

2011 NACA OFFICERS
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NACA NEWS

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 Lori Ringo
 NACA Executive
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*From the
 President.....*

Wow! What a Convention! If you missed it, you missed a great one, one of the best we have had in years, the most vendors in years, the most CE credits we have ever had, a wonderful resort, right on the beach, a golf outing without rain, lots of new faces and lots of new vendors. For the first time we conducted a survey after the convention to get peoples thoughts and to see how we can improve for the future. The results are posted later in this newsletter. The overwhelming response was positive. Thank you to Tressa Bullard, the Executive Committee and the other committees for making this year's convention a great success and one of the best, if not the best, that I have ever attended. A big thanks to our sponsors & vendors for their help as well. Without Sponsors, Vendors and a great membership, these conventions are not possible. The Monday night reception was held at Daytona International Speedway at the Daytona 500 Club Lounge. The club is located in the infield with a fantastic view of the grandstands and front straight (really not a straight). Thank you to Coastal Adjustment for sponsoring that event. All who attended had a great time; in fact, we had to extend the event by an hour because people just would not leave. Johnny Rutherford, Oscar Koveleski and JJ O'Malley made guest appearances. The dinner reception with our Guest of Honor, Johnny Rutherford was a lot of fun. He was the perfect gentlemen and stayed as long as folks wanted autographs or to engage in conversation. It was the largest (most) attended reception in many years. We had to add three tables for people that showed up the day of the event. Again, thank you to my partners and the rest of the AP family for helping and sponsoring this event. And of course the vendor show. We were filled to

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capacity with vendors and the race theme was a favorite. ServiceMaster brought their NASCAR Racer and a simulator (it humbled me), there was slot car racing provided by The Race Place, and even book signings by JJ O'Malley, the Director of Communications for International Speedway Corp., and author of numerous racing books. The CE classes were well attended. The format this year was perhaps the best ever in my opinion. We will continue to learn from each past convention and make the next one even better. I would be remiss if I did not thank Oscar for all of his help and Lori and Mike for theirs. Oscar was instrumental with securing the reception at the speedway, JJ O'Malley, the slot cars and Johnny Rutherford. He is a world class promoter.

If you missed this year, make sure to plan on 2012. We are back in Vegas and that is always a popular convention. Your board and the committees have already started preparing for it.

"NACA... A SURE BET" is our theme for 2012. Many of the vendors that attended this year have already committed to participate in the 2012 convention. We are expecting the largest vendor display ever! Lori is working on a top notch venue and we are planning more interesting speakers, receptions and other events to make it a "SURE BET". We are also working on a pricing schedule that will help to reduce the costs for our members. Those details will be announced within the next few months.

We also need your help. The last few years have been lean ones. We are all feeling the pinch. These are maintenance years, not moving ahead years. If we can hold on a little longer things will get better, cycles always end or change. A storm will come! That being said, NACA is stronger and more fiscally viable than it has been in years. We need your help in attacking new members, attending the convention, supporting the organization. You can do that in several ways. Introduce new people to the organization. If each member would just bring one new member this year, we can double our size, double in size means doubling the revenue, and doubling the revenue means we can lower fees and costs for all. You can help by staying at the host hotel during the convention. Many of you probably don't know, but NACA has to guarantee a certain amount of rooms and dollars to be spent at the hotels. You can also help by attending the vendor show and supporting the vendors and sponsors that support your organization.

Now, what can we do to help you? I want to hear from you with your positive suggestions. Email me with your thoughts. We have several things planned in an attempt to help our members this year. As I mentioned, we are thinking of ways to reduce the costs of the convention for you. We are also working on the introduction of a membership card and a private logon area for members on the website. We are attempting to secure discounts for our members from various vendors that you use every day in the CAT business. We are updating the website once again to show more of the things that benefit you. We have already added a "Calendar of Events" for claims conferences, etc. that will be of interest to you. We want your membership to have a value to it in

addition to the obvious benefits that we already enjoy.

