

# 2023 VIRGINIA STATE CLAIMS ASSOCIATION LEADERSHIP CONFERENCE

Sponsored by the Virginia State Claims Association  
Wintergreen Resort in Nellysford, Virginia

[www.virginiastateclaims.com](http://www.virginiastateclaims.com)

[www.wintergreenresort.com](http://www.wintergreenresort.com)

**October 5th, 2023**

October 5 -7 2023

8:00 Registration opens for VSCA Maynard Barker Memorial Golf Outing-  
Stoney Creek Golf Course, Nellysford

10:00 Shotgun Start-VSCA Maynard Barker Memorial Golf Outing-Stoney  
Creek Golf Course- Breakfast/Lunch provided.

3:00 Registration Opens- Mountain Inn Lower Lobby – Check in at the  
registration table register prior to the event.

5:00-6:00 Cocktail Hour sponsored by Kidds Services-Blue Ridge Terrace.  
Inclement weather- Hearthside Lounge

6:00- Dinner at Leisure- Devils Grill (open until 9pm-Reservations  
required), The Edge (open until 10pm)

## **ALL SESSIONS AND BUSINESS MEETING IN UPPER CRUST, FORMERLY PRYOR'S PORCH**

**October 6th, 2023**

7:00-8:00 am Breakfast- Upper Crust Room (provided)

8:00-10:00 AM "Ethics and Customer Service" Presentation by Terry Sutton-  
Stephens Engineering- 2-hour Ethics CE for NC, WV, TX and WV, 2-hour CLE Virginia

10:00-5:00 Exhibitors Set Up – Skyline Room

10:00-10:30 Break (snacks and beverages provided)

10:30-12:00 The Road To Automation from an Insurance Perspective." Also touch  
on vehicle/animal impact studies and what has been recently learned. IIHS/HLDI  
Kay Wakeman and Shannon Haddox of EFI Global presentation related to auto  
safety and the Insurance World. CE/CLE 1.5 hours

12:00-1:30 Lunch- Upper Crust Room (Provided)

## October 6th, 2023

1:30- 2:30 Technical Restoration of Commercial Equipment in a Complex Environment Presented by AREPA/ENVISTA, Tom Plottner of Arepa Speaker 1 hour CE/CLE

2:30-3:00 Break- (Snacks and Beverages provided)

3:00-4:30 Coverage Principles and Case reviews related to Cannabis Presented by Mike Skey, PLCS Sedgwick Claims Management Services and Daniel Hall, Midkiff, Muncie, & Ross 1.5-hour CE/CLE

6:00-9:00 Exhibitors Event with Buffet Dinner- Skyline Room

9:00-12:00 Hospitality Suite- Rainbow Restoration – Mountain Lodge Room 152

## October 7th, 2023

7:00-8:00 Breakfast- Upper Crust Room (Provided)

8:30- 10:00 MythBusters Live Burn in Parking Lot presented by Envista Forensics, Mark Nash with support from Jenkins Restoration 1 hour CE 10:00-10:15 Break

10:15-11:30 Annual Business Meeting-Upper Crust Room

11:30 Leisure Time

5:30-6:30 Reception- Sponsored by BluSky

6:30-9:00 The 59th Annual Virginia State Claims Association Banquet- Commonwealth Ballroom

## October 8th, 2023

8:00- 9:30 AM Past and Current President's Breakfast with spouses and Conference planning committee.

# THIS IS A NEW DAY

*It starts with you!*

## 2023 VIRGINIA STATE CLAIMS ASSOCIATION LEADERSHIP CONFERENCE

### *Ethics and Customer Service*

Terry Sutton is the Director of Education and Senior Account Manager for Stephens Engineering Consultants. He has spent a lifetime teaching, counseling, and helping others. He has done so as a vocational minister, as a college adjunct professor, and as an insurance professional for the last 18 years. He is a frequent speaker to civic, professional, and faith-based groups about how to understand and help hurting people. His position with Stephens Engineering affords him the opportunity to frequently speak on hoarding disorder, insurance ethics, the psychology of odor, customer service, and other insurance-related topics through continuing education courses. He is a licensed adjuster and IICRC certified. He has a B.S. degree from the University of South Alabama in Human Performance and a Master of Divinity degree from Southwestern Baptist Theological Seminary. He and his wife, Debby, reside in Florida. They have four grown children and nine grandchildren.

