



2022

Annual Convention

AUGUST 24 - 26, 2022

The Breakers® Palm Beach
Palm Beach, FL





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FROM THE **PRESIDENT**

Welcome to the FSLA Convention at The Breakers® Palm Beach! On behalf of your FSLA Board of Directors, we hope you enjoy this beautiful property and find the Convention beneficial for you and your business.

We're excited to bring you a great lineup of speakers, networking opportunities, and local activities during your stay in Palm Beach. To kick things off, we will begin with a Transportation Panel moderated by Joe Hutelmyer, Retired Transportation Specialist, and panelists Gene' Cain (Burns & Wilcox), Kristen Johnson (Taylor Johnson PL), and Derek Pace (R-T Specialty). Once again, we're pleased to have Gary Pullen, Executive Director of FLSO, share an update from his office. We will conclude with a conversation with Dr. Andrew Johnston of Gallagher Re InsurTech. Following the afternoon presentations, please join us for the Opening Night Reception and network with your colleagues.

We look forward to a legislative update from Ashley Kalifeh of Capital City Consulting on Thursday. We are honored to have Kelly Booten, COO of Citizen Property Insurance Corporation, join us. Last but certainly not least, Dr. Cindy McGovern, CEO of Orange Leaf Consulting, will empower you during this "not to be missed" presentation. Afternoon activities include golf at The Breakers® Golf Club's Ocean Course, a fishing tournament embarking from the Sailfish Marina Resort in Palm Beach Shores, or lunch at Henry's, followed by "The Best of Palm Beach" tour. The Convention will conclude Thursday evening with a reception, banquet dinner, and "world famous" raffle, followed by a hospitality reception. Don't forget to purchase your raffle tickets for some great prizes!

At the Convention, we'll highlight the 2022 Florida Legislative session and the subsequent special session, which brought significant reforms to the property insurance market. Due largely to policy disagreements between existing legislative leadership, insurance reforms died during the regular session. However, the Governor announced a May special session, which brought about significant reforms for the market, including the non-assignability of the one-way attorney fee statute for property insurance policies. Surplus lines carriers are bound by a different but substantially similar one-way fee statute than the admitted market. We are proud to say that the reforms included both statutes. Reforms to condominium buildings were also ushered in during the special session, which hopefully will promote the safety and security of buildings for residents. The regular session also saw a proposal to bring domestic surplus lines carriers to Florida. The bills were different from bills that WSIA has supported in other states and, ultimately, did not pass. Lastly, language to allow nonadmitted carriers to provide loss run statements through brokers was also approved.

In addition to our engagement on the policy front, FSLA also has a robust political and public relations infrastructure.

We continue to build SurPAC, and your help is vital to continuing our support for pro-business candidates. FSLA set a goal of raising \$200,000 during the 2022 campaign cycle (November 2020 – November 2022). We are pleased to report that we are currently at 62%. We strive to meet our goal to put us at parity with peer organizations to ensure the strength of our collective voice.



FSLA has continued working with Allison Aubuchon Communications, a public relations firm in Tallahassee. In addition to providing strategic support for our legislative goals, we kicked off 2022 with a "Greetings from Florida" map, which gives a visual representation of the diverse industries supported by surplus lines. SurPAC got a new look with an updated logo, and we continue to share our knowledge through various media outlets. We're excited to announce that FSLA joined Instagram, yet another way to connect with recent news and a fun way to engage during the Convention.

Last but certainly not least, I am proud to announce the formation of the FSLA Guardian Council. FSLA "Guardian Council" Members

make a direct impact, supporting increased efforts to communicate the importance of surplus lines. This includes public relations initiatives, member networking, educational offerings, and opportunities to engage with educational institutions to create and foster connections with the future of the industry. Thank you to our founding FSLA Guardian Council Members, who have committed their support to FSLA as we build a stronger association for our members and the surplus lines community. For more information about the FSLA Guardian Council, please see page 17 of this program.

It has been a privilege to serve with the FSLA Board of Directors and Committee members. I would also like to recognize our Executive Management Team, directed by Jillian Heddaeus; Ashley Kalifeh of Capital City Consulting; WSIA; FSLSO; and Allison Aubuchon Communications for their support of the FSLA this year. Also, I would like to recognize and thank our members and sponsors of this Convention. Through your actions, the FSLA continues to be a successful, relevant, and nationally recognized association.