There will be four newsletters this year, Please forward items of interest or items you would like to see addressed in the newsletters. We will introduce a new column this year written by a member, "Tales from the Road". Please forward your articles to Lori so that the board can act on them for approval. We would also like some interesting photos submitted to be placed on the website. This is your organization, be a part of it! Make it your Sure Bet!

To our old members, sponsors and vendors, we want you back!

NACA is a SURE BET!

Looking forward to seeing you in Vegas in 2012

Warren Aplin

Your 2011 president

waplin@aplinpeer.com

2011 CONVENTION REPORT

The 35th Annual NACA convention was held January 10-13 at the Hilton Daytona Beach Oceanfront Resort in Daytona Beach, Florida. The convention was attended by approximately 250. **Eberl's Claim Service** provided bags for registration material and **Crawford & Company** sponsored the name badges. The Executive Committee and Committee members met on Sunday evening to finalize plans for the convention. On Monday, **Xactware, Inc.** offered a morning break. 24 golfers participated in a tournament held at the LPGA International Legends Course. Golf sponsors were **CPLIC**, **Mathias & Company, Inc.** and **HSA Engineers & Scientists, Inc.** Winning teams were: 1st Place: Holly Douglas, Scott Ellison, John Postava and Bob Uhler; 2nd Place: Byron Bjerke, Woody Britton, Pat Plover and Tony Slee; 3rd Place: Peter DeMains, Dave Evanosky, Chuck Ross and Jim Reichle. Closest to Pin - Andy McCullum; Longest Drive (Men) - Andy McCullum; Longest Drive (Women) - Diane Mummaw. Classes presented Monday included: "NFIP Adjuster Certification" (**David Serfass, H2O Partners**), "Technology and The Adjuster" and "Effective Property Claim Inspecting & Scoping" (**Jay Crisp, RJMW Claim Services**), and "Material Identification" (**Russ Jackson, AMCAT Adjusting Services**). Richard and Rebecca Anderson (**Coastal Adjustment Services**) hosted a hospitality event at the Daytona Speedway 500 Club Lounge. Tuesday breaks were sponsored by **SDII Global** and **Simsol**. Classes presented were "The Proper Preparation & Presentation of an Insurance Claim; and When Has The Line Been Crossed To Be Insurance Fraud By Insurer or Insured?" (**David Pettinato, Merlin Law Group**), "USAA 2010 - Preparing A Catastrophe Property Claim For Review" (**Charles Fairbank, AMCAT Adjusting Services**), "Roofing Systems and Installation Parameters" (**Doug Wallace, William John Associates**), USAA Certification (**Andrew Medrano, USAA Insurance**), and "HO-3 Homeowner's Policy HO3-10-00" (**Woody Britton, NACA Past President**). The day concluded with a reception/dinner sponsored by **AMCAT Adjusting Services** and **Eberl Claims Service**, and featuring keynote speaker **Johnny Rutherford**, sponsored in full by **Aplin Peer & Associates, Inc.** Wednesday began bright and early for the NACA Past Presidents who met for an early meeting over breakfast. **AMCAT Adjusting Services** sponsored the morning break. Classes offered were

"Tile Roofs Damage Assessment" and "Composition Roofs Damage Assessment" (**Ken Gilvary, PE, Haag Engineering**), and "Claims Adjusting and Bad Faith: Pitfalls and Practices for an Adjuster" (**Todd Brant, Keller Landsberg, PA**). Lunch was offered during the presentation "How Public Adjusters Get Clients" (**Bill Coffman, Strategic Adjustment Services, Inc.**). Vendors began arriving and preparing for the vendor show. The NACA Business Meeting was held while the free vendor show was open from 1pm - 5pm. At 5:30 the vendor show was open for those who paid to attend and included a reception (sponsored by **AMCAT Adjusting Services** and **Mathias & Company, Inc.**) and a chance to win one of many door prizes donated by many of the vendors present. Attendees also had the opportunity to try their hand at the slot racing table. The winner of the vendor booth decorating contest (**ServiceMaster Remediation**) also had a race car simulator for attendees to test out. Thursday morning pastries were sponsored by **Simsol**. Classes offered were "California Earthquake Adjuster Accreditation" (**Dan Dyce, California Earthquake Authority**, and **Lisa Shusto, Exponent Engineering**), "Xactimate Overview" (**Chris Hatcher, Top Adjuster Xactimate Training**), "IntegriClaim" (**Shorty Fuessel, Marshall & Swift/Boeckh**), and "Simsol" (**Danny Sutliff, Simsol**). The NACA Executive Committee met to begin planning for the upcoming year.

