



PROPERTY INSURANCE REPORT
NATIONAL CONFERENCE 2024

WELCOME!

With risk rising everywhere, insurers and property owners must find solutions to new problems. That's why we're all here at the 22nd Property Insurance Report National Conference. It is a time of existential risk for the property insurance industry and the property owners they protect. No time to be timid.

Over the next few days we're going to look for bold solutions. We're going to take a close look at the midwestern states suffering a growing number of losses from destructive wind, hail, cold, floods, and more. Dealing with rising risks requires new tools that are constantly refined. A good example that we'll explore is roof age, which is now a blunt instrument but can be much more precise. Another tool seeking refinement: aerial imagery, which must resolve questions of transparency by the public and regulators. With increasing volatility of claims, many insurers are relying more than ever on independent adjusters. Not surprisingly, managing those new relationships with old models doesn't work very well, so we'll explore solutions. As if increasing wildfire risk wasn't bad enough, insurers have seen a rise in ash, soot, smoke, and char claims that require not only a more sophisticated claims response, but also more refined policy language.

The pandemic dramatically disrupted housing patterns, and just about everyone, insurers included, must figure out how to deal with the upending of housing, migration, affordability, mortgage rates and more. Insurers need to build strategies for today's rapidly evolving market and not wait for things to "return to normal." Inflation is another big disruption, compounding the industry's long-term challenge in establishing proper replacement costs for properties by boosting replacement costs far beyond any automatic coverage adjustments in current policies. We'll examine new tools to efficiently identify potentially underinsured properties.

It isn't enough for insurers to manage claims: it is essential to reduce them. We'll discuss new models identifying where future non-weather water claims might arise, and how to implement automatic water shutoff valves to keep water in the pipes. Prior attendees know that we have a tendency to take a few big swings at each meeting. This year we're considering a fundamental change to how America builds properties by considering how stronger and more centralized building codes can bring about a safer and lower cost world for everyone. Not easy to do, but the gain is certainly worth the effort.

Critical to our mission of improving the property insurance industry is the remarkable group of people gathered here, who are as essential to understanding the present and future as the fantastic speakers who will grace us with their insights. We're honored you are sharing your precious time with us, and promise to send you home with new insights and ideas to address the challenges facing the industry.

Patrick Sullivan and Brian Sullivan
Conference Co-Chairmen





SCHEDULE PIR CONFERENCE 24

SUNDAY, NOVEMBER 10

5:00 – 7:00 pm Early Registration and Reception With Speakers and Sponsors
Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

MONDAY, NOVEMBER 11

7:30 – 8:30 am Registration and Buffet Breakfast
Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

8:30 – 8:40 am Chairmen’s Opening Remarks
Ritz-Carlton Ballroom

8:40 – 9:25 am Storm Clouds Over the Heartland: Changes to Midwest Weather

9:25 – 10:05 am The Path Forward: A Roadmap for the Housing Market’s New Normal

10:05 – 10:35 am Coffee Break
Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

10:35 – 11:15 am Installing Automatic Shutoff Valves at Scale

11:15 – 11:55 am Keeping The Love Alive: Successfully Managing Independent Adjusters

11:55 – 1:15 pm Luncheon
Monarch Bay Courtyard

1:15 – 1:55 pm With Smoke Claims Billowing, Insurers Scramble for Solutions

1:55 – 2:40 pm One of These Things Is Not Like the Other: Finding Underinsured Properties

2:40 – 3:10 pm Cookie Break
Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

3:10 – 3:50 pm How to Dry Out Non-Weather Water Claims

3:50 – 4:50 pm Making Aerial Imagery More Transparent

5:00 – 7:00 pm Reception
The Pavilion Rooms

TUESDAY, NOVEMBER 12

7:30 – 8:30 am Buffet Breakfast
Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

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10:35 – 11:20 am Roof Condition: Sometimes Beauty Goes Before Age

11:20 – 12:00 pm Twenty Trends

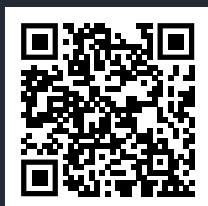
12:00 pm Adjournment



Lead with confidence amid disruption

The pace of change in the insurance industry is daunting. To contend with disruptive technology, myriad regulatory challenges, and emerging risks, you need to draw on deep subject matter expertise while cultivating a first-mover mindset. Whatever your exposure, however ambitious your objectives, Milliman can help.

Scan to email us and learn more





SCHEDULE PIR CONFERENCE 24

SUNDAY, NOVEMBER 10

5:00 – 7:00 pm **Early Registration and Reception with Speakers and Sponsors**

Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

Our welcome reception is the perfect place to take advantage of the comfortable Southern California climate along with friends new and old. We hope you'll join us for one of the finest networking events in the industry and prepare for two exciting days by visiting with fellow attendees. If this is your first meeting, be sure to ask an old hand for any tips or tricks to make the most of this opportunity.

MONDAY, NOVEMBER 11

7:30 – 8:30 am **Registration and Buffet Breakfast**

Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

Start your day with the number one meal of the day: Breakfast. Nothing takes care of a long night of networking like eggs, oatmeal, and black coffee. Join your fellow attendees bright and early for what has become a busy networking session. Early arrivals will have their pick of the choice seats for the day, always a competitive event.