Thank you and enjoy the 2022 FSLA Convention!

Kathy Colangelo, ASLI, CIC
FSLA President



Photography by Gray Malin

FROM THE **EXECUTIVE DIRECTOR**

Welcome to the 2022 Annual FSLA Convention!

On behalf of the FSLA Board of Directors and Executive Staff at Partners in Association Management (PIAM), we welcome you to Palm Beach and the 2022 FSLA Annual Convention!

Your FSLA Board of Directors continues to work hard to increase the programs and services available to FSLA Members. FSLA provides complimentary continuing education webinars to FSLA Members and works on your behalf along with Capital City Consulting to provide legislative updates to members during Florida's Legislative Session. As always, we want to hear from you! If you have a suggestion for a membership benefit, please do not hesitate to contact our office.

PIAM is one of 70 companies nationwide and the only one in Florida accredited by the Association Management Company Institute. We specialize in working with business trade associations and have experience working with the Office of Insurance Regulation and the Department of Financial Services. We work closely with the Board of Directors and the Executive Committee to help the Association meet your needs and provide a variety of services that will enhance your FSLA experience and increase the value of your membership.

Jillian Heddaeus, CMP, IOM
Executive Director, FSLA





Jillian holds over 15 years of experience in association and organizational management. She works as an executive director for both state and national associations and specializes in financial and information management. Jillian is a graduate of the Institute of Organizational Management at the University of Georgia. She previously served on the board of the Tallahassee Society of Association Executives and is a previous winner of the "Association Professional of the Year" from TSAE. Jillian holds a B.S. degree in Information Systems from Florida State University.

Jillian Heddaeus, CMP, IOM



Photography by Gray Malin

FLORIDA SURPLUS LINES ASSOCIATION
BOARD OF DIRECTORS



PRESIDENT

Kathy Colangelo, ASLI, CIC
Hull & Company, LLC – St. Petersburg / Bridge Specialty

PRESIDENT-ELECT

Don Deising
R-T Specialty, LLC

TREASURER

Harvey A. Sheldon, CPCU
Advanced E&S of Florida, Inc. (*retired April 2022*)

SECRETARY

Dave DeMott, CPCU, Are, AU, AMIM, ARM
GridIron Insurance Underwriters

DIRECTOR

Jason Bryant (*resigned July 2022*)

DIRECTOR

Virginia Clancy, ASLI, CIIP
TAPCO Underwriters, Inc.

DIRECTOR

Al Geraci, ARM, ASLI
Risk Placement Services, Inc. - Ft. Lauderdale

DIRECTOR

Tonya Rivera
Johnson & Johnson, Inc., CMGA – St. Petersburg

INSURANCE COMPANY REPRESENTATIVE

William Floros
Nautilus Insurance Group

YOUNG AGENTS REPRESENTATIVE

Bresch McCarthy
Hull & Company – Jacksonville

PAST PRESIDENT'S REPRESENTATIVE

Erin K. O'Leary
Shelly, Middlebrooks & O'Leary, Inc.

FSLA LOBBYIST

Ashley Kalifeh, Esq.
Capital City Consulting, LLC

EXECUTIVE DIRECTOR

Jillian Heddaeus, CMP, IOM
Partners in Association Management

THE FLORIDA SURPLUS LINES

ASSOCIATION & SURPAC



The Florida Surplus Lines Association (FSLA) is an association with a current regular membership of Excess and Surplus Lines Agency member firms and associate members (made up of excess and surplus lines insurance companies, retail agencies, reinsurers, Lloyd's brokers, premium finance companies, surveyors and claim adjustment companies).

The purpose of the FSLA is to encourage an exchange of information among members and to disseminate educational information for the benefit of members and the betterment of the excess and surplus lines industry. Additionally, FSLA maintains liaisons with other segments of the insurance industry. Participants include commissioners, regulatory bodies, insurers, and insurance producer groups. FSLA supports the independent insurance agency system and promotes professionalism among its members.

