



39<sup>th</sup> Annual Conference & Exhibit Fair  
Orlando, September 20 – 23, 2009

**Special Catastrophe Track**  
**Tuesday, September 22**

**Herding Cats – The Growing Challenges of Catastrophe Risks**



This track is coordinated by Florida State University's Florida Catastrophic Storm Risk Management Center. A separate Tuesday-only, **\$99** conference registration is available for attendees who wish to participate in this catastrophe track. This price also includes Sept. 22 continental breakfast and lunch, as well as attendance for the Sept. 22 (8:00am – 9:15am) plenary session entitled "All's Not Quiet on the

Congressional Legislative Front – Responding to the Latest Challenges." Catastrophe Track registrants who wish to attend the Sept. 21 evening reception as well pay **\$125**. Learn more and register at: [www.sirnet.org/events/events.htm](http://www.sirnet.org/events/events.htm).

9:30am - 9:45am	<b>Welcome &amp; Introductory Remarks</b>	<b>Patrick Maroney</b> Director, Florida Catastrophic Storm Risk Management Center. The College of Business, Florida State University
9:45am - 11:15am	<b>Storm Center Research Updates: Capital Markets, Subsidies and Mitigation</b>	<b>Patrick Maroney</b> Director Florida Catastrophic Storm Risk Management Center <b>Charles Nyce</b> Associate Director Florida Catastrophic Storm Risk Management Center <b>Lori Schneider</b> Associate Director Florida Catastrophic Storm Risk Management Center
11:30am - 12:15am	<b>Insurance Market Response to the Output of Catastrophic Models</b>	<b>Patricia Born</b> Associate Professor Florida State University
12:15pm - 1:15pm	<b>Lunch (provided)</b>	
1:15pm – 2:00pm	<b>Developing an Innovative, Computer-based Approach to Test the Effectiveness of Alternative Approaches to Encouraging Mitigation</b>	<b>Robert Meyer</b> Warren Johnson Professor of Marketing School of Business University of Miami
2:00pm - 2:45pm	<b>Determining Wind and Surge Losses</b>	<b>John G. Minor</b> President Complete General Contractors, Inc.
2:45pm - 3:30pm	<b>Florida Hurricane Trends and Damage Costs</b>	<b>James Elsner</b> Shaw Professor of Geography Department of Geography College of Social Sciences Florida State University