8:30 – 8:40 am **Chairmen's Opening Remarks**

*Brian Sullivan and Patrick Sullivan, Conference Co-Chairmen
Ritz-Carlton Ballroom*

8:40 – 9:25am **Storm Clouds Over the Heartland: Changes to Midwest Weather**

Dr. Kevin Kloesel, Event Safety Meteorologist, Baylor University

It turns out western wildfires and coastal hurricanes aren't the only climate-based perils facing the insurance industry. The Midwest is seeing more severe storms, high winds, and hail. This has challenged conventional underwriting and caused steep insurance losses. To understand what exactly is happening in the Midwest, we're joined by climatologist Dr. Kevin Kloesel. Dr. Kloesel has been the director of the Oklahoma Climatological Survey and a professor at the University of Oklahoma before his recent retirement. Dr. Kloesel joins us to discuss just what has changed – and what hasn't – in the Midwest.

9:25 – 10:05 am **The Path Forward: A Roadmap for the Housing Market's New Normal**

*Michelle Jackson, Vice President, Market Development
Stothard Deal, Vice President, Market Planning, TransUnion*

For several years, the housing market has been unpredictable and defined by unforeseen changes in consumer desires, housing availability, and affordability. While the recent reduction of interest rates may help realize property insurers' hope for a return to the pre-pandemic housing market, we are still likely

to endure significant uncertainty. Regardless of what comes next, it is imperative that insurers adapt to the constantly shifting landscape of today, meeting consumers where they are, rather than wait around for some more understandable future to happen. Stothard Deal and Michelle Jackson of TransUnion will present the latest research on the state of the U.S. housing market, and how insurance companies can win and retain business in today's environment.

10:05 – 10:35 am Coffee Break

Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

We all enjoy a fine cup of coffee (or tea), and now's your chance to have one as you discuss the morning sessions. This break is the perfect time to take a step outside and enjoy the ocean air as you check in with the office.

10:35 – 11:15 am Installing Automatic Shutoff Valves at Scale

Paul Vacquier, Founder and CEO, Beagle Services

Helping homeowners mitigate loss sounds like a slam dunk, and it is becoming a bigger part of the property insurance playbook. The challenge is in execution, dealing with the cost and complexity of impactful mitigations such as adding water shutoff valves. Installing one of these valves is not for the faint of heart, furthering the notion that no homeowner should do their own plumbing. Pipe needs to be cut, sizes matched, electrical needs addressed, and wifi connections made. As more carriers explore shutoff valve programs, they've discovered that adoption requires providing homeowners with the kind of help that Paul Vacquier of Beagle Services has made his sole focus. He joins us for a conversation about not only the state of the market, but how insurance companies can effectively execute shutoff valve programs at scale.

11:15 – 11:55 am Keeping The Love Alive: Successfully Managing Independent Adjusters

Cullen Sophy, Global Head of Strategy, Cotton Holdings

As volatility grows in both the weather and the corresponding claims volume, insurers are finding it harder than ever to efficiently manage staff adjusting teams. The solution: a greater reliance on independent adjusters that can more cost-effectively flex with today's more dramatic claims ebb and flow. Successfully managing these outside resources takes a bigger commitment today than ever before and requires integrating adjusters and adjusting firms into the regular claims flow, and not waiting until a big event demands an influx of support. Cullen Sophy comes to our stage with decades of experience managing independent adjusters and integrating them into insurance company claims processes, and he will offer a clear blueprint for future success.





SCHEDULE PIR CONFERENCE 24

11:55 – 1:15 pm Luncheon

Monarch Bay Courtyard

You may have worked up quite the appetite throughout the morning, and we've set aside ample time for the resort's top chefs to provide a magnificent meal to address it. Take a few meetings, catch up with emails, or watch the surfers before returning to the ballroom for some rousing afternoon sessions.

1:15 – 1:55 pm With Smoke Claims Billowing, Insurers Scramble for Solutions

Karen Collins, Vice President, APCA

Smoke is a growing problem for property owners and their insurers as the world finds itself dealing with more fires, such as the recent ones that scorched Canada, burned down Lahaina, and the too-numerous-to name fires across California and the West. In all cases, not only did the flames do damage, but extensive smoke damage impacted numerous residences and businesses. Unfortunately, standards and case law vary about what constitutes insured smoke damage or how it should be addressed. With increasing wildfire losses, including accelerating expenses from smoke remediation, there is growing attention from insurers, lawmakers, and other stakeholders on the impacts on consumers and the industry. Contractors have identified an opportunity in these fire associated damages, with the Storm Restoration Contractor Summit hosting a dedicated training seminar on ash, smoke, and soot claims.

APCA's Karen Collins joins us to talk about the litany of broader issues that a future with an increased number of fires brings, chief among them exposure to smoke damage. As wildfires affect more communities, and smoke impacts an even larger number of homes not directly exposed to fire, the industry needs to prepare itself to deal with yet another peril as they work to help homeowners get back on their feet.

1:55 – 2:40 pm One of These Things Is Not Like the Other: Finding Underinsured Properties

George Hosfield, Associate Vice President and General Manager, Home Insurance, LexisNexis Risk Solutions

Underinsured properties have been a problem for decades, but the issue has become particularly acute in recent years, as replacement costs have risen far faster than any policy's inflation adjustment. Multiple strategies are employed to solve the problem: Insurers call consumers and ask questions about the insured property. They pay someone to drive by the property, or even go inside for a more thorough examination. Gaps in knowledge are filled with public records or even aerial imagery. While all these approaches have some utility, they frequently fail when crashing up against the interest of agents and/or consumers seeking to keep premiums low, even at the risk of falling short of coverage at the worst possible time. Into this tricky landscape comes a new tool that seeks to identify properties that might have the wrong coverage. George Hosfield of LexisNexis Risk Solutions shows how looking at the insurance coverage of an individual property in the context of the coverage of similar nearby properties can shine a

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SCHEDULE PIR CONFERENCE 24

light on potential trouble spots, helping match coverage to risk at a time when doing so has never been more essential.