For over 60 years, FSLA has promoted the regulatory and legislative interests of FSLA members and the Florida surplus lines industry. The FSLA maintains concern for regulatory and legislative changes affecting the surplus lines insurance industry and communicates those changes and related issues to member firms.



FSLA has a Political Action Committee fund called SurPAC used to support political committees and candidates for the Florida Senate and House of Representatives that support our industry. Participation in the FSLA SurPAC fund is encouraged among the members.

Each year, the FSLA hosts an annual convention in which members have the opportunity to network, attend business meetings and participate in a variety of programs. As the majority of FSLA's company members attend the annual convention, it provides an excellent opportunity for agency members to socialize with their company representatives. While the location of the convention changes from year to year, the quality of programs offered and distinctive participating speakers remain a constant.

As Florida's surplus lines industry remains a top player on the national scale, the Florida Surplus Lines Association is recognized as one of the most active associations among the leading three surplus lines associations in the country.

2022 SURPAC CAMPAIGN CYCLE* GOAL



Now more than ever, we need predictability and stability in our insurance market. We're grateful for the strides made. Recently, Florida Governor Ron DeSantis signed into law modernizations to the regulatory framework of Florida's surplus lines insurance industry.

During these unprecedented times, we must not only protect progress but also work to inform lawmakers and reporters about the role of surplus lines in a healthy, competitive, complementary insurance marketplace.

To fully fund a program that supports legislative leaders and provides support in key open seats, we have proposed a target of raising \$200,000 during the 2022 campaign cycle. The goal is achievable and reflects both the opportunities and threats we face as an industry.

We ask that you consider becoming a multi-year contributor. Your support is vital in helping SurPAC become the invaluable, sustainable resource our organization needs it to be.

- Founding Sustainer: \$5,000 Annual Contribution (\$10,000 per 2-year cycle)
- Supporter: \$2,500 Annual Contribution (\$5,000 per 2-year cycle)
- Friend: \$1,000 Annual Contribution (\$2,000 per 2-year cycle)

Your support for our PAC (political action committee) helps ensure we have eyes, ears, and voices at the Capitol and in the media. Advocacy efforts are essential for organizations large and small throughout Florida. We have been able to educate lawmakers about our issues, forged new relationships, and seen positive feedback and a renewed appreciation for the role of surplus lines.



Help FSLA continue to participate in the legislative process. Investment into the SurPAC means investment into the profession and its well-being for years to come.

*2022 Cycle - November 1, 2020 - November 1, 2022

FSLA LEGISLATIVE & SURPAC COMMITTEE

Dave DeMott, CPCU, Are, AU, AMIM, ARM – Legislative Chair

Al Geraci, ARM, ASLI – SurPAC Chair

John Barfield

Jason Bryant

Virginia Clancy, ASLI, CIIP

Don Deising

William Floros

Troy Fornof

Donald DeMent

Darren Marsh

Amanda Ruppel

Chris Siegel, RPLU, CIC, CRIS, ARM, AAI

Kathy Colangelo, ASLI, CIC – FSLA President



2022 SURPAC CAMPAIGN CYCLE* GOAL

**2022 SurPAC campaign cycle goal:
\$200,000**

Thank you for your contributions:

\$10,000

AmRisc, LLC
Bridge Specialty Group

\$5,000+

Risk Placement Services, Inc.

\$2,000+

Ambridge Partners LLC
AmWINS
Bass Underwriters
Brown & Riding
Century Insurance
Core Specialty
CRC Group
Falls Lake Fire & Casualty Company
Frontline Insurance
Gridiron Insurance Underwriters, Inc.
HSB Specialty Insurance Company
IAT Insurance
Irvin B. Green & Associates, Inc.
Johnson & Johnson
MacNeill Group
MESA Underwriters Specialty Insurance Co.
Millennial Specialty Insurance LLC
Nationwide E&S / Specialty
Nautilus Insurance Group
Prime Insurance Co
Seneca Specialty Insurance Company
Shelly, Middlebrooks & O'Leary, Inc.

\$2,000+ (cont.)

Single Interest Insurance
SLB Insurance Group
StarStone Specialty Insurance Co.
TAPCO Underwriters, Inc.

