Committee Demographics

- 391 volunteers, including Board
- 123 new volunteers, 252 veterans
- 1,168 years of service
- 110 (29%) also members of WSIA’s U40
- 30 states, D.C. and London represented
- 35% female and 65% male
## Committee Demographics

<table>
<thead>
<tr>
<th>Member Type</th>
<th>2020 - 2021</th>
<th>2019 - 2020</th>
<th>2018 - 2019</th>
<th>Total Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S. Wholesale Members</strong></td>
<td>172</td>
<td>171</td>
<td>146</td>
<td>1,030</td>
</tr>
<tr>
<td><strong>U.S. Insurance Market Members</strong></td>
<td>160</td>
<td>139</td>
<td>109</td>
<td>352</td>
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<tr>
<td><strong>Associate Members</strong></td>
<td>23</td>
<td>24</td>
<td>19</td>
<td>126</td>
</tr>
<tr>
<td><strong>Service Members</strong></td>
<td>36</td>
<td>42</td>
<td>25</td>
<td>214</td>
</tr>
<tr>
<td></td>
<td><strong>391</strong></td>
<td><strong>376</strong></td>
<td><strong>299</strong></td>
<td><strong>1,722</strong></td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northeast</td>
<td>74</td>
<td>88</td>
<td>70</td>
<td>23%</td>
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<tr>
<td>Southeast</td>
<td>118</td>
<td>102</td>
<td>84</td>
<td>28%</td>
</tr>
<tr>
<td>Midwest</td>
<td>118</td>
<td>98</td>
<td>73</td>
<td>24%</td>
</tr>
<tr>
<td>West</td>
<td>77</td>
<td>82</td>
<td>67</td>
<td>22%</td>
</tr>
<tr>
<td>Canada</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>London</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td><strong>391</strong></td>
<td><strong>376</strong></td>
<td><strong>299</strong></td>
<td><strong>1,722</strong></td>
</tr>
<tr>
<td><strong>U40 Members</strong></td>
<td>110</td>
<td>98</td>
<td>84</td>
<td>28%</td>
</tr>
</tbody>
</table>
Committee Accomplishments

• 167 new members approved since merger
• Events
  • Annual Marketplace up 47% since 2011 – Up 13% in 2019 alone with 5,049 attendees
  • Underwriting Summit transition from 2018 to 2020
  • Insurtech Conference transition plan
  • Exceptional U40 Annual Meeting in Nashville with 199 attendees
Committee Accomplishments

• 1,335 classroom and online students in 2019
• Expansion in career development and recruiting talent – 2,536 students in Fall 2019 up 29% from Fall 2018
• Emerging issues survey with 15 white papers enhanced and published
• Strong governance over Association’s finances and investments – operating reserve
Committee Accomplishments

- Legislative and regulatory successes
  - Deregulation of Florida broker fee effective July 1, 2019 led to deregulation of Michigan broker fee in 2020
  - Home state taxation in FL
  - COVID-19 response
  - Record PAC fundraising of $178,845
COVID-19 Impacts

- State Regulatory Responses
  - WSIA Compliance Chart
- Federal Legislative Responses
- Business Interruption Proposals
- Federal COVID-19 Recovery Fund
- May 5 WSIA Webinar
• Already 49% toward 2020 goal of $200,000
• Additional goal of 100% participation from all committees
• Prior years provided opportunity to focus on proactive initiatives like broker licensing (NARAB) and private flood insurance reform
• In the wake of the pandemic, the focus is shifting toward education and defense of our industry against serious threats
• Now, more than ever, every contribution counts, regardless of amount
Reached $1.2 million in funding in 2019

https://squareup.com/store/wsia-pac
• **Giving options:**
  • Visit [https://wsia-pac.square.site/](https://wsia-pac.square.site/)
  • For more information, visit [www.wsiaapac.org](http://www.wsiaapac.org) or call John Meetz at (816) 401-2789
  • Mail check to:
    WSIA PAC
    4131 N. Mulberry Drive, Suite 200
    Kansas City, MO 64116
WSIA Team

Lynley Darkow
Senior Marketing Analyst
- Events

Vicky Fleming
Registration Manager
- Events

Julie Fritz
Director of Operations
- Education
- WSIA Education Foundation

Susan Henderson
Director of Marketing & Communications

Debbie Hill
Director of Meetings & Conventions
- Events
WSIA Team

Lindsay Holland
Project Coordinator
- Emerging Issues & Innovation

Brady Kelley
Executive Director
- WSIA Board
- Executive Committee
- WSIA Education Foundation

