

# Insurance

in the

# Digital Age

## Thursday, Nov. 2, 2017

Doors Open at 7:30 a.m.

### Braden Auditorium

Illinois State University, 100 N. University St., Normal

**Continental Breakfast: 7:30 am**

**Program: 8:15 am – 12:45 pm**

**Luncheon: 12:45 – 2:45 pm**

#### Luncheon Tickets

On the day of the event, please pick up your lunch ticket at the check-in table.

#### Parking

Due to the ongoing construction and renovation work at Bone Student Center, capacity for the Bone Student Center lot will be reduced from prior years. We recommend carpooling whenever possible, and arriving early. Once capacity is reached, participants can utilize street parking where it exists to supplement the lot. Please be aware of no-parking signs and private lots.



**Sponsored by the Central Illinois Chapter  
of Chartered Property and Casualty Underwriters**

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## General Session and Conferment

**General Session Bone Student Center Auditorium 8:15 a.m. - 12:45 p.m.**

### Master of Ceremony

Lisa Shasky, State Farm®

### Industry Challenges in Investigation of Medical Fraud

Mark Sakalares, National Insurance Crime Bureau

### Do Data Scientists Belong in the Insurance Business?

Michael Bernico, State Farm®

### InsurTech: A disturbance in the force

Kevin Ahlgrim, ISU Katie School of Insurance and Risk Management

### Data Security Legal Framework for Insurance Companies

Thomas J. Pienkos and Andrew J. Schlidt, Husch Blackwell

### Peer to Peer Insurance - The Impact on Traditional Insurance Companies

April Yu, Global Indemnity

### Cyber Insurance and Ransomware

Tim Zeilman, Hartford Steam Boiler Inspection and Insurance Company

### Conferment of New Designees

Stanley W. Plappert, CPCU, ChFC®, CLU, ARM, JD,  
Secretary-Treasurer of the CPCU Leadership Council

Sharon Taylor, CPCU, FLMI, ALMI, API, AINS, ACS  
President, Central Illinois Chapter of the CPCU Society

### Luncheon

**Bone Student Center Ballroom**

**12:45 – 2:45 p.m.**

### Luncheon Speaker

## This is It! - Grasping the Power of Now

Craig Zablocki, Keynote



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## CPCU Completers

### Congratulations to July 2016 - June 2017 CPCU Completers

#### **Auto-Owners Insurance**

Nicholas Hanlon, CPCU

#### **COUNTRY Financial®**

Kacie Fears, CPCU  
Elizabeth Hempstead, CPCU  
Rachel R. Martinez, CPCU  
Severino Napolitano, CPCU  
Michael Suess, CPCU

#### **Cognizant Technology Solutions India Pvt. Ltd**

Rohit Kumar Agarwal, CPCU

#### **Grinnell Mutual®**

Tricia D. Todd, CPCU

#### **GROWMARK**

Sarah Wilkins, CPCU

#### **Pekin® Insurance**

Benjamin Garry, CPCU  
Matthew Livingston, CPCU  
Derek Moore, CPCU  
Ben Vetter, CPCU

#### **RLI®**

Haley Miller, CPCU

#### **State Farm®**

Carrie Adkins, CPCU  
Seanan Alyasiri, CPCU  
Amanda Baxter, CPCU  
Zane R. Brown, CPCU  
Michael C Brown, CPCU  
Kameron Carter, CPCU  
Jeff Christensen, CPCU  
John Coco, CPCU  
Tom Crawford, CPCU  
Austin Crutcher, CPCU  
Alyssa Curtis, CPCU  
Jessica Davis, CPCU  
Lauren Dixon, CPCU  
Michelle Erins, CPCU  
Carol Frigo, CPCU  
Travis Gettel, CPCU  
Jennifer Heizer, CPCU  
Brent Hellewell, CPCU  
Derek Holmes, CPCU  
Christopher Huch, CPCU  
Janet Jones, CPCU  
John Kerr, CPCU  
Kasey Kimball, CPCU

