

## **2016 Ole Miss Insurance Symposium**

March 23-24, 2016

**The Inn at Ole Miss**

### **Wednesday, March 23 – Early Bird Sessions**

- 12:30 – 1:00 p.m. Registration – Gertrude Ford Ballroom Lobby – The Inn at Ole Miss
- 1:00-2:20 p.m. **Ethics (Part I)**  
*Mr. David Barfield, Partner, Wyatt Tarrant & Combs LLP*  
**Life-Health: ACA: Information Reporting, Assessments and Appeals**  
*Mr. Pepper Crutcher, Partner, Balch & Bingham LLP*
- 2:30-3:50 p.m. **Ethics (Part II)**  
*Mr. David Barfield, Partner, Wyatt Tarrant & Combs LLP*  
**Life-Health: New Trends with Linked Life Insurance/Long Term Care Planning Products**  
*Mr. Mark Wall, Principal, Mark Wall & Company*
- 4:00-5:00 p.m. **Tour of the Ole Miss Pavilion**
- 5:30-7:00 p.m. **Reception – The Graduate Hotel**  
*Sponsored by Webb Sanders & Williams, PLLC*

### **Thursday, March 24 Main Program Sessions**

- 7:15-8:00 a.m. **Registration and Continental Breakfast**
- 8:00-8:20 a.m. **Welcome Session**  
*Dr. Andre Liebenberg, Robertson Chair of Insurance, The University of Mississippi*  
*The Honorable Mike Chaney, Mississippi Commissioner of Insurance*
- 8:20-9:10 a.m. **Plenary Session: An Insurance Company CEO's Perspective**  
*Mr. Mike LaRocco, President and CEO, State Auto*
- 9:20-10:10 a.m. **Property-Casualty: The Digital Future of Insurance**  
*Mr. Reid French, CEO, Applied Systems*  
**Life Health: It's Not What It Is, It's What It Does**  
*Mr. Mark C. Miller, LUTCF Financial Services Rep., The UCL Financial Group*
- 10:20-11:10 a.m. **Plenary Session: Creating a Culture of Career – Industry Leaders Unite!**  
*Lisa Krouse, Esq., Executive Vice President and Chief HR Officer, FCCI*
- 11:20-12:10 p.m. **Plenary Session: Congressional Update Panel**  
*The Honorable Roger Wicker, U. S. Senator from Mississippi*  
*Mr. Peter Lefkin, SVP of Government and External Affairs, Allianz of America*  
*Mr. Joel Wood, SVP Government Affairs, CIAB*

- 12:10-1:40 p.m. ***Luncheon with Special Guest Speaker Ross Bjork, Director of Athletics,  
The University of Mississippi***  
Recognition and Awards
- 1:45-2:35 p.m. ***Plenary Session – What Will You Do with Your Agency?***  
*Mr. Johnny Pitts, Chief Manager, Lipscomb & Pitts Insurance, LLC*
- 2:45-3:35 p.m. ***Property Casualty – Emerging Risks and Emerging Trends***  
*Lance Ewing, Vice President, AIG*  
***Life-Health: Benefits Issues***  
*Eugene Starks, Partner, Benefit Administration Services, Ltd.*
- 3:35 ***Closing Remarks and Door Prizes***