Keri Kish
Director of Government Relations
- Legislative
- PAC

Chelsea Lenhart
Education Program & Events Manager
- Insurtech
- U40

Denise Marshall
Office Manager
- Board and Executive
WSIA Team

John Meetz
Senior State Relations Manager

- Legislative
- PAC

Greta Roberts
Controller

- Audit & Compliance
- Membership & Ethics

Emily Stubbs
Senior Accountant

Chris Timmerman
Career Development Programs Manager

- Career Development
- Internship

Josh Vengley
Technology Manager

- Insurtech
Thank You!
Other Updates
WSIA MEMBERS BY TYPE

- U.S. Wholesale: 323
- Service: 187
- Associate: 88
- U.S. Insurance Market: 126
Annual Marketplace Growth

Up 47% since 2011 – 13% in 2019 alone
Underwriting Summit
Networking

• **U4C** Annual Meeting – 204 in Nashville
  • 2020 in Austin
• Insurtech Conference – 323 in Orlando
  • March 15 – 18, 2020 in New Orleans was cancelled but would have exceeded 350 attendees
Education Programs

1. Surplus Lines Fundamentals
2. Surplus Lines Regulatory Compliance
3. WSIA University
4. Excess & Surplus Lines
5. Underwriting Boot Camp
6. Consultative Selling & Negotiations
7. Marcus Payne Advanced E&S
8. Effective Coaching
9. Surplus Lines Management
10. Executive Leadership Summit

Coming soon! Regional series of programs in Atlanta, Chicago and the northeast coming in late 2020!
# Education Program History

<table>
<thead>
<tr>
<th></th>
<th></th>
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<tr>
<td>E&amp;S</td>
<td>1,993</td>
<td>99</td>
<td>100</td>
<td>87</td>
<td>105</td>
<td>108</td>
<td>0</td>
<td>2,492</td>
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<td>Advanced</td>
<td>1,147</td>
<td>64</td>
<td>64</td>
<td>50</td>
<td>51</td>
<td>61</td>
<td>0</td>
<td>1,437</td>
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<td>Management</td>
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<td>50</td>
<td>47</td>
<td>50</td>
<td>54</td>
<td>52</td>
<td>301</td>
<td>54</td>
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<tr>
<td>Executive Leadership</td>
<td>186</td>
<td>34</td>
<td>33</td>
<td>31</td>
<td>30</td>
<td>35</td>
<td>0</td>
<td>349</td>
<td>37</td>
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<tr>
<td>Consultative Selling and Negotiations</td>
<td>103</td>
<td>112</td>
<td>98</td>
<td>64</td>
<td>60</td>
<td>60</td>
<td>21</td>
<td>518</td>
<td>60</td>
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<td>Effective Sales Coaching</td>
<td>0</td>
<td>-</td>
<td>19</td>
<td>9</td>
<td>12</td>
<td>25</td>
<td>21</td>
<td>86</td>
<td>40</td>
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<tr>
<td>Underwriting Boot Camp (Week 1)</td>
<td>63</td>
<td>68</td>
<td>45</td>
<td>39</td>
<td>57</td>
<td>75</td>
<td>0</td>
<td>347</td>
<td>50</td>
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<tr>
<td>Intermediate Boot Camp (Week 2)</td>
<td>63</td>
<td>68</td>
<td>51</td>
<td>21</td>
<td>0</td>
<td>N/A</td>
<td>N/A</td>
<td>203</td>
<td>50</td>
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<tr>
<td>University East</td>
<td>901</td>
<td>187</td>
<td>148</td>
<td>142</td>
<td>105</td>
<td>N/A</td>
<td>N/A</td>
<td>1,483</td>
<td>NA</td>
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<tr>
<td>WSIA University (formerly UWest)</td>
<td>2,707</td>
<td>329</td>
<td>365</td>
<td>309</td>
<td>249</td>
<td>300</td>
<td>0</td>
<td>4,259</td>
<td>NA</td>
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<tr>
<td>Regulatory Compliance (online)*</td>
<td>1,647</td>
<td>417</td>
<td>365</td>
<td>376</td>
<td>335</td>
<td>333</td>
<td>32</td>
<td>3,505</td>
<td>Unlimited</td>
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<td>Fundamentals (online) - Members*</td>
<td>807</td>
<td>119</td>
<td>141</td>
<td>147</td>
<td>79</td>
<td>115</td>
<td>10</td>
<td>1,148</td>
<td>Unlimited</td>
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<tr>
<td>Fundamentals (online) - Students*</td>
<td>0</td>
<td>0</td>
<td>123</td>
<td>189</td>
<td>273</td>
<td>169</td>
<td>1</td>
<td>755</td>
<td>Unlimited</td>
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<tr>
<td>TOTAL</td>
<td>9,617</td>
<td>1,545</td>
<td>1,602</td>
<td>1,511</td>
<td>1,406</td>
<td>1,335</td>
<td>137</td>
<td>17,153</td>
<td></td>
</tr>
</tbody>
</table>