\$1,000+

Burns & Wilcox, Ltd. - Tampa
DUAL North America
Empire Underwriters, LLC
Engle Martin & Associates
Everglades Underwriters, Inc.
First City Insurers, LLC
GIC Underwriters, Inc.
Insurance Partners Consortium
Johns Eastern Company, Inc.
Midlands
North American Risk Service, Inc.
Orchid Insurance
Risk Strategies Company
RT Specialty, LLC
Socius Insurance
Southern Insurance Underwriters, Inc.
St. James Insurance Group, Inc.
Varney Agency Tampa
W&S Underwriters, Inc.
Wheeler, DeFusco & Associates
Worldwide Facilities, LLC
World Risk Management, LLC
Wright National Flood Insurance Services, LLC

2022 SURPAC CAMPAIGN CYCLE* GOAL

CONTRIBUTORS

Appalachian Underwriters, Inc.
Beacon Group, Inc.
GeoVera Specialty Insurance Company
Markel
National Fire & Marine
Risksmith Insurance Services
RSUI Group

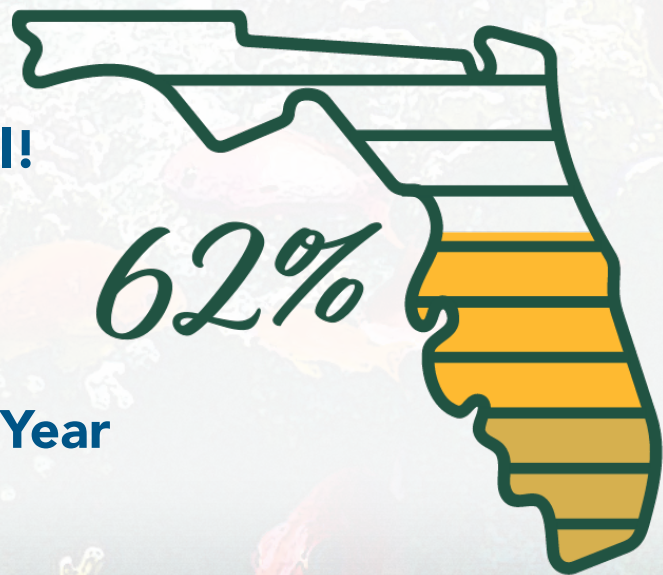
SeaCoast Underwriters, Inc.
South Bay Acceptance Corp - SBAC
Sutton Inspection Bureau Risk Specialists
UFG Specialty
USG Insurance Services, Inc.
XS Brokers

Help us reach our goal!

**Contribute today at:
myFSLA.com/surpac**

**Totals Represent Two-Year
Cycle Contribution**

62%



FSLA'S PR HIGHLIGHTS

2022 IN REVIEW

KEY ACCOMPLISHMENTS:

In an effort to creatively educate audiences about the role of surplus lines, FSLA kicked off 2022 with a "Greetings from Florida" map. This visual highlights the diverse industries supported by surplus lines. It has been used for social media, digital media, print collateral, and more as we leverage its uses for audiences.

Public Relations Handled By:



allison aubuchon
COMMUNICATIONS



For National Technology Day in January, Jillian Heddaeus and Bryan Thornton participated in a "Streamyard" video recording. This online discussion was published on social media as a creative way to engage with an industry partner remotely while highlighting the role of surplus lines.

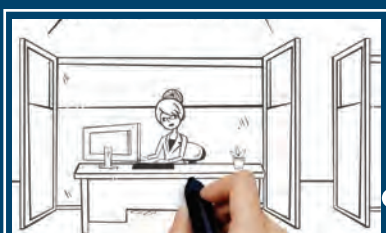
As surplus lines gained attention during the legislative session amid the ongoing challenges in the marketplace, FSLA authored and pitched an opinion piece, "Surplus Lines: A Safety Valve, Not a Substitute," published in Florida Politics on Feb. 15, 2022.



FSLA continued its "did you know" series with timely facts along with promotional content leading up to the #myFSLA2022 convention.

SurPAC got a new look this year, with an updated logo.

In June, Dave DeMott, FSLA Board Member and President of GridIron Insurance Underwriters in Plantation, FL, shared hurricane season preparedness tips for businesses during an interview with the News Service of Florida, generating content for television news stories throughout the state.



