



**ReFocus2009**  
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**...March 1-4, 2009, Four Seasons, Las Vegas, NV**

*A Global Gathering for Senior Life Insurance and Reinsurance Executives*

**ReFocus 2009**

**March 1-4, 2009**

**Las Vegas, NV**

**I Love the Smell of Reinsurer in the Morning: Life  
Reinsurance Executives Answer Your Questions**

Mike DeKoning  
Donna Kinnaird  
Paul Rutledge  
Greig Woodring

Moderator  
Ronald Klein



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A Global Gathering of Senior Life Insurance and Reinsurance Executives

## I Love the Smell of Reinsurer in the Morning: Life Reinsurance Executives Answer Your Questions

Mike DeKoning



Donna Kinnaird



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### Audience Response Keypad

- Enter your response when you see the answer now button
- A light on the keypad will indicate your response was recorded
- You may change your response while music is playing
- No need to hit the go button
- Please leave keypad at end of session



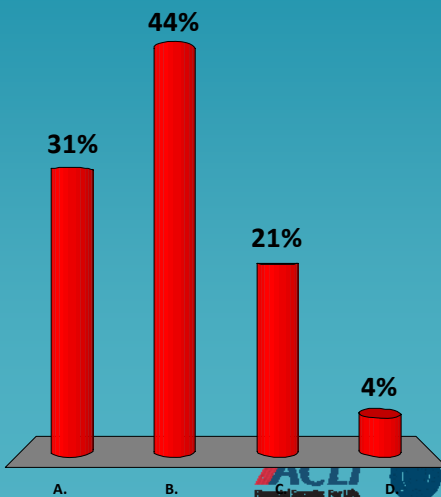
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## I Voted for Barack Obama in the 2008 US Presidential Election:

- A. Yes
- B. No
- C. Did Not Vote
- D. Prefer not to answer

Barak Obama	66,882,230	53.4%
John McCain	58,343,671	46.6%

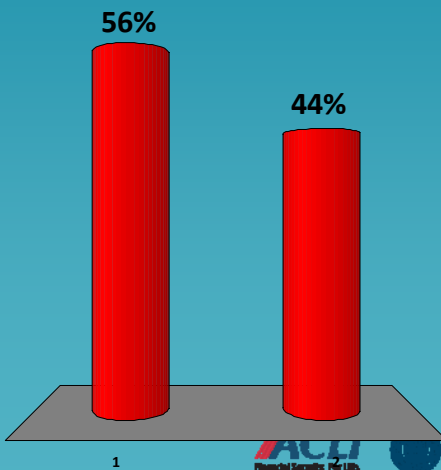


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## I am happy with the results of the Election so far:

- 1. Yes
- 2. No



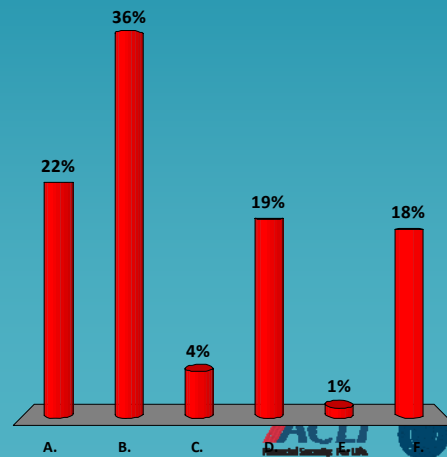
\* Ad hoc question added during the presentation

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## I Work for a:

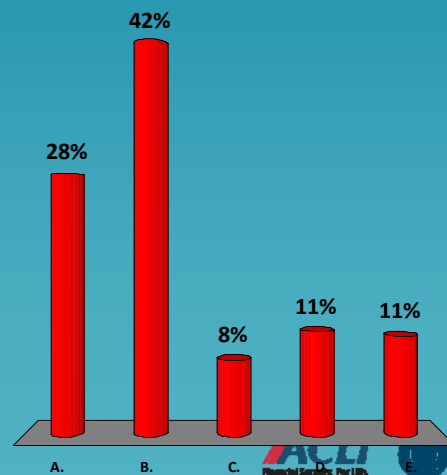
- A. Direct Company
- B. Reinsurer
- C. Retrocessionaire
- D. Consulting Firm
- E. Recruiter
- F. Other



