



Rough Seas Conquered in Nashville



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A Letter from Planning Committee Chair Gary Woodring



Georgette Sadusk and Mary Ann Heenehan

Nashville conference attendees can look forward to navigating calmer seas ahead as they take advantage of new and renewed business partnerships, heightened personal awareness, knowledge of new systems and processes, and niche service provider offerings...all realized in Nashville 2009!

As Tom Yodzis, ICE President, articulated in his "Organizational Highlights & ICE Initiatives Update" our association has made significant strides toward our goal of becoming a real force in the collection industry. As Planning Committee Chair, I believe that each successful conference event contributes to our reputation as a group of dedicated collection professionals working together to bring about industry-wide reform.

The Planning Committee labors hard each year over the selection of a keynote address, so we find particularly rewarding your positive response to this year's selection of Sean Frontz from FranklinCovey. Attendees expressed gratification for the small amount of time taken at our past two conferences designed to support personal reflection and leadership skill development. Our Exhibitors also expressed appreciation for being included in this personal aspect of our agenda.

We all appreciate the insight extended by our panelists and the leadership exhibited by our roundtable facilitators. I can't say enough about these special members of our association who commit time, energy and effort toward making a direct contribution to our conference through their personal participation. (CONTINUED on page 2)



Rough Seas Conquered in Nashville



Lunch in the Pavilion



Premiere Reception, Crown Ballroom



Conference Forum, Grande Ballroom East



Premiere Dinner, Crown Ballroom

Our conference format seems pretty solid but sometimes even the smallest change makes a difference. A good example this year was the newly introduced “Breakfast Bites” segment. One breakfast topic generated so much interest that the conversation carried into the morning’s “General Session Roundtable Discussion” and will be further explored as a topic of interest for next year.

It was great to see the cumulative efforts of the Planning Committee, the entire ICE Board, outside speakers and guests all come together to make Nashville such a unique and rewarding experience for both our longer term and also our first time attendees. Early attendee feedback provided much appreciated compliments, but more important, some terrific planning ideas as we have already begun our preparations for Seattle 2010.



Perhaps the best news is that the Planning Committee emerges from Nashville with not only the re-signing of our now experienced Planning Committee, but some new members who will join us in our mission to each year raise the bar in delivering an unprecedented annual conference event!

ICE thanks the following exhibitors who generously sponsored events during the 2009 ICE Conference

- Brown & Joseph Ltd.
- Caine & Weiner
- Lamont Hanley & Associates, Inc.
- Paragon Strategic Solutions Inc.
- Van Dinter & Associates, Inc.





SAVE THE DATE! 2010 ICE Conference

Mark your calendar to save the dates of October 25 - 27, 2010 for next year's ICE Conference to be held at the **Renaissance Seattle Hotel in Seattle Washington.**

Please share any agenda ideas that you feel would add to next year's conference experience. The Planning Committee is always open to suggestions and enjoys the challenge of planning a rewarding conference event.

Look for conference registration to officially begin in early summer. Continue to check the ICE website for details as they become available.

<http://theicesite.com>



Space Needle, Seattle



Special thanks to **Georgette Sadusk**, our ICE photographer!

PLANNING COMMITTEE MEMBERS

Chair: Gary Woodring, Chubb
Alison Mahan, Selective
Kelly Adams, Arbella Insurance Group
Ken Godfrey, ICE Executive Director
Mary Ann Heenehan, Chubb
Ruann Boatright, CNA
Tom Yodzis, CNA
Brenda Gregory, Midwest Insurance Company
Georgette Sadusk, Everest National Insurance Company
Janet Full, Everest National Insurance Company
Sara Parker, Fireman's Fund Insurance Company





Spotlight on ICE Executive Board Member

Sharyn Milsky, ICE Secretary



Sharyn Milsky, ICE Secretary



Left to right: Georgette Sadusk, Sharyn Milsky, Mary Ann Heenehan, and Linda Bailis in front of the Grand Ole Opry Hotel



Left to right: Toni Gambino, Sharyn Milsky, Tim Hyder and Ray Steer



Left to right: Dennis Falletti, Pat Archambault, Sharyn Milsky and Kevin Kramer at the Premium Audit Panel Discussion

Meet Sharyn P. Milsky. Sharyn serves as an ICE Board Member and is our Corporate Secretary. As corporate secretary, Sharyn is responsible for recording the minutes of all Board meetings and maintaining all corporate records. Sharyn also serves as Chair of the Membership Committee. She has been an active member of ICE since 2001.