FSLA joined Instagram this year, offering members, partners and friends added ways to connect with recent news, sharable resources, and fun ways to engage during the #myFSLA2022 convention. Follow at: @my_fsla

Premiering at the convention is FSLA's new animated educational video: *Surplus Lines 101!*

BECOME A MEMBER OF THE FSLA GUARDIAN COUNCIL

This annual membership is available to members who wish to provide additional support to the association. FSLA "Guardian Council" Members make a direct impact, supporting increased efforts to communicate the importance of surplus lines. This includes public relations initiatives, member networking, and educational offerings and opportunities to engage with educational institutions to create and foster connections with the future of the industry.

Dues: Sustaining annual contribution of \$5,000, plus annual dues based on membership category.

FSLA Guardian Council Members will receive the following additional benefits:

- Invitations to legislative receptions and FSLA hosted dinners to support candidates with interests concerning the industry
- Invitation for a company representative to attend an FSLA private hosted dinner, prior to the start of the Annual Convention
- Complimentary registration for one (1) first-time attendee from your organization to attend the FSLA Annual Convention
- Recognition throughout the year in member communication and the FSLA Website
- Recognition during the FSLA Annual Convention
- Recognition plaque
- Exclusive access – annual call with executive committee regarding concerns or initiatives

Thank you to our founding Guardian Council Members!



PAST

PRESIDENTS OF THE FSLA

1960-1961

Donald Bolton

1962-1968

Hugh Donovan

1968-1971

Edward "Bill" De Young

1971-1973

W. Dana Roehrig

1973-1975

Daniel C. O'Leary Jr.

1975-1977

Richard F. Hull

1977-1979

Leonard Traurig

1979-1981

John F. Keegan

1981-1983

Jack W. Flood

1983-1985

Ronald Gabor

1985-1987

Philip Cree

1987-1989

Edwin J. Calabrese

1989-1991

Roger T. Gobler

1991-1993

H. Lee Gregory

1993-1995

Bill Winters



1995-1997

Bill Rambo

1997-1999

Michael J. Riordan

1999-2001

Larry B. Stowe

2001-2003

Daniel C. O'Leary III

2003-2005

Tom Enright

2005-2007

Ed Wojchick

2007-2009

Steven Finver

2009-2011

Bruce E. Bowers

2011-2013

Roy V. Fabry

2013-2015

Irvin "Skip" Wolf, III

2015-2017

Lorna Wirtz

2017-2019

Erin K. O'Leary

2019-2021

Michael J. Franzese



CONVENTION
SCHEDULE



WEDNESDAY

AUGUST 24

11:00 A.M. - 7:30 P.M.

REGISTRATION

Ponce de Leon Foyer

11:00 A.M. - 2:00 P.M.

GRAB N' GO LUNCH

Ponce de Leon Foyer

2:00 P.M. - 2:30 P.M.

**WELCOME, INTRODUCTIONS &
BUSINESS MEETING**

Ponce de Leon Ballroom

2:30 P.M. - 3:45 P.M.

TRANSPORTATION PANEL

Moderator: Joe Hutelmyer
Retired Transportation Specialist

Panelists:

Gene' Cain, Burns & Wilcox
Kristen Johnson, Taylor Johnson PL
Derek Pace, R-T Specialty, LLC
Ponce de Leon Ballroom

3:45 P.M. - 4:00 P.M.

BUSINESS SESSION BEVERAGE BREAK

(Beer & Wine)
Ponce de Leon Foyer

4:00 P.M. - 4:30 P.M.

BUSINESS SESSION

Gary D. Pullen
Executive Director, FSLSO
Ponce de Leon Ballroom

4:30 P.M. - 5:00 P.M.

BUSINESS SESSION BEVERAGE BREAK

(Beer & Wine)
Ponce de Leon Foyer

5:00 P.M. - 6:00 P.M.

**FIRESIDE CHAT WITH DR. ANDREW
JOHNSTON**

Moderator: Al Geraci, ARM, ASLI
Ponce de Leon Ballroom

6:15 P.M. - 7:30 P.M.

OPENING RECEPTION

Ponce de Leon Foyer & Terrace

7:30 P.M. - 9:30 P.M.

