



# Atlantic Claim Executives Association

**SPRING MEETING  
APRIL 7<sup>th</sup>-9<sup>th</sup>, 2024**

*Marriott Hutchinson Island Beach Resort,  
Golf & Marina*

*555 NE Ocean Boulevard  
Stuart, FL 34996*





## **Atlantic Claim Executives Association**

### **Objectives of the Association**

To maintain an association of property/casualty companies and corporate self-insured claims executives whose companies are domiciled in or having as their area of responsibility, designated Atlantic coast and southeastern states.

To maintain a professional forum for the exchange of information concerning matters of mutual interest.

To promote harmony, cooperation, and cordial business relations among the members.

To encourage proper claims handling.

To discourage false or fraudulent claims.

To expose dishonest, unscrupulous or unethical practices by whomever committed.

To increase the efficiency and knowledge of members and their company claim departments.

## Executive Committee

### **President**

**Dennis Gowen**

Swiss Reinsurance

American Corp.

175 King Street

Armonk, NY 10504

914-828-8363

### **Vice President**

**Sam Crisalli**

Dryden Mutual

Insurance Co.

12 Ellis Drive

PO Box 1089

Dryden, NY

800-782-0154 x 238

### **Treasurer/Secretary**

**Jim S. Rowles**

Mississippi Farm Bureau

Cas. Insurance Co.

PO Box 1972

Jackson, MS 39215

jrowles@sfbic.com

### **Administrative Assistant**

Amanda Sheffield

Director of Policy Services

Claim Professionals Liability Insurance Company, RRG

CPLIC Member Services, LLC

### **Directors**

Tim Trueworthy- NYCM Insurance Co.

Tate Dickey- Mississippi Farm Bureau Casualty Insurance Co.

Mike Meyer- NC Farm Bureau

Ken Bunn- Builders Mutual Insurance Co.

Constance Woods- American Southern



## **Conference Agenda**

### **Atlantic Claim Executives Association SPRING MEETING**

**April 7<sup>th</sup>- 9<sup>th</sup>, 2024**

*Marriott Hutchinson Island Beach Resort, Golf & Marina  
555 NE Ocean Boulevard  
Stuart, FL 34996  
(772) 225-3700*

#### **Spring 2024 Agenda**

##### **Sunday April 7<sup>th</sup>**

<b><u>3:00-4:00</u></b>	<b>Board Meeting</b>	<b>Evinrude Foyer</b>
<b><u>4:00-5:30</u></b>	<b>Registration</b>	<b>Piano Foyer</b>
<b><u>5:30-7:00</u></b>	<b>Reception</b>	<b>Piano Foyer</b>

Monday April 8<sup>th</sup>

<u>7:00-8:30</u>	Breakfast & Members Meeting Non-Members Breakfast	Monroe for Members McCoy & Sewell
<u>8:30-8:45</u>	Opening Remarks <b>Dennis Gowen</b> , ACEA President	Elliott Amphitheater
<u>8:45-9:45</u>	<b>Alexander Laurie</b> , Partner PWC <b>And Drew Ross</b> , Senior Manager  Revolutionizing P&C Insurance Claims: Harnessing the Power of Artificial Intelligence Price, Waterhouse, Coopers	
<u>9:45-10:00</u>	Coffee Break	
<u>10:00-11:00</u>	<b>Joanna Kruzel</b> , The Jacobsen Group Recruiting and Retaining top Talent in Today's Market	Client Development Manager
<u>11:00-12:00</u>	<b>Lauren Curtis</b> , Esq. One Year Later – What You Need To Know About Florida's Tort Reform	Traub Lieberman LLC.
<u>12:00-5:00</u>	Networking	
<u>6:00-7:00</u>	Reception Cocktail Hour	Covered Patio
<u>7:00-9:00</u>	Dinner Reception	Covered Patio

Tuesday April 9<sup>th</sup>

<u>7:00-9:00</u>	Breakfast	Stuart Hall
<u>8:30-8:45</u>	Opening Remarks <b>Dennis Gowen</b> , <b>Samuel Crisalli</b> ,	Elliott Amphitheater ACEA President ACEA V/P

8:45-9:45

Panel discussion on Trial Preparation

Panelist - **Dennis Gowen**, Swiss Re

**Mike Meyer**, North Carolina Farm Bureau

**Marco Cercone**, Esq. Rupp Pfalzgraf LLC

Moderator – **Kenneth Bunn**, Builders Mutual Insurance

9:45-10:00

Coffee Break

10:00-11:00

**Gerado Sanchez**, V/P of MSP Compliance Sanderson Firm  
CMS Section 111 Civil Money Penalties- What's next and how to  
prepare.

