



AICPCU Insurance Executive Development Program at Wharton
October 4-16, 2009
Week One

| Sunday, October 4 | Monday, October 5 | Tuesday, October 6 | Wednesday, October 7 | Thursday, October 8 | Friday, October 9 | Saturday, October 10 |
|---|--|---|--|---|--|------------------------|
| <p>Accommodations & Program Location Steinberg Conference Center 255 South 38th Street Philadelphia, PA 19104 phone: 215-386-8300 fax: 215-573-3426</p> <p>Staff: Academic Directors: Mario Moussa and Kathy Pearson Administrative Director: Sanya Sharma Program Manager: Ron Miller Program Coordinator: Nikki Morrill morrill@wharton.upenn.edu</p> | <p>Breakfast 7:30 - 9:00</p> | <p>Breakfast 7:30 - 9:00</p> | <p>Breakfast 7:30 - 9:00</p> | <p>Breakfast 7:30 - 8:30</p> | <p>Breakfast 7:30 - 9:00</p> | <p><i>Free Day</i></p> |
| | <p>Decision Making Kathy Pearson 9:00 - 10:30</p> | <p>Emotional Intelligence Hank Weisinger 9:00 - 10:30</p> | <p>Introduction to Strategic Persuasion Mario Moussa 9:00 - 10:30</p> | <p>Scenario Planning Kathy Pearson 8:30-12:00</p> | <p>Shareholder Value John Percival 9:00 - 10:30</p> | |
| | <p>Break 10:30-10:45</p> | <p>Break 10:30-10:45</p> | <p>Break 10:30 - 10:45</p> | | <p>Break 10:30 - 10:45</p> | |
| | <p>Decision Making Kathy Pearson 10:45-12:30</p> | <p>Emotional Intelligence Hank Weisinger 10:45-12:30</p> | <p>Introduction to Strategic Persuasion Mario Moussa 10:45 - 12:30</p> | <p>Lunch 12:00 - 1:00</p> | <p>Shareholder Value John Percival 10:45 - 12:30</p> | |
| | <p>Lunch 12:30-1:30</p> | <p>Lunch 12:30 - 1:30</p> | <p>Lunch 12:30-1:30</p> | <p>Scenario Planning</p> | <p>Class Photo 12:30-12:45</p> | |
| | <p>Competitive Marketing Strategy Patti Williams 1:30-3:00</p> | <p>Leadership Mike Useem 1:30-3:00</p> | <p>Blue Ocean Strategy Franck Shuurmans 1:30-3:00</p> | | <p>Lunch 12:45 - 1:30</p> | |
| | <p>Break 3:00 - 3:15</p> | <p>Break 3:00 - 3:15</p> | <p>Break 3:00 - 3:15</p> | | <p>Financial Decision Making John Percival 1:30-3:00</p> | |
| | <p>Business Ethics Nick Rongione 3:15- 4:45</p> | <p>Leadership Mike Useem 3:15- 4:45</p> | <p>Blue Ocean Strategy Franck Shuurmans 3:15 - 5:00</p> | <p>Lunch 12:00 - 1:00</p> | <p>Break 3:00 - 3:15</p> | |
| | <p>Break 4:45 - 5:00</p> | <p>Break 4:45 - 5:00</p> | <p>Break 5:00</p> | <p>Break 4:30 - 4:45</p> | <p>Financial Decision Making John Percival 3:15 - 5:00</p> | |
| | <p>Introductions and Program Overview Becoming a Learning Community Kathy Pearson 7:00-8:30</p> | <p>Insurance Ethics Saul Swartout 5:00-6:00</p> | <p>Introduction to ERM Christopher Ketcham 5:00pm-6:00pm</p> | <p>Dinner 6:00 - 7:00</p> | <p>Economic Indicators Patrick Schmid 4:45-6:30</p> | |
| | <p>Dinner 6:00</p> | <p>Dinner 6:00</p> | <p>Ratings & Risk Management Raj Guttha 7:00 - 8:00</p> | <p>Dinner 6:30</p> | | |
| | | | | | <p>Dinner on Your Own</p> | |

| Sunday, October 11 | Monday, October 12 | Tuesday, October 13 | Wednesday, October 14 | Thursday, October 15 | Friday, October 16 | |
|--|---------------------------------|---|---------------------------------|---|--|---|
| <i>Free Day</i> | Breakfast 7:30 - 9:00 | Breakfast 7:30 - 9:00 | Breakfast 7:00 - 9:00 | Breakfast 7:30 - 9:00 | Breakfast and Checkout 7:00 - 8:30 | |
| | Negotiation Workshop | Managing Across Organizational Boundaries Mario Moussa 9:00 - 10:30 | Business Simulation Workshop | Business Simulation Workshop | Business Simulation Workshop | Leading Change Mario Moussa 8:30 - 10:00 |
| | | Break 10:30 - 10:45 | | | | Break 10:00- 10:15 |
| | | Managing Across Organizational Boundaries Mario Moussa 10:45 - 12:30 | | | | Leading Change Mario Moussa 10:15 - 11:45 |
| | | Lunch 12:30 - 1:30 | | | | |
| | Mario Moussa 9:00 - 12:00 | Reinsurance Fundamentals | | | | |
| | Lunch 12:00 - 1:00 | Susan Kearney 1:30 - 3:00 | Lunch 12:00 - 2:00 | Lunch 12:00 - 2:00 | Optional Lunch 12:00 | |
| | Negotiation Workshop | Break 3:00 - 3:15 | Business Simulation Workshop | Business Simulation Workshop | Business Simulation Workshop | |
| | | Business Simulation Introduction and Case Instructions Alba Advisors 3:15 - 5:30 | | | | |
| | | Pacifica Tourism Welcome Reception | | | | |
| Optional Dinner 6:00 - 8:00 | Mario Moussa 5:30 - 7:00 | | Alba Advisors 9:00 - 6:00 | Alba Advisors 9:00 - 4:30 | | |
| Steinberg Conference Center 255 South 38th Street Philadelphia, PA 19104 phone: 215-386-8300 fax: 215-573-3426 | Mario Moussa 1:00 - 4:30 | Business Simulation Workshop and Planning Alba Advisors 7:00 - 8:30 | Dinner 6:00 | Reception / Celebration Dinner and Certificate Presentation 5:15 - 7:30 | | |
| | Break 4:30 | | | | | |
| | Dinner 6:00 | | | | | |