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VENDORS PLEDGE TO ATTEND IN 2012

Thank you to the following vendors who have already made a pledge to attend the 2012 convention in Las Vegas, Nevada:

CatManDo

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Donan Engineering Co., Inc.

Eberl Claims Service, Inc.

GAB Robins NA

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ITEL Laboratories, Inc.
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2011 VENDOR SHOW COMMITTEE REPORT by
Shari Britton

I want to thank everyone who attended the Trade Show at our convention in Daytona. We had a good showing of vendors

considering the bad weather that did keep a few from making their attendance possible. Those that did attend seemed to be happy with the facility and the contacts they made.

For the members that came, thank you. It is important for us to take an active part in the vendor show. This time is set aside to allow us to meet potential new employers, and see new products and ideas that pertain directly to our line of work.

We will be having our next show in Las Vegas. This location always sells out fast, so please sign up early to insure your spot for 2012.

If any of you have any suggestions on additional vendors or ways to make the show even better, please let me know. We are always looking for new ideas and appreciate any input from both members and vendors.

Shari Britton
Vendor Show Committee Chair
shari-britton@hotmail.com



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MEMBERSHIP COMMITTEE REPORT

We want to welcome the two newest members of the Membership Committee, Dennis Attalla and Kevin Smith. We want to extend our thanks to our departing members, Steve Hullman and Gary Sanders! Article VII requires that two members of this committee be replaced yearly.

The Membership Committee consists of five members. Our 2011 Membership Committee is:

This year's focus is on expanding our membership ranks and streamlining our membership process. To that end, we are contacting prior members who have let their membership lapse, initiating membership drives, NACA representation at many national conventions, as well as regional conventions and introducing by-law changes to allow for approving membership to NACA on a year round basis. The intent of the bylaw change is to allow voting on new members at any time of the year, so that they can become members at any time of the year and not have to wait until the annual meeting.

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Chuck Eagle - 954-925-3210;
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Fax 239-540-6977; Mobile 714-585-8844
claims.cardinal@embarqmail.com
Kevin Smith - 954-351-7999; Fax 954-928-0802;
Mobile 954-261-0718; aci4claims@aol.com

We look to our current members to encourage colleagues, business associates, adjusters and vendors to become members of NACA!

Thank you,
Robert Uhler, RPA, AIC
2011 NACA Membership Committee Chairman
2011 NACA Secretary/Treasurer



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EDUCATION COMMITTEE REPORT

The Education Committees' intent is to provide members with meaningful, interesting training that is not repetitive or something that can be gained by attending other conferences.

Several members have provided great ideas. We are listening to all suggestions and want to fill the schedule with requested training as much as possible. As it stands now we are developing an outline of classes and CE credit but it is still in the very early stages. If anyone has an idea for training they feel is beneficial to the group please contact Lori Ringo or myself.

I would like to thank the following for offering your support in 2012: Chris Hatcher, Chris Vogt, ITEL Lab's, SEA - Limited, HSA Engineers, Andy McCallum, Thomas Worthington, Kevin Ormsby and David Root. Over the next sixty days I will be contacting you for further information

Russ Jackson
 Education Committee
rjackson@amcatusa.com
 214-356-9052

2011 CONVENTION SURVEY RESULTS

1. Did you attend the convention as:
 - 32.6% - NACA General Member
 - 6.5% - NACA Business Associate Member
 - 13.0% - NACA Associate or Apprentice Member
 - 30.4% - Vendor
 - 26.1% - Guest
2. How satisfied were you with the convention, overall?
 - 63.0% - Very Satisfied
 - 34.8% - Satisfied
 - 0% - Neutral
 - 2.2% - Unsatisfied
 - 0% - Very Unsatisfied
3. Would you recommend the NACA Convention to others?
 - 97.8% - Yes
 - 2.2% - No
4. How satisfied were you with the speakers and CE classes?
 - 44.2% - Very Satisfied
 - 39.5% - Satisfied
 - 14.0% - Neutral
 - 2.3% - Unsatisfied
 - 0% - Very Unsatisfied
5. How satisfied were you with the adjusting software classes?
 - 26.7% - Very Satisfied
 - 33.3% - Satisfied
 - 40.0% - Neutral