11:00-11:45

**Anthony Rupp**, Esq. Rupp Pfalzgraf LLC  
Jury Selection in the Information Age

11:45-12:00

Closing comments By **Dennis Gowen** ACEA President

*Thank you to our Speakers!*

Program Chair: Sam Crisalli, Dryden Mutual Insurance Co.



## Conference Speakers



**Aleander Laurie**

**Partner at Risk Modeling Services**

Alex is a principal with PwC, based in Washington, DC. He focuses on P&C Insurance Transformation, Data and Analytics. He has over 20 years of experience serving insurers. Alex has helped numerous insurers transform actuarial, pricing, claims, legal, underwriting, distribution, finance, and operational processes, leveraging better data, analytics, technology, and operating models. His work leverages Artificial Intelligence and Generative AI. These efforts have resulted in significant cost reductions and even greater bottom-line improvements via increased revenues and enhanced risk segmentation strategies.

Alex is an actuary (FCAS) and member of the American Academy of Actuaries (MAAA). He received his BA in Mathematics and Physics from Illinois Wesleyan University.



**Dress Ross**

**Senior Manager at Insurance Transformation**

Drew is a Senior Manager with PwC's Insurance Transformation practice, based in Cleveland, Ohio. Drew's past engagements have spanned the entire insurance lifecycle, but he maintains his expertise and passion in P&C claims transformation, where he brings various initiatives from strategy to execution. He has more than a decade of experience helping insurers manage and deploy large-scale technology systems, business processes and digital strategies. He is regarded as a thought leader within PwC's Insurance practice, co-authoring POVs on various emerging trends in the industry: *Generative AI in P&C Insurance*, *P&C Insurance and the Connected Car* and *The-Self Driving Claim*.

Drew received Bachelor of Business Administration degrees in Management Information Systems and Marketing from Ohio University.



**Joanna Kruzel**

**Client Development Manager at The Jacobson Group**

Joanna Kruzel is a Client Development Manager for The Jacobson Group's professional recruiting team. Leveraging her background in the insurance and finance industries, Joanna connects insurance industry clients from all verticals with the talent they need for a wide range of direct-hire positions.

Joanna's insider perspective of the insurance industry is drawn from her recent tenure with Liberty Mutual. Her successful career record includes nearly a decade of proven relationship building and customer service experience. Prior to joining Liberty Mutual, Joanna worked for JPMorgan Chase, where she earned their highest ranking in customer service. Joanna's deep insurance industry knowledge, coupled with her client-centric approach, yields a thorough understanding of her client's goals and seamless execution of their professional recruiting assignments.

Joanna attended the University of Illinois at Chicago, where she earned her bachelor's degree in psychology.





**Lauren Curtis Esq.**  
**Traub Lieberman Law Firm**

Lauren Curtis is a partner in the Saint Petersburg, Florida office of Traub Lieberman Straus & Shrewsberry – a national firm serving the diverse needs of the insurance industry - where she also serves as a member of the firm’s management committee. Lauren focuses her practice primarily on representing and counseling insurance companies in complex coverage and bad faith litigation and large loss claims in Florida. Lauren litigates cases throughout the state of Florida and is a frequent lecturer on a wide range of insurance topics. Lauren is on the Board of Directors of the Federation of Defense and Corporate Counsel (FDCC) and is a member of the Association of Defense Trial Attorneys (ADTA), the Claims and Litigation Management Alliance (CLM), the St. Petersburg Bar Association and DRI. Lauren has been selected by her peers for inclusion in The Best Lawyers in America in the area of Insurance Law, and she also has been recognized as a Florida Legal Elite and one of Tampa Bay’s Top Lawyers in the area of Complex Litigated Matters. Lauren graduated from Duke University before earning her law degree, magna cum laude, from Florida State University College of Law. In law school, she was the recipient of the Academic Achievement Award for her graduating class, was named Top Oralist of her class, and was selected as a national member of the Order of the Barristers for courtroom advocacy. When not serving her clients, Lauren enjoys spending time outdoors with her husband and three teenagers and their three rescue dogs.