### *Terry Sutton*



**DIRECTOR OF  
EDUCATION**

**STEPHENS  
ENGINEERING**

## Kay Wakeman



**DIRECTOR OF  
INSURANCE OUTREACH**

**INSURANCE INSTITUTE  
FOR HIGHWAY SAFETY  
AND THE HIGHWAY  
LOSS DATA INSTITUTE**

## *Advanced Driver Assistance Systems Study*

Kay Wakeman is the director of insurance outreach for the Insurance Institute for Highway Safety and the Highway Loss Data Institute. Kay joined HLDI in 2015 as a research analyst, studying collision avoidance technologies such as pedestrian detection and rear crash prevention. She continues to play an active role on HLDI's research team but now also spends much of her time speaking at industry conferences. Prior to joining the Institutes, Kay worked as a geographic information systems specialist and received a master's degree in mathematics from Loyola University Chicago.

## Shannon Haddox



**SENIOR FORENSIC  
ANALYST, VAR**

**EFI GLOBAL, INC.**

Shannon has over thirty years experience in mechanical engineering and traffic accident reconstruction, specializing in impact biomechanics and commercial vehicle analysis. She has a CDL and has personally reconstructed thousands of traffic accidents, as well as performing hundreds of engineering investigations. She has designed and implemented vehicle crash tests for a variety of studies. She has served as an expert witness in federal and state courts throughout the United States, as well as in Bermuda. She has often served as a guest speaker on engineering and accident reconstruction topics.



## Technical Restoration of Commercial Equipment in a Complex Environment

Tom has recently joined AREPA as the Director of Service Delivery in September 2022. His primary responsibility is to collaborate with AREPA's Project Managers, technical experts, and clients to ensure that projects are successful. With a background in the manufacturing and industrial engineering fields, Plotner holds a Bachelor of Science in Mechanical Engineering from the University of Illinois in Chicago. Additionally, he has a PMP certification from the Project Management Institute, an OSHA-10 certification, and an E.I.T. certification from the State of Wisconsin.

Tom Plotner



DIRECTOR OF  
SERVICE DELIVERY

AREPA

## Coverage Principles and Case review related to cannabis

### AREAS OF SPECIALIZATION:

**INDUSTRY SECTORS:** Manufacturing and Industrial, Retail and Wholesale, Multi-Family Dwellings, Transportation, Fine Arts, Wineries/Breweries, Hospitality and Resorts, Food Service, Construction and Engineering, Account Management

**Cannabis Markets:** Buildings/Storage, Crop, Equipment, BPP, Inventory, TIB, BI/EE, Agricultural Grows, Subrogation

**SERVICE LINES:** Commercial Property, Major and Complex losses, Business Interruption, Boiler & Machinery, Builder's Risk, Heavy Equipment, Commercial General and Trucking Liability, Product Liability, Premises Liability

Mike Skey



PLCS

SEDGWICK CLAIMS  
MANAGEMENT SERVICES

## Coverage Principles and Case review related to cannabis

Daniel focuses his practice on the defense of employers and insurers in Tennessee and Virginia. His experience includes liability insurance defense, premises liability defense, personal injury defense, and subrogation. Daniel also handles some workers' compensation defense matters.

Outside of the office, Daniel enjoys spending time with his wife, Kathryn, and their many pets.

## Daniel Hall



ESQUIRE

MIDKIFF, MUNCIE, & ROSS  
ATTORNEYS AT LAW

## Mark Nash



PRINCIPAL  
CONSULTANT

ENVISTA

*MythBusters Live Burn Presented  
by Envista Forensics with  
support from Jenkins Restoration*

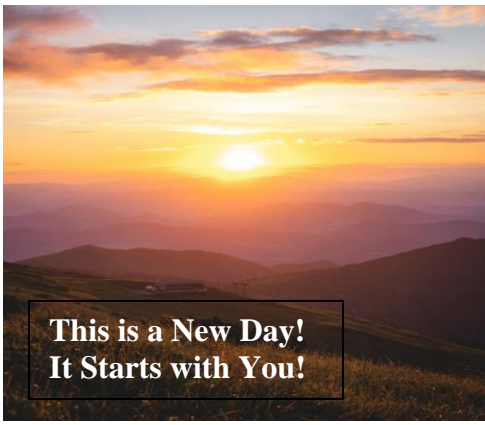
Mr. Nash has over 2,500 hours of training and over 25 years of proven court-tested experience as a fire origin and cause investigator. He has personally investigated over 1,000 fire incidents in the States of Virginia and Tennessee. These investigations have involved significant property loss/liability/subrogation issues, multi-million-dollar losses, and those with fatalities and serious bodily injury. Mr. Nash has responded to large loss fires as an Accelerant Detector Canine Handler as part of the Bureau of Alcohol Tobacco Firearms and Explosives, National Response Team since January of 2008. He has participated in over 200 training/demonstration live burns.