- 0% - Unsatisfied
- 0% - Very Unsatisfied
- 6. How satisfied were you with the Monday night hospitality event at the Daytona 500 Speedway Lounge?
 - 62.5% - Very Satisfied
 - 10.0% - Satisfied
 - 25.0% - Neutral
 - 0% - Unsatisfied
 - 2.5% - Very Unsatisfied
- 7. How satisfied were you with the Tuesday night dinner/reception with Keynote Speaker, Johnny Rutherford?
 - 46.3% - Very Satisfied
 - 19.5% - Satisfied
 - 24.4% - Neutral
 - 2.4% - Unsatisfied
 - 7.3% - Very Unsatisfied
- 8. How satisfied were you with the Wednesday vendor show?
 - 52.4% - Very Satisfied
 - 40.5% - Satisfied
 - 4.8% - Neutral
 - 2.4% - Unsatisfied
 - 0% - Very Unsatisfied
- 9. How satisfied were you with the conference hotel and location selection (Daytona Beach, FL)?
 - 56.5% - Very Satisfied
 - 32.6% - Satisfied
 - 4.3% - Neutral
 - 2.2% - Unsatisfied
 - 4.3% - Very Unsatisfied

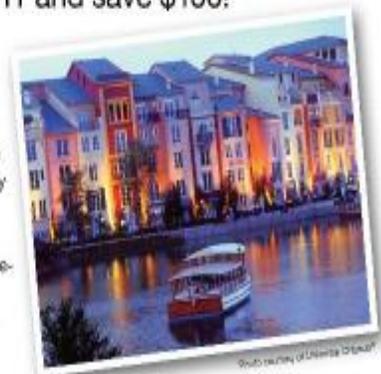
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This year's keynote speaker is Douglas N. Raucy, President and Chief Executive Officer of Prepared Insurance Company, headquartered in Tampa, Florida. Prepared Insurance opened its doors in 2009 with a focus on serving the Florida homeowners market of homes built before 2002.

For more details on session topics and speakers, go to www.iso.com/pscconference

Early registration discount — If you register by March 30, 2011, you'll save \$100 off the registration fee.

Earn RPA credits — By attending this conference, you can earn 11.5 continuing education credits toward the Society of Registered Professional Adjusters' RPA designation.

See you in May!



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TECHNICAL SUPPORT COMMITTEE REPORT

My name is John Postava and I am the newest addition to the NACA Executive Committee. As Sargent-at-Arms my duties primarily focus around the Rules-of-Order with regards to official NACA committee meetings and member-only meetings at our national convention (slated for Las Vegas in 2012). Warren Aplin, our new President, has asked me to also act as committee head for the Technical Support sub-committee. I am honored and grateful to take on this role.

For those of you who don't know me, I am President of SIMSOL Software, makers of the SIMSOL estimating software application as well as several other software products for adjusters and insurance carriers. Although formally educated in Business and trained in the field as a property adjuster, simply through "osmosis" and hanging around computers and programmers for 25 years, I have built up a pretty good supply of technology-related knowledge. And what I cannot answer (which is probably a lot!) I know enough people who are smarter-than-me I can ask.

In upcoming newsletters I will cover general technical support issues revolving around adjusting and the electronic tools we all use to get claims from "Point A" to "Point B". If anyone has any specific questions they would like answered in this section of the newsletter, please do not hesitate to contact me at johnp@simsol.com. I will make every attempt to answer your inquiries in the newsletter (space permitting) or personally via email.

2011 is gearing up for Spring and all hopes are riding on an aggressive snowmelt and active hail season. Everyone stay safe and have a profitable and successful 2011 storm season!

John Postava

NACA 2012.....A SURE BET!