Travis Kistner, CPCU  
Kayla Krippner, CPCU  
Harish Kumar, CPCU  
Katy Lampe, CPCU  
Timothy Le Duc, CPCU  
Jennifer L. Miller, CPCU  
Jacklyn Morris, CPCU  
Thomas Richard Novy, CPCU  
Michael Olson, CPCU  
Kailey Parks, CPCU  
Kilpatrick Paula, CPCU  
Sonal Pingle, CPCU  
Kelli Robinette, CPCU  
Michael Romero, CPCU  
Stacey Sharp, CPCU  
Elia Shimizu, CPCU  
Scott Simons, CPCU  
Kevin Spears, CPCU  
Andrew Stuepfert, CPCU  
Thay Sutimek, CPCU  
Justin Talley, CPCU  
Scott Vogelmeier, CPCU

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## About Our Speakers

### **Lisa Shasky, CPCU, CLU, ChFC<sup>®</sup>, FFSI,**

**Master of Ceremonies, Director – Enterprise Compliance & Ethics, State Farm<sup>®</sup>**

Lisa Shasky's career spans over 30 years in the insurance and financial services industry, all at State Farm. Her experience includes health underwriting and agency training as well as leadership of areas such as marketing, bank operations, auto claims, communications, compliance, risk management, and data privacy. Lisa earned her bachelor's degree from Miami University (Ohio) and her master's from Illinois State University. In addition to her insurance designations, her professional memberships include the Risk Management Association (RMA), American Bankers Association (ABA) and the International Association of Privacy Professionals (IAPP). Lisa is also the author of two books and a blog focused on leadership and personal development.

### **Mark Sakalares**

**Supervisory Special Agent, National Insurance Crime Bureau**

Mark Sakalares is a Supervisory Special Agent with the National Insurance Crime Bureau (NICB). He currently supervises the Chicago Major Medical Fraud Task Force. The task force, which consists of both investigative and analytical personnel, was established in 2014 to combat the large increase in personal injury claims in the Chicago Region. The task force works closely with NICB member companies, law enforcement and prosecutors to detect, investigate, and prosecute insurance fraud.

Prior to being named a Supervisory Special Agent, Mark served as a Special Agent in the Chicago Area. He was responsible for investigation of medical fraud rings which included working with local, state, and federal law enforcement agencies to bring those cases to prosecution.

Mark has previously served as an Investigator for the State of Illinois-Department of Insurance within the Workers Compensation Fraud Unit as well as the Director of Operations for a small boutique investigative agency in the suburbs of Chicago handling management of all types of insurance investigations.

### **Michael Bernico**

**Lead Data Scientist, State Farm<sup>®</sup>**

Mike Bernico is a lead data scientist for State Farm. Mike is also an adjunct professor for the University of Illinois at Springfield, where he is teaching "Essentials of Data Science" and "Advanced Neural Networks and Deep Learning" to graduate students in the Computer Science and Analytics departments. Mike has worked on several open source software projects and remains active in that community.

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### **Kevin Ahlgrim, A.S.A., M.A.A.A., Ph.D.**

**Associate Professor, Illinois State University**

Kevin Ahlgrim is the Risk Management and Insurance Industry Lecturer/Researcher at the Katie School at Illinois State University. As an Associate Professor in the Department of Finance, Insurance, and Law, Kevin teaches courses in Risk Management and the Analysis of Insurers' Financial Statements. Prior to his academic career, Kevin worked as a health actuary in Hartford and Chicago. He is an Associate of the Society of Actuaries and a Member of the American Academy of Actuaries. He has B.S. in actuarial science and a Ph.D. in finance, both from the University of Illinois.

### **Thomas J. Pienkos**

**Partner, Husch Blackwell**

Tom counsels a range of clients on the strategic protection, licensing and enforcement of intellectual property rights. He has prepared and prosecuted many U.S. and international patent applications and secured patent rights for clients in construction, printing, manufacturing, and computer-related technologies. Tom frequently assists clients by developing and negotiating licensing, cooperation and joint development agreements relating to a variety of technologies. He also strategically assesses, prioritizes, and works to remediate the most significant legal compliance risks, particularly IP-related risks, arising from clients' IT operations.

### **Andrew J. Schlidt**

**Partner, Husch Blackwell**

Andy is a corporate and technology lawyer with experience in complex commercial transactions, regulatory compliance, and corporate governance. Andy counsels companies in the acquisition and strategic use of new technology. He works with clients to implement IT regulatory compliance plans, including in areas of data privacy, data security, breach response and remediation, and cyber risk management. Andy frequently serves as outside counsel advising on negotiating commercial agreements, establishing distribution networks and sales channels, managing supply chains, protecting intellectual property, implementing growth strategies, and mitigating unwanted risk.

