

Blue Goose Attends San Antonio PLRB Conference

By Dan Rich, DMLGG East Region

The annual PLRB/LIRB (Property Loss Research Bureau/Liability Insurance research Bureau) Claims Conference is the Claims industry's largest educational gathering. .



This year's Conference was held at the Henry B. Gonzalez Convention Center in San Antonio Texas from March 21-24, 2010. Here are some stats to convey the size and scope of this massive event. . Over three days, it featured 110 educational classes that covered a wide expanse of property and casualty claim issues. Over 500 different insurance companies and service providers registered over 2,000 attendees for the Conference. There was also a huge trade show (Insurance Services Expo) with approximately 1,200 trade show presenters manning over 430 vendor booths.

For the fourth consecutive year (prior locations were Orlando 2007, Boston 2008, Seattle 2009), the Honorable Order has made a major effort to increase our industry visibility and spark interest by hosting a booth at the PLRB's Insurance Services Expo.



Insurance Services Expo

The Blue Goose booth may have been the only booth of those 430 that was not trying to sell anything. Instead, we used the opportunity to educate hundreds of the attendees about the Honorable Order by distributing informational brochures and membership application. But most importantly, we gave people the chance to speak with Ganders from all over the country and learn what Blue Goose is all about.

Most of the booth vendors used a hand scanner to scan the badges of interested conventioners in order to collect names, and contact information. By the time the trade show had closed on Tuesday evening, our booth had collected over 150 names. The Grand Nest will be compiling the master list of contacts, and then distributing it to the regions and Ponds for follow-up.

The lion's share of Blue Goose booth duty was taken on by Grand Wielder Terry Maloney, GSOF Joe Coccia, DMLGG Linda Meik of the Southern Region, and Ray Wicker, Texas Pond MLG. Many Ganders volunteered to take a turn in the booth or came by to lend moral support and say hello.



L to R: Linda Meik and Ray Wicker

Blue Goose members from across the country were in San Antonio for the PLRB. Twenty-five of them, from the Greater Chicago, Michigan, Garden State, Wisconsin, Hartford, Calgary, Virginia, National Capitol, and Texas Ponds met on Saturday Night March 20 for a "Southern Splash" party at the Iron Cactus hosted by the Texas Pond. Some of the Ganders at the Splash, spotted at the PLRB, or taking a turn in the booth included Craig Acheson, George Burgee, Scott Carroll, Joe & Courtney Coccia, John & Sally Couture, Mike Crowley, Kevin Danse, Lori Davidson, Harold & Kathy Drews,

Lorena Dunlop, Lou Filippetti, Eric Fitch, Kim Gleason, Jerry Hale, Kevin & Ashley Hansein, Kevin Herbst, Wendy Hubbard, Laurie Karkos, Lori Kastner, Gary Kohlruss, Terry & Lynn Maloney, Peter McCabe, Tom Noonan, Ashley Hansen, John Orr, Linda Meik, Bill & Lisa Mullen, Douglas Peterson, Bill Quinn, Dan Rich, Dana Schreiber, Keith Strohecker, Greg Varga, and Ray Wicker.



L to R: Linda Meik, Joe Coccia, and Terry Maloney

The Grand Nest had previously set a \$5,000 goal to cover expenses to offset the cost for booth space and materials. The Honorable Order is determined to keep this marketing effort as an annual event to promote Blue Goose and get our "brand" into as many of the corners of the country as possible.

GSOF Joe Coccia reports that we exceeded our goal by a small margin. He wants to personally

thank the following Ponds, Companies and Individuals for their very generous donations. The Quebec, Utah, Texas, Michigan, St. Louis, Ohio, Louisiana, Heart of America, Hartford, Kentucky, St. Joe Valley, Wisconsin Home Nest and Seattle Ponds, Eastland Claims located in Hartford, Connecticut, and Mike Nardulli, DMLGG from the Eastern Region who made a personal donation. We have also received a pledge from the New York City Pond. Without the very generous donations from this very special group, we would not have been able to go to San Antonio



See you in Nashville Next Year!