2:40 – 3:10 pm Cookie Break

Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

Cookie Monster was right, we all need a cookie. Enjoy some of the finest cookies in the world as you visit with friends and colleagues and recharge for the home stretch.

3:10 – 3:50 pm How to Dry Out Non-Weather Water Claims

Ross Martin, Vice President, Risk Analytics, ZestyAI

Catastrophe risks like fire and hail may get all the press, but insurers still have to worry about everyday claims. Non-weather water claims consistently rank among the top drivers of homeowners insurance losses. For decades, carriers have been working to improve their ability to identify at-risk homes. Ross Martin of ZestyAI joins us to discuss the cutting edge of risk detection and the factors influencing non-weather water damage. He'll explore how construction styles, architectural details, local infrastructure, and even water quality contribute to claim frequency and severity. Martin will discuss his research, potential regulatory issues, and how insurers can leverage these insights in an increasingly damp world.

3:50 – 4:50 pm Making Aerial Imagery More Transparent

David Bairstow, General Manager, Insurance, EagleView

David Tobias, General Manager, Insurance, Nearmap

Glen Brooks, Senior Vice President, Insurance, Vexcel

This spring brought a new level of scrutiny to insurers' use of aerial imagery from both the public and state regulators. What makes this issue unique is that the concerns are not about the insides of some complex computer model. Rather, the public can easily understand if a photo is of the correct property, is an accurate depiction of the current state of the property, or doesn't show what someone purports that it shows. Thus, carriers and vendors alike need to have processes in place to ensure that not only is the right photo used in the right way, but that the consumer has the opportunity to confirm that for themselves. To help determine the path ahead, we've gone right to the source, enlisting executives from the leading providers of images to insurers – EagleView, Nearmap, and Vexcel – for a robust conversation about best practices and the type of transparency they believe will best serve both homeowners and insurers.

Accuracy.

Measurement Reports



Clarity.

Aerial Imagery



Efficiency.

Drone Inspections





SCHEDULE PIR CONFERENCE 24

5:00 – 7:00 pm **Reception**

The Pavilion Rooms

There's no better place to watch the sunset than overlooking the Pacific Ocean. From the magnificent Pavilion Rooms on the bluff overlooking the ocean below, the brightest minds in the industry will be decompressing and digesting a full day of sessions. It's the perfect location for in depth discussions about the property market in a relaxing setting before heading out for dinner.

TUESDAY, NOVEMBER 12

7:30 – 8:30 am **Buffet Breakfast**

Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

Breakfast is the perfect opportunity to start your day off right. Meet with your fellow attendees, watch the morning surfers, or linger in the morning sun (or maybe morning fog) as you ready yourself for the day.

8:30 – 8:35 am **Chairman's Opening Remarks**

Ritz-Carlton Ballroom

8:35 – 9:25 am **A Changing Climate Demands New Thinking on Building Codes**

*Hillary Holcomb, Property and Casualty Underwriting Executive, State Farm
Ian Giammanco, Managing Director of Standards and Data Analytics, IBHS*

Local control of building codes has long been the norm, but with a riskier climate and the development of more advanced building science, the time may have come to take a more coordinated approach. It would be a significant change, but in places where more coordinated approaches have taken root, the success is undeniable. Florida's adoption of many elements of IBHS's Fortified Home standard into what was already a strong building code is universally seen as a key contributor in reducing the state's risk. State Farm's Hillary Holcomb and Ian Giammanco of IBHS join us to discuss how insurance companies can help advocate for a more resilient future. It won't be easy and will require insurance companies to spend hard-earned cultural and legislative capital to get it done.

9:25 – 10:05 am **Taking Advantage of the Ever-Expanding Excess and Surplus Lines**

Sheri Scott, Consulting Actuary, Milliman

Insurance companies are in the business of taking on risk, but as markets become more volatile and regulation more challenging, surplus lines are emerging as a solution for insurers and property owners alike. Though they offer similar coverages, the surplus markets have significant differences from the markets in which most P&C carriers are active. Milliman's Sheri Scott joins us for a briefing on just how carriers can utilize the surplus lines market. Having helped a host of companies enter the market, Scott will provide a detailed explanation of the business, and the work that goes into establishing a non-admitted program.

10:05 – 10:35 am Coffee Break

Ritz-Carlton Ballroom Foyer and Monarch Bay Courtyard

If you haven't had enough coffee, this is your last chance. Grab a cup and meet with your fellow attendees one last time before we head into the electrifying conclusion.

10:35 – 11:20 am Roof Condition: Sometimes Beauty Goes Before Age

James Roche, Senior Vice President of Property Product Management, Verisk

All roofs have a life expectancy. As insurers get smarter, they have started to look at roof age in setting prices or putting age limits on the roofs they will insure. The result has been a focus on average roof age, often setting limits at around 10 years, when insurers start to get nervous about condition. But new research is showing that while the performance of an "average" roof as it ages is broadly useful, the smartest insurers have started to go one step further by looking at roof age in context. For example, the ubiquitous asphalt shingle roof will last up to 30 years. But what does that mean in a country filled with diverse climates ranging from the Rocky Mountains to Southwestern deserts to the conifer forests of the Pacific Northwest and swamps of the Southeast? The team at Verisk has undertaken a nationwide study of relative roof age by geography, weather patterns, and more. In this session, James Roche of Verisk will discuss the factors that go into making more sophisticated decisions regarding roof risk, and explain how a 15-year-old roof can sometimes be a better risk than a 7-year-old roof.