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## What I am hoping to get out of this meeting is:

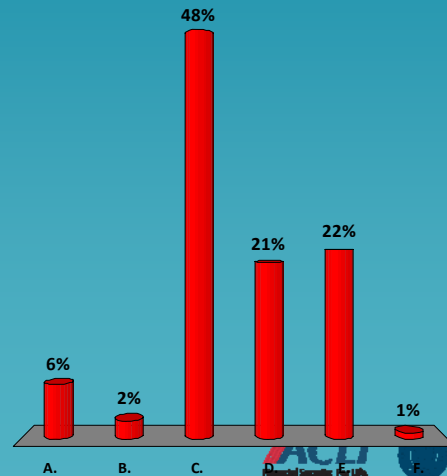
- A. Great marketing opportunities
- B. To learn the latest reinsurance-related information
- C. To see a life reinsurance executive make a fool of himself/herself on stage
- D. To learn more about specific reinsurance companies (product offerings, people)
- E. Other



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## The Single Best Attribute of Swiss Re is:

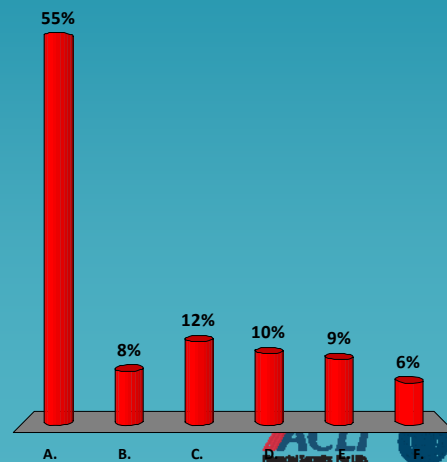
- A. Low Price
- B. Fast Service
- C. Mortality Expertise
- D. Morbidity / Financial Reinsurance Expertise
- E. Underwriting / Facultative Support
- F. Very Accommodating



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## The Single Best Attribute of Transamerica Re is:

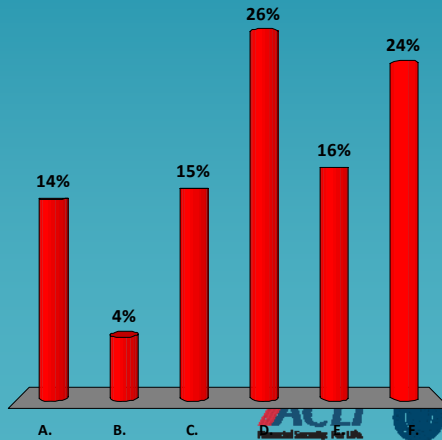
- A. Low Price
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## The Single Best Attribute of Munich Re is:

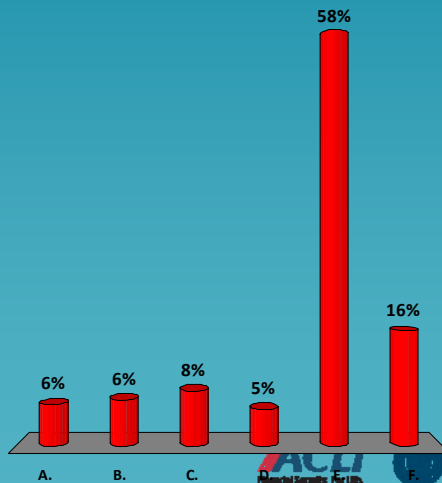
- A. Low Price
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## The Single Best Attribute of RGA is:

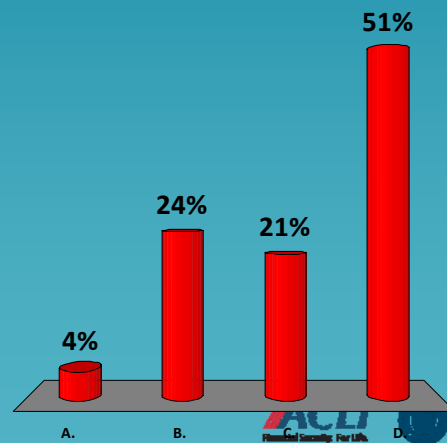
- A. Low Price
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- C. Mortality Expertise
- D. Morbidity / Financial Reinsurance Expertise
- E. Underwriting / Facultative Support
- F. Very Accommodating