Sharyn grew up in East Meadow, NY and attended New York University. She completed her graduate work at Long Island University, NY. She later became interested in health care, and earned a Masters degree in Health Care Administration. Her career began in New York with various administrative positions in hospitals, followed by a move to Virginia and employment with the Virginia Health Department.

Sharyn has worked at Markel in Glen Allen for 16 years. She is currently the Manager for Agency Services & Collections. Her responsibilities include collections, legal collections, and legal inquiries from premium finance companies and insurance departments. She serves as a subject matter expert on a variety of special project teams, including: new billing & collection system development and implementation; business continuity planning; producer financial status and relationships; premium audit collections, premium finance, and claim deductible collections.

Sharyn observes, "Markel is a company that is constantly changing, and has provided me with the opportunity to work with almost every department, to continue learning and growing, while focusing on my area of expertise – Collections."

She has been happily married to Gerry for 36 years. Gerry is a graduate of Union College and Hofstra Law School, NY. He is currently in Government Relations and Compliance with Macaulay & Burtch. Their son, Ben, graduated from the University of Maryland, in College Park, MD. Ben lives in Rockville, MD and is in IT Project Management with a human resources consulting firm. The three Milskys are now huge Maryland Terrapins football and basketball fans!

In her spare time, Sharyn enjoys walking on the beach, traveling, listening to music, reading suspense novels and wine tasting. In the movie of her life, she would cast Patricia Cromwell. When choosing a famous person to dine with she would pick Jimmy Buffet. And one thing that might surprise you about Sharyn, as a teenager and college student, she studied architecture and city planning, and took a film class with Robert Redford as a guest speaker!



New ICE Committee Chairs



ICE Executive Board left to right: Ken Godfrey, Michael Kronander, Gary Woodring, Sharyn Milsky, Tom Yodzis, Tony Malta, Jim Mennen, Pat Archambault, Pete Veiga, David Rose

The ICE Executive Board is pleased to announce our new Benchmarking, Education and Membership Committee Chairs.

Bill Haddock, Farmers Insurance, will replace Tony Malta. We wish Bill luck in his new role as he continues to navigate the challenging role of benchmarking our diverse membership.

Pete Veiga, Selective, will replace Pat Archambault as Education Committee Chair. Pete has already rolled out an ambitious plan for the upcoming year. Stay tuned as the Education Committee continues to offer training and professional development opportunities for the ICE membership.

Sharyn Milsky, Markel, steps up as Membership Committee Chair to spearhead new initiatives to drive membership numbers to new heights. Ken Godfrey and Tom Yodzis will continue to assist Sharyn as she tackles this task.

Gary Woodring, Chubb, will continue as Planning Committee Chair. As we all know, Gary is irreplaceable!

ICE continues to be the leading national organization dedicated to insurance billing and collection industry issues.



Show your support by joining a committee. It's as easy as contacting a Committee Chair!

Benchmarking

Bill Haddock

bill_haddock@farmersinsurance.com

Education

Peter Veiga

peter.veiga@selective.com

Membership

Sharyn Milsky

smilsky@markelcorp.com

Planning

Gary Woodring

gwoodring@chubb.com

DID YOU KNOW?

Benchmarking results and webinars are posted on the ICE website. Go to member contacts, best practices on the left hand side or look under the Education tab!



Education Committee News: Regional Training Seminar

❄️
Stay tuned for email announcements on additional regional seminars sponsored by the ICE Education Committee at various member companies throughout 2010.

If you are interested in conducting a regional seminar at your company's facility, contact a member of the ICE Education Committee.



Deanne Walmer-Gough and Sarah Parker

American Family Mutual Insurance hosted Professional Telephone Collectors' Techniques seminar on Wednesday, August 19th. The one day seminar took place in Madison WI. American Family sent invitations to several regional ICE carriers' offering them the opportunity to participate.

Collection professionals responsible for making day-to-day calls and frontline supervisors in contact with the consumer regarding past due accounts received the necessary tools to answer the critical question, "How do I collect more on consumer accounts?"

Participants learned about the circumstances of consumer debt and what real issues prevent consumers from paying through lecture, small group discussions, activities and examining case studies.

Participants also learned how to quickly identify and defeat a consumer's stalls and objections and gather ideas on resolving the consumer's debt. American Family provided breakfast, lunch, and afternoon snacks sponsored by the ICE Education Committee. The training session was coordinated by Deanne Walmer-Gough, Recovery Specialist at American Family Mutual.