DINNER ON YOUR OWN

9:30 P.M. - 12:00 A.M.

HOSPITALITY RECEPTION

HMF Bar
(MUST show convention badge to
bartender for complimentary
drinks)



DRESS

RECEPTIONS AND HOSPITALITY

Business Casual, No shorts please

BANQUET DINNER

Business Casual, No shorts please

ALL OTHER EVENTS

Casual, Shorts acceptable

Name badges are required for all meetings, receptions and events with the exception of golf and fishing.

THURSDAY

AUGUST 25

6:00 A.M. - 6:45 A.M.

SUNRISE BEACH WALK

Start your day with a brisk walk and a beautiful sunrise.
Hosted by Kathy Colangelo, Bresch McCarthy & Tonya Rivera
Meet at Ponce Porte Cochere

7:45 A.M. - 8:30 A.M.

BREAKFAST

Ponce de Leon Foyer

8:30 A.M. - 9:15 A.M.

LEGISLATIVE UPDATE

Ashley Kalifeh, Esq.
Capital City Consulting, LLC
Ponce de Leon Ballroom

9:15 A.M. - 9:30 A.M.

**BUSINESS SESSION BEVERAGE
BREAK**

Ponce de Leon Foyer

9:30 A.M. - 10:30 A.M.

KEYNOTE PRESENTATION

Kelly Booten
COO, Citizens Property
Insurance Corporation
Ponce de Leon Ballroom

10:30 A.M. - 10:45 A.M.

**BUSINESS SESSION BEVERAGE
BREAK**

Ponce de Leon Foyer

10:45 A.M. - 11:45 A.M.

KEYNOTE PRESENTATION

Dr. Cindy McGovern
CEO, Orange Leaf Consulting
Ponce de Leon Ballroom

11:45 - 12:00 P.M.

ANNOUNCEMENTS

Ponce de Leon Ballroom

THURSDAY AFTERNOON ACTIVITIES

(Pre-Registration Required)

12:30 P.M. - 5:30 P.M.

**THE BEST OF PALM BEACH LUNCH &
TOUR**

12:30 P.M. - 5:30 P.M.*

**THE FSLA TOM ENRIGHT GOLF
CLASSIC**

12:30 P.M. - 5:30 P.M.*

**THE FSLA MICHAEL J. FRANZESE
FISHING TOURNAMENT**

7:00 P.M. - 8:00 P.M.

RECEPTION

The Circle

8:00 P.M. - 10:00 P.M.

BANQUET DINNER & RAFFLE

Mediterranean Ballroom

10:00 P.M. - 12:00 A.M.

HOSPITALITY RECEPTION

The Beach Club

*Golf and fishing times are subject to change.

TRANSPORTATION

FISHING

Transportation will begin loading at 12:15 P.M. from the Ponce Porte Cochere for departure at 12:30 P.M. for Sailfish Marina Resort (boxed lunch provided on bus) with boats departing at 1:00 P.M.

TOUR

Transportation will begin loading at 12:15 P.M. from the Ponce Porte Cochere for departure promptly at 12:25 P.M.

12:30 P.M. - 2:00 P.M. - Lunch at Henry's

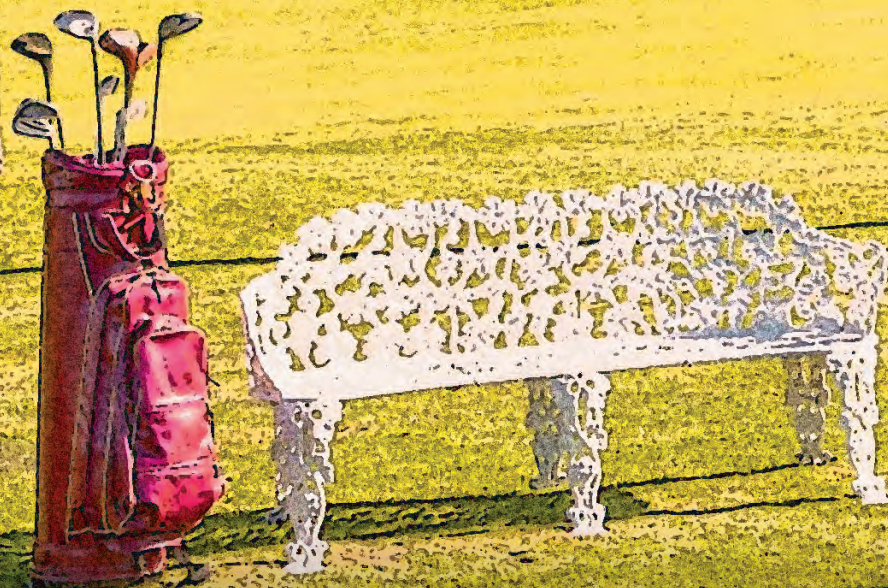
2:00 P.M. - 3:45 P.M. - Tour of Palm Beach Island & Worth Avenue