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## About Our Speakers

### April Yu

#### **Manager, Predictive Analytics, Global Indemnity Group**

Since 2011, April has been working in predictive analytics in both commercial and personal lines at Global Indemnity and Harleysville Insurance. She has utilized predictive analytics tools to add value from classification to rating structure, and from product management to marketing. In her predictive analytics endeavors, April has worked closely with underwriters through the project lifecycle. Prior to that, she worked in pricing in personal auto at GEICO where she conducted and filed rate reviews, and responded to state regulator's objections.

April has earned master's degrees in both Mathematics and English Language & Literature. She is also a candidate in the Casualty Actuarial Society.

### Timothy J. Zeilman

#### **Vice President, Strategic Products, The Hartford Steam Boiler Inspection and Insurance Company**

Timothy works in the Strategic Products Group at Hartford Steam Boiler Inspection and Insurance Company, where he leads HSB's cyber insurance efforts including the management of its HSB Total Cyber™, HSB Cyber Suite, HSB Home Cyber Protection™, and Identity Recovery products. Prior to joining the Strategic Products Group, he spent 13 years as an attorney in HSB's Law Department where he focused on corporate and transactional matters and served as the legal liaison to the Strategic Products Group.

Timothy holds a Bachelor of Arts degree from Dartmouth College and a Juris Doctor degree from George Washington University.

### Stanley W. Plappert, CPCU, ChFC®, CLU, ARM, JD

#### **CPCU Secretary-Treasurer**

Stan has over 30 years of experience in the insurance industry, working for various companies in Illinois, Indiana, and Florida including Church Mutual Insurance, Inc. (Regional Representative), Gibson Insurance Agency (VP Commercial Sales), Collier Insurance Service, Inc. (President), and he is currently the President of Plappert Insurance Group, Inc.

Stan holds a bachelor's degree in Business Administration from Illinois Wesleyan University and a master's degree in Business Administration, with a specialization in International Business, from Illinois State University. Stan received his Juris Doctorate from Stetson University College of Law in Gulfport, Florida, specializing in International Law.

Currently, Stan is serving the National CPCU Society as the Secretary-Treasurer and serves on the Leadership Council and Executive Committee.

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### **Sharon Taylor, CPCU, FLMI, ALMI, API, AINS, ACS**

#### **Central Illinois Chapter President**

Sharon Taylor is an Underwriting Support Services Supervisor at State Farm®. She currently serves as the Central Illinois CPCU Society Chapter President, and she is a member of the CPCU Society's Information Technology Interest Group. She has more than 27 years of experience in the insurance and financial services industry.

Sharon has served in many roles within the Central Illinois CPCU Society Chapter. They include Secretary, Treasurer, Director of Professional Development, Director of Circle of Excellence, All Industry Day Chair, All Industry Day Co-Chair, and a member of several committees. She also holds the CPCU, FLMI, ALMI, API, AINS, and ACS designations.

### **Craig Zablocki**

#### **Consultant, Inspirational Speaker**

Craig Zablocki has encouraged and inspired thousands of people with his unique blend of humor and authenticity.

Described as a compelling combination of actor Robin Williams and PBS host Wayne Dyer, Craig is in the top two percent of America's most recognized speakers. A nationally known speaker and consultant, he has spoken to more than 900,000 people internationally and in all 50 states. Craig has shared the platform with Vice President Al Gore, bestselling author Tom Peters and others. Microsoft, Disney, Chase, United Airlines, and the Mayo Clinic - his client list reads like an international Who's Who.

Craig presents to Fortune 500 companies, legislators, public service and healthcare professionals, and to college campuses, non-profit service organizations, and victim rights groups. He has authored *Improv 101: Unleash Your Creative Spirit*, co-authored the book *Humor Me* and written many articles for major publications. Craig has appeared on countless radio and television programs, including National Public Radio.

His cutting-edge programs incorporate practical tools to loosen up, become more creative, and live in the moment. His audiences sit on the edge of their chairs, roll in the aisles with laughter, and leave the event transformed.