11:20 – 12:00pm Twenty Trends

Patrick Sullivan and Brian Sullivan, Conference Co-Chairmen

As always, we close the meeting with a rousing double act. We provide our best prognostications on the industry and key trends impacting its future. Twenty Trends isn't just a recap of the meeting's key trends, but of all the issues that we believe will drive conversations in the property insurance market through 2025. This session is always a fun and informative way to conclude the meeting before you head home.

12:00 noon Adjournment





ACKNOWLEDGEMENTS

Conference Co-Directors Tracie Sullivan and Dana Horst Sullivan would like to thank everyone who made our 2024 program possible, as it takes a true team effort. We would like to thank the speakers for sharing their time and insights, as their contributions are the core of the meeting. Thank you to our sponsors, who provide invaluable support without which the meeting would not be possible. We take the selection of sponsors seriously and hope you take advantage of this time to meet with what we believe to be a key group of industry leaders. Thank you to CAPE Analytics, David Morse & Associates, e2Value, EagleView, LexisNexis Risk Solutions, Milliman, TransUnion, Verisk, and ZestyAI.

We must thank the staff of The Ritz-Carlton, Laguna Niguel for making this a first-class environment for our conference. We are thrilled to bring the meeting to such a special property. Special thanks to Melissa Langley, Manager of Meetings and Special Events, who has been invaluable in making our conference experience so seamless.

Since 2000, we have worked with Gillian Kirkpatrick of King Graphic Design on all our printed materials and logos, including this beautiful program. For even longer, we have been honored to work with Tom Akers of Designing Images, who provides the wonderful shirts, jackets and more that we offer to attendees to commemorate your time with us. The team at EventMobi has been indispensable in helping us with our conference app.

And thank you for your attendance and contributions to the meeting. It is your energy and intellectual engagement that brings out the best in our speakers and your fellow attendees. We thank you for your time and hope you'll join us again next year for our 23rd Property Insurance Report National Conference, to be held November 9-11, 2025 at The Waldorf Astoria Monarch Beach Resort in Dana Point, CA.

Dana Horst Sullivan and Tracie Sullivan
Conference Co-Directors

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SPEAKERS PIR CONFERENCE 24

PATRICK SULLIVAN

Conference Co-Chairman and Senior Editor,
Property Insurance Report
Risk Information Inc.

Patrick Sullivan began his insurance industry career at Risk Information in 2007 as a journalist and analyst, before leaving in 2017 to work at insuretech Carpe Data and later AAIS, a not-for-profit insurance advisory organization.

He returned to Risk Information as Conference Co-Chairman and Senior Editor in 2021 and remains in demand as a speaker to insurance industry groups and leading insurance companies nationwide. The one-time owner of Tall Pat Records, and long-time resident of Chicago, Patrick is a graduate of Santa Clara University.



BRIAN SULLIVAN

Conference Co-Chairman and Editor, *Property Insurance Report*
Risk Information Inc.

Brian Sullivan is a journalist and analyst who has been covering insurance for more than 40 years. Since founding Risk Information with his wife and business partner Tracie Sullivan in 1993, Brian has been focused exclusively on auto and property insurance, publishing newsletters *Auto Insurance Report* and *Property Insurance Report* and hosting annual conferences for each industry.

Brian is also in demand as a speaker at industry meetings, and often hosts seminars and makes presentations for boards of directors and senior management teams. Brian, a native New Yorker who has called California home since launching Risk Information, is a graduate of the Georgetown University School of Foreign Service. He has served as reporter and editor at the *American Banker*, *Philadelphia Business Journal*, *Philadelphia Inquirer*, and the *Journal of Commerce*.



DR. KEVIN KLOESEL

Event Safety Meteorologist, **Baylor University**

Dr. Kevin Kloesel has 25 years of experience as an event forecaster having developed weather safety plans and forecasts for over 4,000 outdoor events. He develops and leads high-impact weather safety training for numerous educational institutions, national sports associations and large venues. For the past decade, Kevin served as Director of the Oklahoma Climate Survey and was a co-author of the U.S. National Climate Assessment.

Kevin is a subject matter expert for the National Center for Spectator Sports Safety and Security and the Education and Engagement Commissioner for the American Meteorological Society. He led the teams that won the Innovations in American Government Award from Harvard University and the Ford Foundation for their work with the emergency management community in Oklahoma, as well as awards from the American Meteorological Society and the National Weather Association. Kevin was awarded the American Meteorological Society's Charles E. Anderson Award for "over two decades of dedication to engaging minority and underrepresented groups through community outreach and academic leadership."



MICHELLE JACKSON

Vice President, Market Development, **TransUnion**

Michelle Jackson leads the Insurance Market Development team at TransUnion. Her team is responsible for bringing new products or partnerships to market, launching product enhancements and deploying TU research and perspective to the market. Prior to this role, Michelle led the Personal Property & Casualty Market Planning team where she was responsible for defining the strategic priorities and growth opportunities for the personal lines market, and also overseeing the creation and distribution of TransUnion's personal lines research and perspective, including the Personal Lines Quarterly Trends and Perspectives Report. Michelle serves as a thought leader at various industry events, such as the Property Insurance Report National Conference and the Society of Insurance Research Annual Conference.