3:45 P.M. - 5:00 P.M. - Shopping on Worth Avenue

5:15 P.M. - Arrival back at hotel

GOLF

Participants will meet hotel shuttle in front of the fountain located outside of the hotel lobby starting at 12:00 P.M. Shuttles will run every 15 minutes from lobby to course. The tournament will begin promptly at 1:00 P.M.



FRIDAY

AUGUST 26

No FSLA sponsored activities planned. Enjoy The Breakers® Palm Beach and the Palm Beach area.

FSLA has negotiated a rate of \$125 for those who are staying on Friday and would like to play golf. Please contact the The Breakers® Palm Beach at 833.299.9686 to reserve a tee time.

Name Badges are required for all Meetings, Receptions and Events with the exception of Golf and Fishing.



2022

SPEAKERS

Each year, the Florida Surplus Lines Association convention provides quality programs and distinctive speakers, each with a unique perspective on the Florida surplus lines market. We appreciate the time and effort of this distinguished group.

WEDNESDAY

TRANSPORTATION **PANEL**



JOE HUTELMYER, CEO
Retired Transportation Specialist



GENE' CAIN
Burns & Wilcox



KRISTEN JOHNSON
Taylor Johnson PL



DEREK PACE
R-T Specialty, LLC

**BUSINESS
SESSION**

GARY D. PULLEN, ASLI
Executive Director
Florida Surplus Lines Service Office

Gary Pullen is the Executive Director of the Florida Surplus Lines Service Office. Gary is a graduate of Florida State University and has more than 40 years of insurance industry experience as an agent, claims investigator, regulator, and trade association executive. Gary has served as Executive Director since the Service Office's inception in 1998.



Gary is a Tallahassee native and began his insurance career in 1979. Through his 41 years of insurance experience, he has worked in both the public and private sectors with expertise in regulatory and legislative fields and association management. He has held various positions within Florida's insurance industry throughout his career, including an agent with Metropolitan Insurance and a claims specialist with Equifax Services. Within a regulatory capacity with the Florida Department of Insurance (now known as the Department of Financial Services), Gary served as the Director of Insurance Rating, Director of Consumer Services, and Director of Insurer Services. He has also worked as President of the Florida Association of Domestic Insurers and the Executive Vice-President of the Florida Insurance Council. Among his many achievements, Gary is proud to hold his ASLI designation.

2022

SPEAKERS

WEDNESDAY

FIRESIDE CHAT



DR. ANDREW JOHNSTON

Global Head
Gallagher Re InsurTech

Andrew Johnston is currently based in Nashville and leads Gallagher Re's Global InsurTech business, working with best-in-class technology providers to bring solutions to clients. In addition, he is responsible for supporting InsurTech strategy/consulting for a number of Gallagher Re's large global clients. Johnston is the author of Quarterly InsurTech Briefing and holds a Ph.D. from the University of London.

THURSDAY

LEGISLATIVE UPDATE

ASHLEY KALIFEH, ESQ.
Capital City Consulting, LLC

Ashley Kalifeh began her career as a practicing attorney, and then worked at the Department of Financial Services as Deputy CFO, overseeing legislative, cabinet, and related issues. Subsequently, Ashley joined Capital City Consulting, where she and their team have successfully represented FSLA since September 2016.