## 2023 VIRGINIA STATE CLAIMS ASSOCIATION LEADERSHIP CONFERENCE

## THIS IS A NEW DAY

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2023 VSCA CONFERENCE - DAY THREE



## 2023 VIRGINIA STATE CLAIMS LEADERSHIP CONFERENCE

Sponsored by the Virginia State Claims Association  
Wintergreen Resort in Nellysford, Virginia

**October 5-7 2023**

**Attendee Registration**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate: \_\_\_\_\_ Email: \_\_\_\_\_

Are you a member of the Virginia State Claims Association? \_\_\_\_\_

### Registration Fees

The Conference Fee is \$150 for registration.

**Exhibit booths and Hotel fees are not included in the registration fee.**

Number for Friday Night Meal: \_\_\_\_\_ Number for Saturday Night Meal: \_\_\_\_\_

**Total Number of Attendees:** \_\_\_\_\_ **Payment enclosed \$** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Attendee Name: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Attendee Name: \_\_\_\_\_

*(Please complete names as you want them to appear on the name tags.)*

Please mail the form and payment, payable to **VSCA**, and mail to **Pete Lassen, 118 Regent Street, Fincastle, VA 24090**. Registration forms also should be completed and emailed to [pete.lassen@nextstepclaims.com](mailto:pete.lassen@nextstepclaims.com) (Contact Number - 540-798-1879)

Contact Jo Tomlin at [j.tomlin@live.com](mailto:j.tomlin@live.com) or 540-784-0605 regarding related questions.

**It's not  
too late  
to  
register,  
exhibit or  
sponsor!!**

Conference schedule will be on  
our website soon!

Visit us at  
[www.virginiastateclaims.com](http://www.virginiastateclaims.com)

Educational Speakers, Exhibits,  
Great Food and Fun!

**Registration fees include all sessions and activities on Friday and Saturday, conference materials, and access to our exhibit hall. Make sure you book your hotel early as rooms are limited. If you have any questions, contact: Jo Tomlin or Pete Lassen at the telephone numbers listed above.**

### Hotel Information

Room Rate **\$139** plus tax(s) and resort fees

**Rooms must be reserved before September 20<sup>th</sup>, 2023**

The rate will go up after that date, with no exceptions.

**Toll-Free Reservations: 1-833-916-1313**

Monday thru Friday, 9-5

VSCA Master Account Number - 41B68N

### Cancellation Policy

*Full reimbursement will be  
made until*

**October 1<sup>st</sup>, 2023**

*No reimbursement will be  
made after this date.*

*Virginia State Claims Association is an organization promoting education and professionalism in the insurance claims industry.*



**Virginia State Claims Association**

**Maynard Barker Memorial**

**Golf Tournament**

**Wintergreen Resort**

**Stoney Creek Golf Course**

**Route 151 Nellysford, VA**

*Surrounded by the Blue Ridge Mountains, Stoney Creek Golf Course is rated as one of the top Resort Golf Course in the U.S. With its dramatic elevation changes and traditional Rees Jones' "Moundings", you'll discover why Conde Nast Traveler Magazine selected Wintergreen Resort as one of the "top 50 Golf Resorts in the World".*

[Stoney Creek Golf Course - Wintergreen Resort](#)

**When: Thursday, October 5, 2023**

**Questions:** please contact  
Gary Barkman (276)494-4047  
[gbarkman@hanover.com](mailto:gbarkman@hanover.com)

**Registration opens at 8:00 AM**

**Shotgun Start at 10:00 AM**

Option	Description	Cost	Indicate all that Apply
Hole Sponsor	Signage at Tee Box or Green and Name on Sponsorship Banner	<b>\$150.00</b>	
Team Entry	Four Golf Packages	<b>\$500.00</b>	
Single Player	One Golf Package	<b>\$150.00</b>	

\*\*\*\*\*Golf package includes range balls, greens fee, cart fee, one mulligan per golfer, goodie bag, continental breakfast, box lunch and entry for all door prizes.\*\*\*\*\*