**Dennis Gowen**  
**Vice President Claims Manager at Swiss Re**

Dennis joined Swiss Re in our claims operation in 2000 and has worked both in the Global & the Regional & National Direct treaty teams. He has been in the direct Property & Casualty teams since 2007 in the Swiss Re Americas Division headquarters in Armonk, NY. He manages the claims portfolio of all reported claims with both large and small clients based throughout the US. Many of his accounts he has been overseeing for more than 15 years developing long standing relationships.

Dennis began his career in the primary sector at Liberty Mutual from 1989-1998. During his time there he worked his way up to Team Manager overseeing multi-line teams handling National & Specialty accounts. He left Liberty Mutual in 1998 and worked for a TPA as a Claims Manager overseeing multi-line accounts. Dennis holds a BA from Adelphi University with a minor in marketing. He is married with two teenage children and resides on Long Island.



**Michael J Meyer**  
**Litigation Division Manager**  
**at North Carolina Farm Bureau Mutual Insurance Company**

Mike is the Litigation Division Manager for North Carolina Farm Bureau Mutual Insurance Company where he has been employed for almost 35 years. After many years as a Regional Claims Manager, he assumed his current role in April of 2020. He and his team supervise all casualty tort, coverage, and extra-contractual claim litigation.



## MARCO CERCONI PARTNER

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### EDUCATION

University at Buffalo School of Law, J.D.  
George Washington University, MPA  
Duquesne University, B.A., *summa cum laude*

### ADMISSIONS

New York  
Federal District Court for the Eastern District, Northern District, Southern District, and Western District of New York  
United States Bankruptcy Court for the Northern District, Southern District, and Western District of New York  
United States Court of Appeals for the Second Circuit  
United States District Court for the Northern District, Southern District, and Western District of New York

### AFFILIATIONS

Buffalo Claims Association  
Daemen College, Paralegal Program, Adjunct Instructor  
Eric County Bar Association  
National Italian American Bar Association  
Utica Claims Association

Since I was eight years old, I knew I wanted to be an attorney. Why? Because it was important for me to help solve problems and to make things easier for those around me who needed my help. As the son of two Italian immigrants, I learned the importance of fighting through challenges and that no task was too small. Every problem had a solution that typically involved hard work, commitment, and use of one's skill. That's the approach I carry with me in my practice of law. To identify the problem, to think them through, to fully understand them, and then to find the best possible way to solve them leaving no stone unturned. While I've gained quite a bit of experience since then, this hands-on approach to problem-solving stays with me to this day for the betterment of our clients. Whether it is fighting insurance fraud, valuing property insurance cases through the appraisal process or the broad evidence rule, lecturing to a group of insurance professionals about property insurance, teaching the next generation of legal professionals, or protecting consumers from price-fixing conspiracies by large, established corporations, I stay focused on the unique challenges at hand to give our clients the best possible outcome that can be achieved. Every client, every piece of evidence, and every case is unique. This demands an attorney focused on the people, the problems, and the process necessary to get the job done. Every one of our clients gets that from me. Every. Single. Time.



**Ken Bunn**

**Vice President at Builders Mutual**

Ken is currently the Vice President of Claims at Builders Mutual Insurance Company headquartered in Raleigh, NC. He has been in the insurance industry since 1990, cultivating his career through various roles in Claims, Program Management/IT and Corporate Training. While most of his career has been focused around claims handling and claims leadership, Ken also has a long record of successfully leading large corporate initiatives, system implementations and various training programs. In his current position, Ken oversees all claims functions including Workers Compensation, Commercial and Litigated claims. After joining BMIC in 2014, Ken launched the transition from a Third Party Administrator based model to an in-house claims department. This included complete organizational and process redesign, during a time of double digit growth for the company. Ken holds a BA from North Carolina State University, in addition to earning his AIC, CBIA, and PMP designations, and is also an active member of DRI and CLM.