* Through January 2020
Talent Development

- College/university visits
- Foundation scholarships
- Gamma Iota Sigma
- Surplus Lines Fundamentals offering as part of RMI programs
- Professional Designations
- U40 – 1,261 members
- White paper competition
- 387 interns since 1981
- Committee work
• $12.5 million in net assets at December 31, 2019
• Continued focus on strategic investments in industry education and talent development
  • Education program subsidies for members
  • Development of surplus lines university course curriculum
  • ASLI enhancements
  • WSIA/GSU Committee to oversee/guide WSIA/GSU Distinguished Chair
  • Scholarship Program expansion
  • Development of University Grant Program
• 2020 Rogan Cup generated $117,394 in fundraising
2019 AM Best Report Highlights

- $49.9 billion market
- 11.2% increase in 2018 surplus lines premium
- 60% increase since 2011
- Higher ratings than standard P/C industry
- No impairments in 15 years, with one unique exception
- AM Best outlook is stable
Surplus Lines Premium Growth

U.S. Surplus Lines DWP
1988 to 2018
USD in Billions
Analysis of Annual Surplus Lines Premium Growth

Stamping Offices 93% Growth 2012 to 2019

AM Best 43% Growth 2012 to 2018

- 2012: $19.4 billion, 15.5%
- 2013: $22.5 billion, 7.6%
- 2014: $24.2 billion, 3.6%
- 2015: $25.0 billion, 3.3%
- 2016: $25.9 billion, 8.9%
- 2017: $28.2 billion, 11.3%
- 2018: $31.4 billion, 19.4%
- 2019: $37.5 billion, 11.3%

- 2012: $18 billion
- 2013: $23 billion
- 2014: $28 billion
- 2015: $33 billion
- 2016: $38 billion
- 2017: $43 billion
- 2018: $48 billion
- 2019: $53 billion

Stamping Offices (Billions)
- 2012: $34.8 billion, 8.4%
- 2013: $37.7 billion, 6.7%
- 2014: $40.2 billion, 2.5%
- 2015: $41.3 billion, 2.8%
- 2016: $42.4 billion, 5.8%
- 2017: $44.9 billion, 11.2%
- 2018: $49.9 billion

AM Best Report
- 2012: $18 billion
- 2013: $23 billion
- 2014: $28 billion
- 2015: $33 billion
- 2016: $38 billion
- 2017: $43 billion
- 2018: $48 billion
- 2019: $53 billion
20-Year Growth

<table>
<thead>
<tr>
<th></th>
<th>1998</th>
<th>2008</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus Lines DWP as % of Total Property/Casualty DWP</td>
<td>3.3%</td>
<td>7.0%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Surplus Lines DWP as % of Commercial Lines DWP</td>
<td>6.7%</td>
<td>13.2%</td>
<td>15.7%</td>
</tr>
</tbody>
</table>
Wholesale Value Advocacy

Since 2013
- Approximately 198 editorials
- 22.9 million reach
- Earned value of $1.0 million
- 258 print and online ads
- 14.3 million impressions
- Investment of $949,814

SOME THINGS ARE JUST BETTER TOGETHER
Like working with a Wholesale & Specialty Insurance Association member to find a custom solution to a nonstandard risk. WSIA members will help you craft cost-effective, innovative solutions for your specialty and nonstandard risks. Combining the strength of the former AAMSA and NAPSLO organizations, WSIA members are your source for expert solutions.

SOME THINGS WORK BETTER TOGETHER.
Like working with a Wholesale & Specialty Insurance Association member to find a custom solution to a nonstandard risk. WSIA members will help you craft cost-effective, innovative solutions for your specialty and nonstandard risks. Combining the strength of the former AAMSA and NAPSLO organizations, WSIA members are your source for expert solutions.
# WSIA Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>12/31/2019</th>
<th>12/31/2018</th>
<th>Increase/Decrease</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$3,353,479</td>
<td>$2,930,341</td>
<td>$423,138</td>
<td>14.4%</td>
</tr>
<tr>
<td>Investments</td>
<td>11,605,148</td>
<td>9,889,956</td>
<td>1,715,192</td>
<td>17.3%</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>165,795</td>
<td>510,748</td>
<td>(344,953)</td>
<td>-67.5%</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>396,301</td>
<td>463,402</td>
<td>(67,101)</td>
<td>-14.5%</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>140,741</td>
<td>133,741</td>
<td>7,000</td>
<td>5.2%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$15,661,464</td>
<td>$13,928,188</td>
<td>$1,733,276</td>
<td>12.4%</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>$513,621</td>
<td>$476,070</td>
<td>$37,551</td>
<td>7.9%</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>2,740,389</td>
<td>2,639,791</td>
<td>100,598</td>
<td>3.8%</td>
</tr>
<tr>
<td>Net Assets</td>
<td>12,407,454</td>
<td>10,812,327</td>
<td>1,595,127</td>
<td>14.8%</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$15,661,464</td>
<td>$13,928,188</td>
<td>$1,733,276</td>
<td>12.4%</td>
</tr>
<tr>
<td>Operating Reserve</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>128%</td>
<td>119%</td>
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## WSIA Income Statement