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## The Single Worst Attribute of Transamerica Re is:

- A. High Price
- B. Slow Service
- C. Poor Underwriting /  
Facultative Support
- D. Unreasonable  
Negotiators

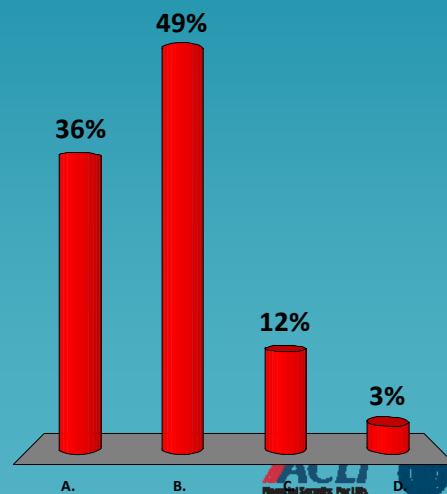


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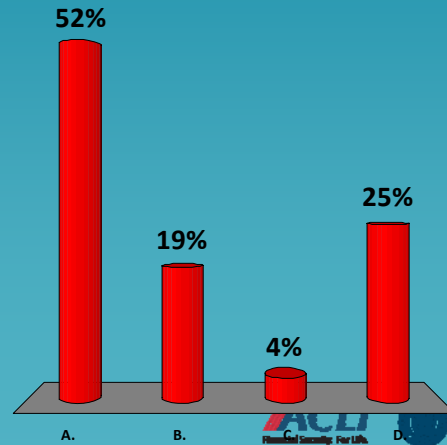


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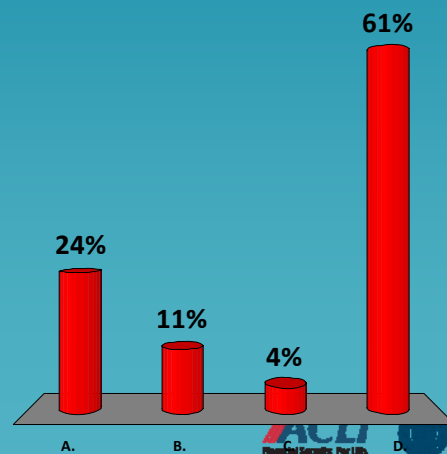
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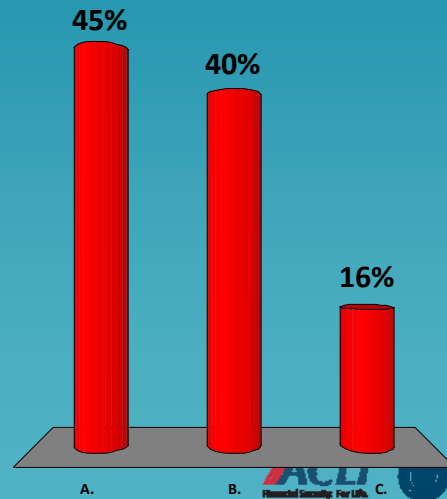
### The Single Worst Attribute of Swiss Re is:

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Negotiators



## In General, I Expect 2009 Reinsured New Business Premium to:

- A. Increase
- B. Decrease
- C. Remain Steady

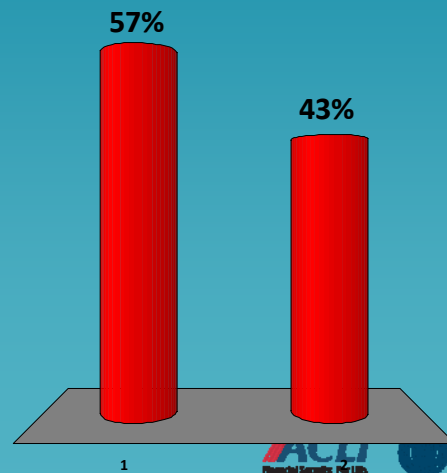


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## I was familiar with the terms RMBS and CMBS one year ago:

- 1. Yes
- 2. No



\* Ad hoc question added during the presentation

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**I enjoyed using Electronic Voting at this session:**

- 1. Yes
- 2. No

*\* Ad hoc question added during the presentation*

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