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**Southeastern
Claim Executives Association**

January 13, 2011

Dear Member:

I am happy to invite you to the Southeastern Claim Executives Association Spring Meeting 2011. The meeting will be held at The Hutchinson Island Beach Resort & Marina in Stuart, Florida, on April 17-20, 2011. This is one of our favorite locations and they enjoy hosting our event. The registration fee is \$250.00 for you and \$100.00 for your spouse. A registration form is attached providing information as to where the form and fee should be returned.

Reservations should be made no later than **March 25, 2011**, by calling (772) 225-3700 and referring to the Southeastern Claim Executives Association. Please make sure to mention the SCEA when you are reserving your room in order to obtain proper credit towards our minimum room commitment. If you are reserving online, please use conference code 'SCE SCEA'. For those flying, the West Palm Beach airport appears to be the closest.

The room rate is \$165.00 for a main hotel guestroom, a junior suite in the main hotel is \$219.00, and the Sandpiper one Bedroom Ocean view Suite is \$219.00. These rates can be used April 15-21, 2011. You can book on line and here is a link to the hotel: <http://www.marriott.com/hotels/travel/pbiir-hutchinson-island-marriott-beach-resort-and-marina/>. Please make sure to mention the SCEA when you are reserving your room in order to obtain proper credit towards our minimum room commitment.

For most of you, the last scheduled event will be Tuesday evening, April 19, when the banquet is held. However, there will be an Officers & Directors meeting at 8:00 a.m. on Wednesday, April 20.

There will be a golf tournament overseen by David Glover with the assistance of Mike Csom. I am attaching a golf registration form which should be returned to Baxter Jones along with the registration. The golf fee should be sent with your registration form to Baxter, who is also the current Treasurer. The agenda is also being finalized at this time, however the speakers and their topics have been lined up and are as follows:

- Aaron S. Bass, JD, Partner Elliott, Silver, Bass & Brams:
Trends in Fraud and Staged Accidents
- Robert M. Darroch, JD, Partner Goodman, McGuffey, Lindsey & Johnson, L.L.P. *Southeastern States Legal Update*
- Carl Van, President & CEO International Insurance Institute, Inc. *Gaining People's Cooperation*
- Karen Fetting, JD, VP Products & Services Bottomline Technologies, Inc.
Key Metrics for Analyzing Law Firm Performance
- Jennifer Keadle Mason, JD, partner Mintzer, Sarowitz, Zeris, Ledva & Meyers, LLP

We anticipate this to be a great meeting and we look forward to seeing you all in Stuart in April. Thanks again for your continued support.

Sincerely,

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