KEYNOTE
SPEAKER



KELLY BOOTEN

Chief Operating Officer

Citizens Property Insurance Corporation

Kelly Booten is responsible for Underwriting; Product Management; Agency and Market Services; Information Technology; and Enterprise Services – which includes Strategy, Planning and Continuous Improvement; Vendor Management and Purchasing; and Enterprise Programs.

Booten is a well-respected senior insurance executive with 30 years of successful operational experience leading multifaceted divisions – achieving extensive business results while managing unprecedented growth. She builds transformative multi-sourced teams that serve the Florida marketplace. From initial consumer engagement to delivery and assessment of services, Booten leverages critical market insights, knowledge, and analytics to forecast and execute corporate solutions, and strategically aligns the organization's stakeholders and employee base to embrace innovative yet highly pragmatic solutions.

Since joining Citizens in 2002, Booten has held progressively significant positions from project manager to Chief Operating Officer (COO), where she has led numerous strategic initiatives. Prior to joining Citizens, Booten served as Enterprise Project Manager for the Florida Legislature, where she managed enterprise-wide projects that delivered automated process improvement initiatives to the Florida Senate and House.

Booten earned her Bachelor of Arts in computer science from Clarke College. She holds multiple professional certifications, including certification as a Chartered Property Casualty Underwriter (CPCU) and as a Project Management Professional (PMP) with the Project Management Institute (PMI).

2022

SPEAKERS

THURSDAY

KEYNOTE

SPEAKER

DR. CINDY MCGOVERN

Orange Leaf Consulting

Known across the globe as the First Lady of Sales, Dr. Cindy McGovern is an expert in sales, leadership, and communication. Author of the Wall Street Journal Best Seller Every Job is a Sales Job: How to Use the Art of Selling to Win at Work and CEO of Orange Leaf Consulting, she's earned her reputation by leading hundreds of companies to business growth and industry dominance. She helps take the 'ick' out of sales and empowers people to embrace their inner 5-year-old to use the art of selling to achieve their personal and professional goals.





A large sea turtle, likely a hawksbill, is shown swimming in clear, turquoise water. The turtle is positioned diagonally, moving from the bottom left towards the top right. Its head is extended forward, and its front flippers are visible. The shell is a mix of brown and yellowish-green with distinct scutes. The background is a solid, vibrant blue, suggesting a deep, clear ocean.

EVENT

SPONSORS

We would like to recognize the generosity of our great membership and especially thank all of our sponsors and contributors for their support of the Florida Surplus Lines Association and our Annual Convention. We could not enjoy this time together as colleagues without your continued support.

~ Thank you.

WELCOME GIFTS

GeoVera

Nationwide

ATTENDEE LANYARDS

McLarens

PHOTOGRAPHY

CRC Group - Wholesale and Specialty

REGISTRATION GRAB N' GO LUNCH

Engle Martin & Associates

Markel Southeast

Risk Placement Services

Ryan Turner Specialty

SLB Insurance Group

TAPCO Underwriters, Inc.

**WEDNESDAY & THURSDAY
BUSINESS SESSIONS**

AmRisc, LLC

Florida Surplus Lines Service Office, Inc.

Johnson & Johnson

Risk Placement Services

**WEDNESDAY BUSINESS SESSION
BEVERAGE BREAK**

Argo Group US, Inc.

DUAL North America

**THURSDAY BUSINESS SESSION
BEVERAGE BREAK**

HSB Specialty Insurance Company

Hull & Company, LLC

OPENING NIGHT RECEPTION

AmRisc, LLC

Core Specialty

CRC Group - Wholesale and Specialty

Engle Martin & Associates

James River Insurance Company

Lloyd's

Mesa Underwriters Specialty
Insurance Company

OneShield Software

Prime Insurance Company

Ryan Turner Specialty

Shelly, Middlebrooks & O'Leary, Inc.

Western World Insurance Company

**WEDNESDAY HOSPITALITY
RECEPTION**

Markel Southeast

THURSDAY BREAKFAST

GBLI Binding | Penn-America Group

Gridiron Insurance Underwriters

Hudson Excess Insurance Company

Nautilus Insurance Group
(a Berkley Company)

Ryan Turner Specialty

Sutton Inspection Bureau of Florida

GOLF TOURNAMENT

RSUI Group, Inc.

GOLF TOURNAMENT BEVERAGES

ICAT

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