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## Central Illinois Chapter of CPCU

### Officers of the Central Illinois Chapter of CPCU

#### Executive Board

- President – Sharon Taylor, State Farm®
- Treasurer – Michael C Nibbelin, State Farm®
- Secretary – Nicole Shake, COUNTRY Financial®
- Past President – Roni Goodwin, State Farm®

#### Board of Directors

- Circle of Excellence (CoE) – Jacquie Bristow, State Farm®
- Professional Development – Aaron Kilgore, State Farm®
- Chapter Growth – Roni Goodwin, State Farm®
- Member Events – Michelle Rushing, State Farm®
- Social & Community Events – Diane Kidd, State Farm®
- Membership – Jason Heissler, COUNTRY Financial®
- Chapter Visibility – Vickie Hodges, State Farm®
- Student Relations – Allison Stuepfert, State Farm®
- Internal Affairs – Jim Jones, Katie School of Insurance, Illinois State University
- Director at Large – Bret Eckberg, State Farm®
- Director at Large – Jeff Gendron, COUNTRY Financial®

#### Special Thanks To:

- Michael P. Holm, CPCU, ARe, Regional Marketing Director, AICPCU/IAA
- Eric Heuer and Joshua Myers – Audio-Visual
- Ryan Young – Photographer
- Troy Clark – Graphic Design
- Ian Janvrin – Registration, Central Illinois CPCU Membership Committee

### 2017 All Industry Day Committee Members

Sherry Parker, Chair

#### Program Committee:

- Diane Kidd - Chair
- Brandi Vance
- Craig Stokowski
- George Liu
- Kimberly Ann Bray
- Madhura Shenoy
- Melissa Martinez
- Rich Schroeder
- Robin Levine
- Sarah Tomkinson
- Sherri DeLeonardis
- Sharon Williams

#### Marketing Committee:

- Krista Garrity - Chair
- Andy Jones
- Ian Janvrin
- Kim Novacek
- Kim Peterson
- Mike McHenry
- Sandra Sharp
- Troy Clark

#### Facilities Committee:

- Sally Salegna - Chair
- Jennifer Weber
- Jess Roe
- Pam Russell
- Tammy Zeller
- Tracey Vincent



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## Statements

### Ethics Statement

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As a Chartered Property Casualty Underwriter, I shall strive at all times to live by the highest standards of professional conduct. I shall strive to ascertain and understand the needs of others and place their interests above my own, and I shall strive to maintain and uphold a standard of honor and integrity that will reflect credit on my profession and on the CPCU designation.

### Antitrust Compliance Statement

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**March 4, 1996**

From time to time, program speakers will appear at chapter meetings and present points of view with which the chapter's members and leadership do not agree. The Central Illinois Chapter of CPCU would like to make it clear that, as an educational organization, it fosters the exchange of views on subjects which are of interest to its members and the insurance industry. At the same time, the Chapter must guard jealously its neutral status on matters that may have a very material impact on their member sponsoring companies.

The chapter will not allow speakers, members, or guests to advocate any conduct which may encourage the violation of antitrust and other regulatory laws applicable to insurers here in the State of Illinois. Any indication that the Chapter facilities are being used for an improper purpose will prompt the chapter, through its leadership, to disavow any illicit activity. That may even include a call to adjourn. Examples of possible violations include the exchange of proposed rates, underwriting guidelines, and dealings with suppliers providing goods and services used in the resolution of pending claims. Members employed by companies having more explicit statements dealing with these issues are encouraged to refer to them for further guidance.

### Continuing Education

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The Institutes CPCU Society's Continuing Professional Development (CPD) program ended on December 31, 2016. It has been replaced by The Institutes Continuing Education (CE) for CPCUs program. The Institutes are encouraging all CPCUs to honor their commitment to continuing education. While no one's CPCU designation will be invalidated for failing to report continuing education, CPCUs who comply with the reporting requirements (24 hours of practice-oriented credits every two years) will be publicly recognized for their commitment to their industry and career. Additional information is available from the Institutes CE website - <http://ceforcpcu.theinstitutes.org/>

This year's program does not qualify for continuing education credit hours from the Illinois Department of Insurance but DOES qualify for four and a half hours of continuing education credit for the CPCU Society. This credit will be submitted for you automatically. If you do not receive an email confirmation for your CE credit within two weeks and are a member of the CPCU Society, please go out to The Institutes website to self-report. ([www.theinstitutes.org](http://www.theinstitutes.org))

### Suggestions/Comments

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Registrants will receive a survey following the event so the Chapter can continue to improve our annual All Industry Day.