<table>
<thead>
<tr>
<th></th>
<th>2019 Actual</th>
<th>2019 Budget</th>
<th>Variance</th>
<th>%</th>
<th>2020 Budget</th>
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<tbody>
<tr>
<td><strong>Membership Dues</strong></td>
<td>$2,742,494</td>
<td>$2,638,250</td>
<td>$104,244</td>
<td>4.0%</td>
<td>$2,768,250</td>
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<td><strong>Events</strong></td>
<td>6,323,491</td>
<td>5,949,303</td>
<td>374,188</td>
<td>6.3%</td>
<td>6,734,622</td>
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<tr>
<td><strong>Education Programs</strong></td>
<td>502,039</td>
<td>516,751</td>
<td>(14,712)</td>
<td>-2.8%</td>
<td>523,050</td>
</tr>
<tr>
<td><strong>Operating Revenues</strong></td>
<td>9,568,024</td>
<td>9,104,304</td>
<td>463,720</td>
<td>5.1%</td>
<td>10,025,922</td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td>2,999,835</td>
<td>2,807,820</td>
<td>192,015</td>
<td>6.8%</td>
<td>3,264,223</td>
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<tr>
<td><strong>Education Programs</strong></td>
<td>600,151</td>
<td>600,133</td>
<td>18</td>
<td>0.0%</td>
<td>624,000</td>
</tr>
<tr>
<td><strong>Committee Activities</strong></td>
<td>1,962,774</td>
<td>1,899,346</td>
<td>63,428</td>
<td>3.3%</td>
<td>1,845,525</td>
</tr>
<tr>
<td><strong>General and Administrative</strong></td>
<td>3,557,745</td>
<td>3,592,839</td>
<td>(35,094)</td>
<td>-1.0%</td>
<td>3,765,391</td>
</tr>
<tr>
<td><strong>Travel</strong></td>
<td>142,540</td>
<td>142,961</td>
<td>(421)</td>
<td>-0.3%</td>
<td>145,105</td>
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<tr>
<td><strong>Other Expenses</strong></td>
<td>54,417</td>
<td>44,300</td>
<td>10,117</td>
<td>22.8%</td>
<td>50,199</td>
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<tr>
<td><strong>Operating Expenses</strong></td>
<td>9,317,462</td>
<td>9,087,399</td>
<td>230,063</td>
<td>2.5%</td>
<td>9,694,443</td>
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<td><strong>Investment Income</strong></td>
<td>1,344,565</td>
<td>287,500</td>
<td>1,057,065</td>
<td>367.7%</td>
<td>342,000</td>
</tr>
<tr>
<td><strong>Net Revenue/(Expense)</strong></td>
<td>$1,595,127</td>
<td>$304,405</td>
<td>$1,290,722</td>
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<td>$673,479</td>
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## 2020 and Beyond

- **Annual Marketplace and Underwriting Summit Dates and Venues**

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<tr>
<th>Year</th>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tr>
<td>2020</td>
<td>Annual Marketplace</td>
<td>September 13-16</td>
<td>San Diego, CA</td>
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<tr>
<td>2021</td>
<td>Underwriting Summit</td>
<td>Feb. 28-March 3</td>
<td>Phoenix, AZ</td>
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<tr>
<td>2021</td>
<td>Annual Marketplace</td>
<td>September 19-22</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>2022</td>
<td>Underwriting Summit</td>
<td>March 20-23</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>2022</td>
<td>Annual Marketplace</td>
<td>September 11-14</td>
<td>San Diego, CA</td>
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<td>2023</td>
<td>Annual Marketplace</td>
<td>September 17-20</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>2024</td>
<td>Annual Marketplace</td>
<td>September 22-25</td>
<td>Nashville, TN</td>
</tr>
<tr>
<td>2025</td>
<td>Annual Marketplace</td>
<td>September 14-17</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>2026</td>
<td>Annual Marketplace</td>
<td>October 11-14</td>
<td>Nashville, TN</td>
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</tbody>
</table>
2020 and Beyond

• Board’s Strategic Initiatives
  • *New* – COVID-19 Impacts
  • Nominating Committee and Board Selection Framework
  • Regulatory Opportunities
  • Talent and Diversity & Inclusion
  • Technology Advancement
  • WSIA Value Proposition