Need Continuing Education Credits?

The ICE Conference, as well as other completed ICE educational courses, may be considered as points needed to fulfill the CPD requirements for members who have received the CPCU designation.

When completing the documentation for CPD, members should go to the CPCU website, print the required form and forward it along with documentation reflecting the courses completed and conferences attended.



Here's just some of the feedback we received

The Webinar “provided good confirmation for us that we are doing the right things for the customer by implementing our new Billing system. It also showed us that we can improve in some areas such as IT delivery speeds.”

“Presenter Kim Morton maintained a good cadence, which was easy to follow.

All information was straightforward with good examples. The subject content was basic information supported by statistics, easy to comprehend and understand. Well presented with great takeaways in less than an hour!”

Billing Webinar

Billing Systems Reflect Your Service Commitment –
The Guidewire Webinar

The ICE Education Committee realized how important our billing systems have become to providing superior service to our customers. We looked for an opportunity to bring that focus to our member carriers through our webinar program. We were pleased to enlist Guidewire to help us deliver this webinar with 4 main focus points:

- **Overview of the billing marketplace and the changes in customer demands**
- **How carriers leverage modern billing systems to dramatically improve customer service**
- **Recommendations to start a billing replacement project**
- **Identifying types of customer service functions you should look for in a new system**

Guidewire worked successfully with our committee to develop and review the content. Kim Morton worked with our schedule to perform a dry run and finalize a professional presentation with our input. The result was a well received presentation, “Using Billing to Improve Service, Retain Customers & Increase Profits”, which Kim conducted on September 17th, 2009. A replay of this webinar is still available on the ICE website in the Education tab. So, check it out!

We will continue to look for additional webinar opportunities in 2010. If you have an idea for a webinar topic, please share it with any of the ICE Education Committee members. If you would like to be more involved in ICE education planning for webinars, regional training or certification curriculum, you may want to consider joining our committee.

Recently published billing articles by Guidewire's Kim Morton

Billing Automation: Strengthening customer satisfaction to build competitive advantage

<http://www.jiops.com/ArticleRead.aspx?AID=87>

Transforming Billing

<http://www.riskandinsurance.com/story.jsp?storyId=278945989>



Revised Criteria for Education Programs' Business Skills Module



Left to right: Patrice Valansky, Mary Ann Heenehan, Pete Veiga, Pat Archambault, Mark Silva



ICE Receivable Management Professional Designations course requirements can be viewed at the ICE website under the Education tab.

<http://theicesite.com>



The ICE Education Committee provides professional and business programs that allow your employees to learn new ways to improve your company's competitiveness. Our programs can be tailored to your company's unique needs by taking advantage of the recent revision to the business skills portion of the programs.

Since many of our member companies offer in-house training sessions which fulfill the same objectives as the National Seminars business skills courses, we have revised the Education Program and created an alternative to the business skills module. Several members of the Education Committee reviewed the course descriptions, course objectives and subject content of the required National Seminars business skills courses. The core subject matter of the designated courses was identified, course objectives were drafted and guidelines developed.

A subcommittee of the Education Committee has been established to review submissions for compliance with the course objectives and timeline, respond to inquiries, and promote participation in the ICE education programs. Acceptable course substitutions will need to comply with the course objectives of one of the topic areas within the business skills module. All courses are required to be a minimum of a full day seminar.

To participate in the education program, access course completion forms under the Education Tab on the ICE website. For business skills courses submit a course description/summary, a table of contents and course objectives. When in doubt, contact the Education Committee in advance of taking the course to guarantee compliance with course requirements.

By broadening the scope of acceptable courses, our intent is to align the ICE Education Programs with member's in-house training programs. We listened to our member companies and we responded to your needs. By delivering this objective, we look forward to seeing increased participation in the ICE Education programs. Thank you for your comments. By working together, we create a better ICE by fulfilling the needs of our membership.



Brown & Joseph Ltd. sponsors training incentive awards for Education Program Completers

Investing in education is one of the best decisions you can make. Maintaining a competitive advantage in this challenging economic climate has never been more important.