Michelle joined TransUnion's insurance product development group in 2012, developing and executing product strategy for the personal property solution suite. Prior to joining TransUnion she worked in product and pricing roles at Travelers and Nationwide. She holds a bachelor's degree in mathematics and economics from Fairfield University.





SPEAKERS PIR CONFERENCE 24

STOTHARD DEAL

Vice President, Market Planning, **TransUnion**

Stothard Deal leads TransUnion’s insurance market strategy for the property and casualty and life markets. Prior to joining TransUnion, he spent 13 years serving in product management roles at Infinity Insurance, Nationwide Insurance and AIG. Stothard holds a bachelor’s degree in finance from Georgia Southern University and an MBA from the University of Georgia.



PAUL VACQUIER

Founder and CEO, **Beagle Services**

Paul Vacquier is the Founder and CEO of Beagle Services. A trained insurance defense attorney, Paul has been helping insurers manage risks across his career. For the past 6 years, Paul has focused his career on the technology and adoption of water damage mitigation technology. In 2018, Paul joined Flo Technologies as an executive overseeing the company’s insurance partnerships. Following the sale of Flo to Moen, Paul started Beagle to focus on the last mile of adoption of leak detection technology across all property types and all hardware manufacturers: installation, monitoring and resolution.

Beagle serves thousands of customers each year, solely sourced from insurance carrier partners, as insurance requirements increase the demand for deployment of this technology. Beagle is not a network of third party professionals. Instead, Beagle hires non-commissioned W2 plumbing professionals to ensure the business structure is aligned with insurance carrier partners and insureds. Beagle’s services most commonly include: in-line automatic water shutoff valve installations, point of leak sensors deployment and provisioning, fixture and appliance supply line upgrades, water heater inspections, pressure regulators and seismic gas shutoff valves.





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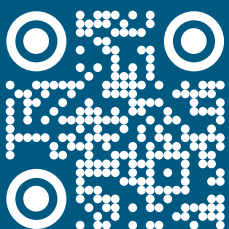
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SPEAKERS PIR CONFERENCE 24

CULLEN SOPHY

Global Head of Strategy, **Cotton Holdings**

In a career spanning nearly three decades, Cullen Sophy, an accomplished insurance industry executive, has held positions of increasing scope and responsibility. Cullen currently serves as Head of Strategy for Cotton Holdings Inc., a Houston-based disaster relief and infrastructure support company.

He previously served as the U.S. CEO for Charles Taylor Co., a leading loss adjustment firm, and senior executive positions with other industry leaders, including Cunningham Lindsey Co., Crawford and Company, Nike Inc., and Safeco Insurance.

Throughout his career, Cullen has developed and refined his skills in all aspects of industry work, has led diverse teams, and has met with the highest performance expectations. Cullen obtained his Bachelor of Arts in Management and Organizational Leadership from George Fox University, with certifications including Associate in Risk Management, and Associate in Claims.



KAREN COLLINS

Vice President, **APCIA**

Karen Collins serves as Vice President, Property and Environmental in the Policy, Research, and International Division for the American Property Casualty Insurance Association (APCIA).

Karen provides thought leadership on property and natural catastrophe issues, with emphasis on risk mitigation and resilience and post-disaster response. She provides policy expertise on legislative and regulatory issues at the state, federal and international level, on behalf of the trade association and its membership. Karen has authored numerous white papers on issues impacting property insurance markets across the U.S., such as inflation, natural catastrophes, and environmental impacts, and frequently provides presentations and interviews on such topics.

Prior to joining APCIA, Karen acquired 20 years of insurance experience with several major insurance carriers, in varying roles and responsibilities spanning product, sales, information technology and claims. She earned a Bachelor of Science degree in Business Administration and Marketing from California State University, Northridge, and has previously held insurance licenses in California for property & casualty as well as life & health.

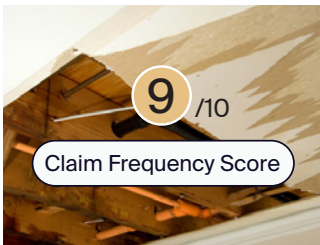


AI-Powered Water Risk Assessment

The Answer to Rising Water Claim Severity

Non-weather water and freeze damage claims are a rising concern in the insurance industry, with repair costs driven up by inflation in materials and labor. Modern home designs, featuring open floor plans and costly electronics, further increase the financial impact of these events.

Z-WATER tackles the challenge of interior water claims with a groundbreaking AI-powered model. It goes beyond traditional methods by analyzing a vast array of property-specific data, including construction, architecture, tax assessor data, and local infrastructure and water distribution networks. This holistic approach allows Z-WATER to predict both the frequency and severity of potential claims with exceptional accuracy.



Z-WATER claim frequency is the annual probability of a property filing a claim, influenced by local infrastructure, water distribution networks, climate, and high-risk property features like multiple bathrooms or a pool.



Z-WATER claim severity is the relative size of the claim once filed, influenced by property-specific features like square footage, number of stories, and open floor plans

How Z-WATER Works

Unique Data Sources

ZestyAI applies advanced AI technology to extract key data from unique data sources, such as aerial imagery, tax assessor data, hydrology, and climatology.

Best-in-Class Data Science

ZestyAI's machine learning models account for the interactions of property-specific characteristics and environmental factors, delivering a holistic view of non-weather water and freeze claim risk.