**Gerardo Sanchez**  
**Vice President of MSP Compliance at Sanderson Firm**

Gerardo has been in the insurance claims industry for over 22 years. He has managed large multi-state operations in both liability and no-fault claims including litigation. He has been in the Medicare Secondary Payer (MSP) field since 2010 and has managed MSP Recovery and Medicare Section 111 reporting compliance for a large carrier for over 12 years.

Gerardo brings extensive knowledge in claims system integrations, having worked in several integrations with Guidewire Claim Center. He also brings a strong background in developing and conducting training in the US and internationally in Latin America and Europe.

Gerardo recently served as the Chair for the Medicare Advocacy Recovery Coalition (MARC) which is a national coalition advocating for improvement in the MSP program.



## TONY RUPP FOUNDING PARTNER

BUSINESS LITIGATION  
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CIVIL RIGHTS  
INSURANCE DEFENSE

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### EDUCATION

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Cornell Law School, J.D., Concentration in Trial Advocacy  
University of Rochester, *magna cum laude*

### ADMISSIONS

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New York State  
United States District Court for the Northern and Western  
Districts of New York

### AFFILIATIONS

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Erie County Bar Association  
The Historical Society of the Courts of the State of New York  
Litigation Counsel of America  
Phi Beta Kapp

I'm a firm believer that the status quo can and should be challenged every day. I believe that there always is a better and more-efficient way to perform a task or to handle a client's problem. Just because something was done a certain way for years does not mean that is the right way to handle the problem today. This is the approach I take with each and every one of my clients. Let's have a goal in mind and find a **solution** that works. I'll work toward a solution that's cost-effective, achievable, and that meets the expectations of my client. Whether that solution involves an aggressive stance in a hotly contested litigated matter, an outside-the-box idea to resolve a difficult business negotiation, or the assistance to help an entrepreneur succeed, I leave no stone unturned in providing the precise representation that my client needs. This approach is the hallmark of my practice, whether in the courtroom during trial or in the conference room discussing strategy. It also is the foundation of the law firm that I am very proud to have helped to start 20 years ago and the guiding principle in my approach to training and mentoring of other lawyers.

## Attendees



*Guests noted in italics beneath attendee.*

Name	Company
Appel, Mike	Dryden Mutual Insurance Co.
<i>Kelley</i>	
Bunn, Kenneth	Builders Mutual Insurance Co
Buzzo, Emily	Conditional Payment Resolutions
Callahan, Owen	Second Look, Inc
Cercone, Marco	Rupp Pfalzgraf LLC
<i>Kari</i>	
Clarke, Jessica	GenRe
Crisalli, Samuel	Dryden Mutual Insurance Co
<i>Susan</i>	
Curtis, Lauren	Traub Lieberman
Ferrare, Mark	Sanderson Firm
Gonzalez, Dan	Straight Line Global

Gowen, Dennis	Swiss Re
Kaplan, Kenton	CPLIC, RRG
Kruzel, Joanna	Jacobson
Laurie, Alex	PwC
Longano, Chris	Sureti
Meyer, Mike <i>Linda</i>	NC Farm Bureau Mutual Ins. Co
Miller, Larry	The Gray Insurance Co
Mueller, Adam	U.S. Forensic
Pecoraro, Mario	Alliance Risk Group
Ross, Drew	PwC
Rupp, Tony	Rupp Pfalzgraf LLC
Sanchez, Gerardo	Sanderson Farm
Sheffield, Amanda	CPLIC, RRG
Sibley, Floyd	The Gray Insurance Co
Smith, Scott <i>Allison</i>	Colonial Claims LLC
Tidball, Chris <i>Susan</i>	Second Look, Inc
Trueworthy, Tim <i>Susan</i>	NYCM Insurance
Vaccarello, Mike	CHARLEE.AI
Van Huss, Jessee	CCC Intelligent Solutions
Weaver, Diane	CPLIC, RRG
Whitman, Mitch	Primeco Claims Group
Wilds, Jim	Inspection Connection
Wilkins, Sarah	Traub Lieberman



## Sponsors

### Platinum Level

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### Gold Level

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## Silver Level

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## Bronze Level

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**Thanks to all of the sponsors for supporting the ACEA!**

## Future Conferences

ACEA Fall 2024 Conference – November 3<sup>rd</sup>-5<sup>th</sup>, 2024  
Loews Hotel in New Orleans, LA



