, LA Politics Weekly**

1:30 p.m. - 3:00 p.m. Breakout Sessions  
**Property & Casualty—Hurricane CAT Model**  
*Reid Edwards, Matthew Nielsen, and Christine Wallinger, Risk Management Solutions*  
**Life & Health—Stranger-Originated Annuities**  
*Michelle Brugh, Ohio Department of Insurance*  
*Elizabeth Dwyer, Rhode Island Department of Insurance*

4:30 p.m. - 6:30 p.m. Reception  
 (Dinner on your own)

**WEDNESDAY, JULY 28, 2010**

7:45 a.m. - 8:45 a.m. Continental Breakfast  
 9:00 a.m.— 10:15 a.m. Federal Financial Services Reform Legislation  
*Thomas Dawson and John Mulhern, Dewey Leboeuf*

10:15 a.m. - 10:30 a.m. Break  
 10:30 a.m. - 11:45 a.m. Healthcare Reform  
*Sheila Burke, Baker, Donelson, Bearman, Caldwell & Berkowitz, PC*

11:45 a.m. Closing Remarks  
*Jim Donelon, Louisiana Insurance Commissioner*



Hosted by  
 the  
 Louisiana  
 Department  
 of  
 Insurance