Built and Validated on Losses

Z-WATER was built, tested, and validated real loss data, sourced from multiple carriers across the country, for better accuracy and acceptance by regulators.

Learn More



Scan Here

About ZestyAI

ZestyAI is the leading property and climate risk platform for Property and Casualty insurers in North America. The company has revolutionized the world's understanding of property and climate perils by combining artificial intelligence with historical losses and cutting-edge data sources. Leading insurers trust ZestyAI's platform to identify risk and assess exposure, including the impact of catastrophic events like wildfires, hail, and wind storms.

ZestyAI helps insurers make more informed underwriting decisions, rate fairly and accurately, enhance reinsurance outcomes, and improve customer experience through actionable risk insights that both property owners and regulators trust.



SPEAKERS PIR CONFERENCE 24

GEORGE HOSFIELD

Associate Vice President and General Manager, Home Insurance, LexisNexis Risk Solutions

George Hosfield is associate vice president, home insurance for LexisNexis Risk Solutions. He is responsible for establishing the strategic direction of the home insurance business as well as working with customers, prospects and the product development team to create solutions that meet the needs of insurance carriers. He has been with RELX Group since 1999, working in various operational and strategy roles within the Legal & Professional business of LexisNexis and LexisNexis Risk Solutions.

Before joining the insurance business, he was part of the LexisNexis strategy and business development team. George earned a bachelor's degree in English from the University of Virginia and a master's degree in business administration from the University of Richmond.



ROSS MARTIN

Vice President, Risk Analytics, ZestyAI

Ross Martin is a seasoned leader in product and sales engineering with a robust background in both technology and the insurance industry. As the Vice President of Risk Analytics at ZestyAI, he has excelled as a product manager, department leader and sales strategist, working with top national accounts. Ross's passion for technology, innovation, and customer-focused problem-solving has been a guiding force throughout his career, driving the creation of new products, services, and product features. Ross possesses the unique ability to understand the long-term strategic needs of customers and uses that insight to develop highly specialized business plans that move the needle. Ross often acts as a bridge between the technical 'how to' and the actionable 'why' to maximize benefits for his customers.

Prior to moving into the insurtech space, Ross worked at Farmers Insurance, where he led a team of adjusters and personally inspected hundreds of houses. Ross holds a Bachelor of Science degree in Economics from the University of Wisconsin Oshkosh.





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SPEAKERS PIR CONFERENCE 24

DAVID BAIRSTOW

General Manager, Insurance, **EagleView**

David Bairstow leads EagleView’s insurance business and is responsible for customer relationships, industry partnerships and delivering EagleView’s aerial imagery, property measurements and data solutions to the insurance industry. Prior to EagleView, David oversaw product management at Skyhook and served in leadership roles at Thomson Reuters, Catalina and J.P. Morgan.

His education includes a finance degree from Boston College and an MBA from the University of Cambridge.



DAVID TOBIAS

General Manager, Insurance, **Nearmap**

David Tobias serves as the General Manager of Insurance at Nearmap. Previously, he co-founded Betterview, the leading property intelligence platform for P&C insurers, which was acquired by Nearmap in December 2023. David plays a pivotal role in driving the insurance market strategy for the Betterview Platform, enabling insurers to effectively identify and mitigate risk, enhance operational and inspection efficiency, and build a more transparent customer experience throughout the policy lifecycle.

Before founding Betterview, David was instrumental in scaling Research Specialist Inc., an insurance loss control company. Under his leadership, the company expanded to conduct over 30,000 inspections annually with a network of more than 500 inspectors across the United States. Research Specialist Inc. was later acquired by Alpine Intel. A veteran of the insurance industry and property inspection business, Tobias is focused on finding actionable, usable solutions to insurance-specific problems.





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SPEAKERS PIR CONFERENCE 24

GLEN BROOKS

Senior Vice President, Insurance, **Vexcel**

Glen Brooks, Senior Vice President, is responsible for all go to market strategy and client engagement for Vexcel across North America. Glen joined Vexcel in September 2023. He has worked in sales and client facing roles in the insurance industry for more than 35 years. Prior to joining Vexcel, Glen was Senior Vice President, Sales & Client Engagement at Verisk, leading the Underwriting Solutions sales team in the U.S.

From underwriting to claims to risk assessment, Glen brings a deep knowledge base in the unique challenges that P&C insurers face today and how current and accurate property intelligence can help drive better outcomes.