Company \_\_\_\_\_

Golfers \_\_\_\_\_

Main Contact \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

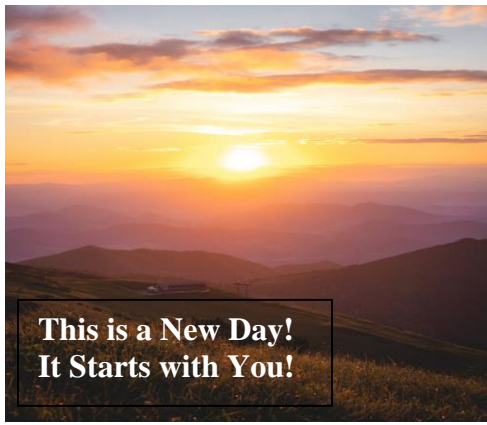
\_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_

**Make Checks Payable to: VSCA Convention and mail to: Hanover Insurance ATTN: Gary Barkman PO Box 2226 Forest, VA 24551. \*\* There are sponsorship opportunities available for beverage carts, door prizes, closest to the hole, longest drive, etc. Contact Gary for more information**





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### Exhibitor Application

The Virginia State Claims Association would like to invite you to the 2023 VSCA Leadership Conference! **Our exhibitor night is Oct 6th** at the Wintergreen Resort. This is a great opportunity to network with many claims professionals in a beautiful setting.

#### Booth Options

- \_\_\_\_\_ \$600.00 Deluxe Package Prime Location - 10x10 Booth with electricity, draped table, two chairs, and registration for two attendees.
- \_\_\_\_\_ \$500.00 Basic Package - 10x10 Booth with electricity, draped table, and two chairs, plus registration for one attendee.
- \_\_\_\_\_ \$100.00 Cost per extra attendee for Friday night only.
- \_\_\_\_\_ \$150.00 Please add a \$150 fee for registration for each attendee for all days.

This year's theme is - **This Is a New Day! It Starts with You!** This theme will allow for all kinds of decorating ideas! Please keep in the spirit and decorate your booths in accordance with the theme. We will provide awards for the "best" in several categories. The booth cost does not include any events other than the Exhibit Show. Registration is required to attend all other conference events. Your past participation and support are greatly appreciated. We look forward to having you join us! Should you have any questions or concerns, please contact Jo Tomlin at 540-784-0605 or [j.tomlin@live.com](mailto:j.tomlin@live.com).

#### EXHIBITOR INFORMATION

Name of Firm: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee Name (s)  
\_\_\_\_\_

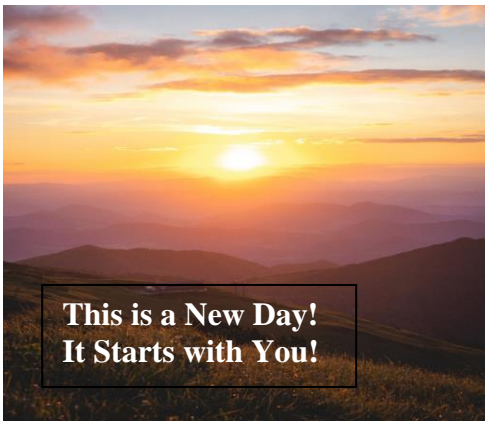
Please make your checks  
payable to **VSCA and  
Mail application plus  
payment to:**

Pete Lassen, 118 Regent Street,  
Fincastle, VA 24090

#### **Cancellation Policy**

*Full reimbursement will be made until  
October 1<sup>st</sup>, 2023. No reimbursement  
will be made after this date.*

**Thank you for your support of the Virginia State Claims Association!**



**This is a New Day!  
It Starts with You!**

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### **Sponsorships Opportunities**

## **“This is a New Day!”**

We have a variety of sponsorship levels that should fit everyone’s budget.

<b>Grand Horizon</b>	\$2,000 - Tailored Sponsorship. Four registrations provided.
<b>Fresh Start</b>	\$1,500 - Sponsorship includes three registrations, recognition in the program, and at the conference meetings.
<b>Opportunity</b>	\$1,000 - Includes one registration, recognition in the program, and at the Leadership Conference meetings.
<b>Sunrise Glory</b>	\$500 - Sponsorship includes recognition in the program and at meetings.
<b>Refreshed</b>	\$500 - Food or Beverage Sponsor and Signage at Break or Meal
<b>Revived</b>	\$250 - Sponsorship includes recognition at the Golf Tournament and the Leadership Conference.

**Company logos will reflect level of sponsorship on our promotional documents.**