



SOCIETY OF ACTUARIES

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# ReFocus 2010

Feb. 28 - March 3, 2010:

The Ritz Carlton, Lake Las Vegas, Nev.

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## See You There!

Your programming committee has been working feverishly making certain that the 2010 ReFocus meeting will be the best ever. The meeting will be held from Sunday, February 28 to Wednesday, March 3 in Las Vegas, Nev. and the theme will be "Lessons Learned and Life After the Financial Crisis."

This event has quickly transformed into a must-attend meeting for senior reinsurance professionals. If you have not yet attended a ReFocus meeting and do not yet consider yourself a senior reinsurance professional, you may ask yourself if these two facts are related!

For many reasons ReFocus 2009 was one of the most successful meetings ever for joint sponsors, the American Council of Life Insurers and the Society of Actuaries. Not the least of which is that the 2009 event was more heavily attended than the very successful 2008 event during the worst economic times of our lifetimes. With corporate travel and industry meeting activity severely slashed, senior reinsurance professionals still flocked to ReFocus 2009 in droves.

How can ReFocus 2010 be better? The programming committee takes heed upon the comments expressed by previous attendees. In that light, look for many more direct company participants. The Opening General Session will feature executives from four prominent direct writing companies. In addition, the number of tracks has been reduced to four: Product, Regulatory, Finance and Underwriting—and the number of breakout sessions has been reduced. This will leave a bit more time for networking. Finally, the number of General Sessions has increased allowing attendees to gain from the insight of executives who have weathered their companies through the economic crisis.

This summary cannot be complete without extending kudos to the ReFocus triumvirate leadership of Craig Baldwin, Larry Carson and Mel Young. Without these

individuals, this event would not be as successful as it has been (and the conference calls would be much shorter!). Craig, Larry and Mel are true life reinsurance icons and possess the wealth of knowledge, industry contacts and leadership necessary to pull off such a Herculean accomplishment.

If you haven't already made plans to attend ReFocus 2010, please do so. My only fear is that there will be so many direct company participants this year that there will not be enough reinsurers available to take me to dinner!

*For the latest updates on ReFocus 2010, please refer to the conference website: [www.refocusconference.com](http://www.refocusconference.com). ■*