HILLARY HOLCOMB

Property and Casualty Underwriting Executive, **State Farm**

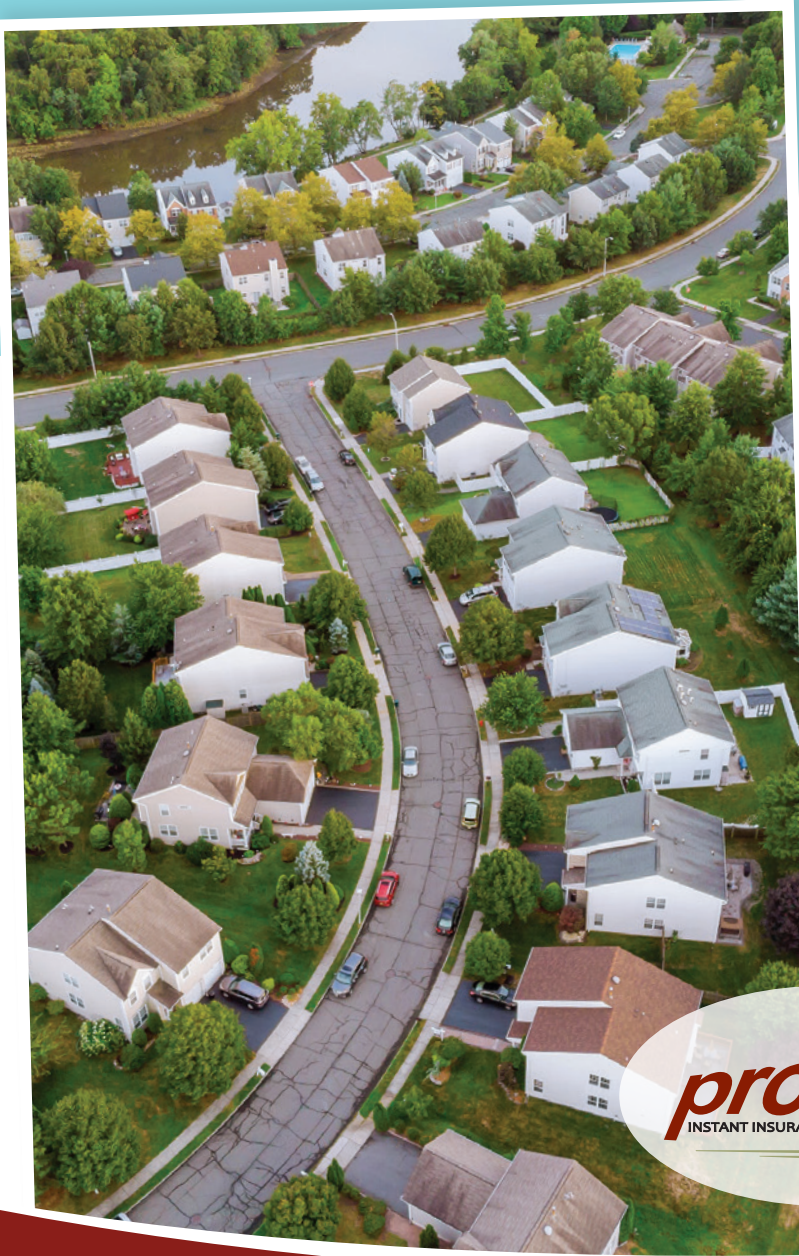
Hillary Holcomb assumed the role of VPO in P&C Underwriting in July 2023 and has responsibilities for Enterprise Fire Product and Operational Support for the Central United States. Having been introduced to State Farm through working at a State Farm agent's office, Hillary formally joined the company in 2004. She has experience in claims, various contact centers, and underwriting, and has contributed her knowledge to many enterprise initiatives, such as policy modernization, enterprise change agility, fire product strategy and development including excess, surplus and jurisdictional support of growth with profit.

Hillary received a bachelor's degree in Journalism and Mass Communications from Iowa State University and an MBA from the University of Nebraska. She earned the Chartered Property Casualty Underwriter (CPCU) designation in 2007, Chartered Financial Consultant (ChFC) in 2012 and the Chartered Life Underwriter (CLU) designation in 2013.

During her free time, Hillary enjoys outdoor activities with her family and is always eager to receive a recommendation for a captivating book.



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SPEAKERS PIR CONFERENCE 24

IAN GIAMMANCO

Managing Director of Standards and Data Analytics, IBHS

Dr. Ian Giammanco is currently the Managing Director for Standards and Data Analytics and a Lead Research Meteorologist at the Insurance Institute for Business and Home Safety. Ian holds a B.S. in Atmospheric Science from the University of Louisiana at Monroe, and an M.S. and Ph.D. from Texas Tech University in Atmospheric Science and Wind Science and Engineering respectively. He began his professional career at IBHS in 2010 as a research scientist. In 2022 Ian helped create and now leads the IBHS Standards and Data Analytics group. Prior to his current role Ian helped develop and lead the IBHS Product Design team.

In addition to his executive leadership responsibilities, Ian is also a Lead Research Meteorologist and helps guide strategic research initiatives related to the IBHS core research perils of hail, wind, wind-driven rain, and wildfire. Ian has over 20 years of meteorological field research expertise, participating in numerous hurricanes, severe storms, and tornado research projects. In addition to his position at IBHS, he is a Faculty Research Associate at both the National Wind Institute at Texas Tech University and the University of Florida.

Ian was a charter member of the American Meteorological Society's committee on Weather and Climate Financial Risk Management and is currently serving as the chair of the AMS Committee on Engineering Resilient Communities.





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SPEAKERS PIR CONFERENCE 24

SHERI SCOTT

Consulting Actuary, **Milliman**

Sheri Scott is a principal and consulting actuary leading a Milliman Property & Casualty practice in Orange County specializing in emerging markets and methods of transferring risk. Sheri's experience includes using advanced rating techniques to develop and modify insurance products, using technology to automate insurance processes, and reserving analyses.

Sheri provides strategic consulting related to risk transfer. This includes helping several insurance companies launch new products across the United States and other countries. Sheri has also helped amend existing products and processes to improve insurance profitability, restructure rates and class plans, models, incorporate external data, and create by-peril, tiering, territorial, and other advanced rating and reserving techniques.