Stephen Powelson and Dennis Falletti

In recognition of the value of education and to acknowledge the time, effort and energy devoted to participation in the ICE Education programs, Brown and Joseph Ltd. has partnered with the ICE Education Committee to reward the next EIGHT Education program recipients with a \$250 training incentive award. Brown & Joseph recognizes the importance of further education

within our industry, and they wanted to help the Education Committee generate interest in our program. We want to thank Dennis Falletti for working with us to create and fund these awards.

To be eligible for the award in 2010, submit documentation to show evidence of completion of either the certification or associate designation program to Patrice Valansky. Course completion forms can be accessed on the ICE website at <http://theicesite.com>. If you have any questions, please contact a member of the Education Committee.



Pat Archambault, Pete Veiga, Dennis Falletti

Education Committee Members

- Chair: Peter Veiga, (Selective) peter.veiga@selective.com
- Pat Archambault, (Beacon Mutual) parchambault@beaconmutual.com
- Lisa Fargusson (Zurich) Lisa.Fargusson@zurichna.com
- Ken Godfrey (ICE Executive Director) ken@theicesite.com
- Deanne Walmer-Gough (American Family) dwalmer@amfam.com
- Mary Ann Heenehan (Chubb) mheenehan@chubb.com
- Sharon Oshana (Zenith) soshana@thezenith.com
- Mark Silva (Arbella) mark.silva@arbella.com
- Patrice Valansky (One Beacon) pvalansky@onebeacon.com



Committee Updates

Benchmarking Committee



Benchmarking Committee Members

Chair: Bill Haddock, Farmers Ins
Ken Godfrey, ICE Executive Dir.
Frank Antonio, ICF
Nancy Bennett, Chartis
Ray Farinella, Selective
Tom Halverson, IFG
Michael Kronander, Travelers
Tony Malta, Hartford
Larry McFarland, SAIF
Steve Sternisha, CNA
Cindi Mullins, Travelers



Nancy Bennett, David Lucas,
Tony Malta

The Benchmarking Committee made tremendous strides these past two years under the direction of Tony Malta. Tony has handed over the reigns to Bill Haddock, but will continue to work with the committee.

Under the direction of Bill, the committee has adopted the following five objectives for 2010.

2010 Objectives

- 1) Develop and distribute five surveys for:
 - Credit cards
 - Financial
 - Pay plans
 - Self service tools
 - Recovery
- 2) Develop and publish Executive Summary of survey results and year-to-year trending on key statistics
- 3) Develop and distribute 'Question of the Month' beginning December
- 4) Contact members not responding to surveys / questions to remind them that their response is important
- 5) Develop Roundtable questions for the Annual Conference
- 6) Hold Breakfast Bites sessions at Annual Conference

We hope you will assist them by responding to their request for information throughout the year. Your participation helps assure our diverse membership is accurately represented.



Committee Updates

Membership Committee Members

Chair: Sharyn Milsky, Markel
Ken Godfrey, ICE Executive Dir.
Tom Yodzis, CNA
Ron Cholaj, RSUI
Lora Harrison, Meadowbrook
Kathy Luce, Swett & Crawford GA
David Lucas, Chartis
Nick Blaire, Tokio Marine
Chris Grimaldi, Admiral
Mark Wilkins, Utica National
Linda Bailis, Chubb
Michael Kronander, Travelers



Holiday Greetings

The ICE Education Committee would like to wish you and your family a safe, happy and healthy holiday season and New Year!

Membership Committee

The ICE Membership Committee is now chaired by Sharyn Milsky, who was very gratified that committee membership has grown from eight members its first year to twelve members this (second) year.

The committee continues to pursue the goal of facilitating the growth of ICE by adding new members. We view the goal of becoming a 50-member organization by 2010 (50 by 2010!) as a viable goal and plan to continue to build on the foundation started in 2009.

In 2010, with additional members and perspectives, the committee will seek new ways to acquire contact names and work with these people to demonstrate the value of ICE membership. If you have a contact at any non-member company, email the contact name, company name and email address to Ken Godfrey, or you may send the information to any of the committee members.

New ICE Members

Global Hawk Insurance Company is a Risk Retention Group located in Livermore, CA, and specializing in Commercial Auto/Trucking, General Liability, Physical Damage and Cargo.

Midwest Insurance Company & General Agency is located in Springfield, IL and specializes in Workers' Compensation Insurance.

Pinnacol Assurance is located in Denver, CO and specializes in Workers' Compensation Insurance.

Swett & Crawford is a wholesale broker, located in Suwanee, GA, specializing in commercial business and specialty programs for a wide variety of risks.