Prior to joining Milliman, Sheri was senior vice president of Balboa Insurance Group where she helped automate the reserving processes and perform quarterly reserve analyses for all its lines of business. Sheri also was the chief pricing actuary for Balboa's lender placed insurance product. Prior to Balboa, Sheri was a consultant at Aon Risk Services in New York City. Before becoming an actuary, Sheri was a risk and underwriting manager. Sheri has over thirty-five years of experience providing actuarial, risk management, and underwriting services to insurance companies.



JAMES ROCHE

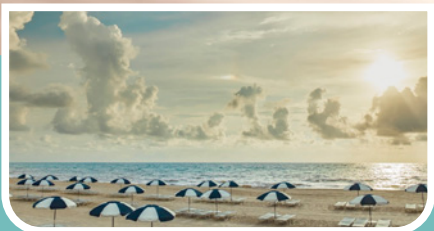
Senior Vice President of Property Product Management, **Verisk**

James Roche is Senior Vice President of Property Product Management, responsible for personal lines product strategy and the development of new and enhanced, innovative solutions for personal lines property underwriting. James leads a team of product leaders dedicated to addressing customer needs and solving customer problems through the use of data and analytics that provide valuable insights, as well as innovative product design and delivery. James is a data analytics and insurance executive having spent more than 25 years in the industry and over 18 years with Allstate across a variety of divisions including claims, operations and underwriting.



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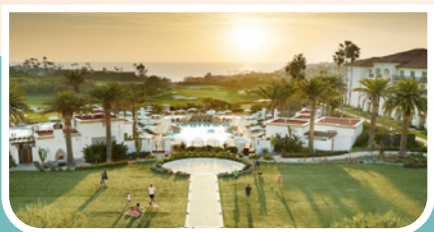
AIRNC 25



MAY 4 – 6

The Breakers, Palm Beach, FL

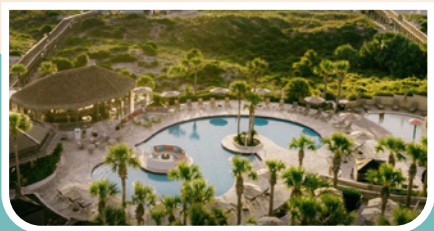
AIRNC 26



APR 14 – 16

Waldorf Astoria Monarch Beach Resort
Monarch Beach, CA

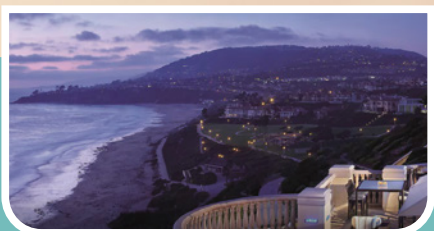
AIRNC 27



APR 11 – 13

The Ritz-Carlton, Ameila Island, FL

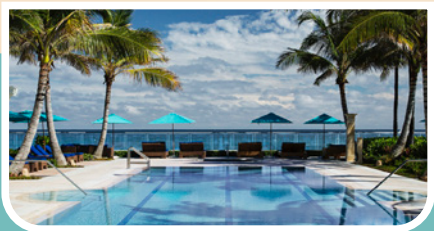
AIRNC 28



APR 23 – 25

The Ritz-Carlton, Laguna Niguel
Dana Point, CA

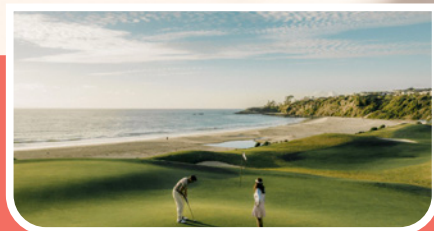
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MAY 6 – 8

The Breakers, Palm Beach, FL

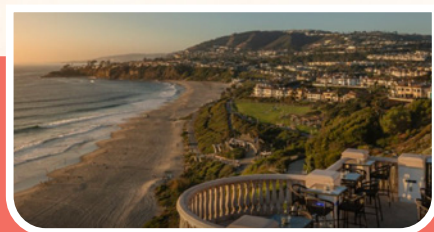
PIRNC 25



NOV 9 – 11

Waldorf Astoria Monarch Beach Resort
Monarch Beach, CA

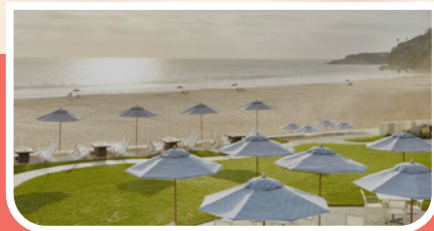
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NOV 15 – 17

The Ritz-Carlton, Laguna Niguel
Dana Point, CA

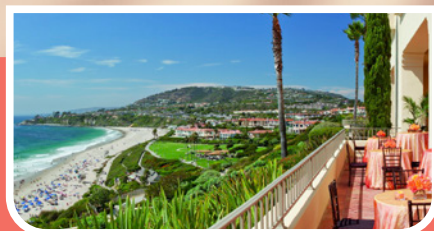
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NOV 14 – 16

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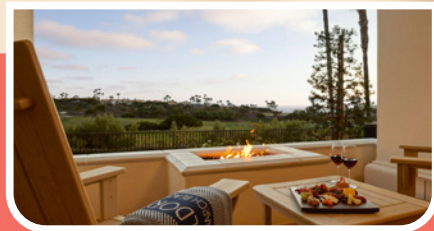
PIRNC 28



NOV 12 – 14

The Ritz-Carlton, Laguna Niguel
Dana Point, CA

PIRNC 29



NOV 11 – 13

Waldorf Astoria Monarch Beach Resort
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