

## Mold Risk Management and Environmental Insurance Production Seminar Series

*“Uninsured mold claims on property insurance policies will soon transform into liability claims for multiple defendants including agent’s and broker’s E&O.”*

*David J. Dybdahl, CPCU, ARM  
Mold Practical Risk Management  
and Insurance Solutions Seminar  
October 2002, Chicago, IL*

**Environmental Risk Resources Association** presents a turnkey seminar series for insurance agencies that will...

- Reduce the agency’s professional liability loss exposure to uninsured mold and pollution related damages.
- Move the agency into the lucrative field of environmental insurance production.
- Introduce the agency to new prospects in a professional venue.
- Help establish the agency as a leader in the community on the topic of mold risk management.

Mold related losses are affecting a broad cross section of businesses. As policyholders discover that mold is excluded or severely limited in their property insurance policies, there will be significantly more third party liability claims made against architects, contractors, building products suppliers and manufactures, condominium associations, building owners, property managers and real estate agents. Uninsured mold claims will also significantly increase the number of professional liability claims brought against insurance agents, insurance brokers, risk management consultants and lawyers, who fail to advise their clients on the impact of mold exclusions and fail to procure the appropriate insurance.

This domino trend is certain to supercharge risk advisors professional liability loss exposure to unprecedented levels. New mold exclusions on insurance agents professional

liability policies in 2003 will make professional liability loss control essential for the producers and the agency.

The ERRA seminar series is designed to turn this unprecedented problem into a production opportunity for the agency.

The professional liability exposure of risk advisors can easily be mitigated in a two-step process.

**Step 1** - educate your agents to the mold risks and the availability of environmental insurance

**Step 2** – alert your clients to the issues and the insurance solutions that are available through your agency.

This seminar series makes it easy to accomplish these two steps.

*“Just a short note to let you know how much I enjoyed your presentation at the University of Wisconsin. For those who think discussing insurance, particularly when it has to do with mold, is like watching paint dry needs to attend your presentation. You were interesting, informative, certainly entertaining, and easy to follow.”*

*John V. Waltz CGB, CEI, CES, CMI, CMC  
President, Certified Mold Inspectors, Inc.*



## **Mold Risk Management and Environmental Insurance Production Seminar Series...**

ERRA can help eliminate the agency's professional liability loss exposure for uninsured claims. In the process we will enable the agency to provide clients with better service and produce new environmental insurance business.

Our turnkey approach provides the following benefits:

- ... Creates cross marketing opportunities with other experts in the community.
- ... Leverages the agency's investment by partnering with a law firm, an engineering firm and a remediation contractor.
- ...Increases production in the lucrative line of environmental insurance production.
- ...Presents a program that is proven effective.
- ...Plans and organizes all aspects of the seminar thereby allowing the firm's personnel to continue to serve clients.
- ...Enhances credibility and objectivity since the seminar is presented through ERRA, a professional education association, instead of a sales organization.
- ...Markets the seminar to ERRA's targeted mailing list.

### **Step 1 – Agency Risk Reduction and Production Opportunity Seminar**

A 1½-hour presentation will be made to agency personnel entitled “*The Insurance Agents Survival Guide to Mold Exclusions.*” The presentation introduces the tactics necessary to effectively reduce the risk of E&O claims in the agency and create mold insurance production opportunities. The session is wrapped up with a presentation on “*Environmental Insurance Production - Secrets of the Trade*” which is designed to help the agency efficiently and profitably produce environmental insurance.

Following the presentation, professional environmental insurance specialists from ERRA will meet with individual producers to discuss the environmental insurance production opportunities in their client base or prospects. Client meetings can be arranged by scheduling additional time.

## **Step 2 – Client and Prospect Mold Risk Management Seminar**

This national class half-day seminar will be produced for the agency on a turnkey basis by the experienced seminar staff of ERRA. Working in conjunction with the agency, ERRA will find the seminar co-sponsors, book the venue, develop the program, produce marketing materials and complete the marketing to the selected target audience.

### **Agenda**

#### **Seminar Co-sponsored by:**

Insurance Agency  
Law Firm  
Engineering Firm  
Remediation Firm

#### **Welcome and Introductory Remarks**

##### **Life Cycle of Mold: Water Damage to Remediation**

Engineering Sponsor

*Examine the life cycle of mold from its beginning, how it lives and propagates, to its remediation. Learn the potential health effects of toxic mold and how to mitigate a potential mold problem.*

##### **The Latest Litigation and Legislative Trends**

Law Firm Sponsor

*The legal landscape is constantly changing in light of the increasing number of mold claims. Court decisions and pending appeals will determine how the insurance industry responds. Explore these evolving issues and consider how potential federal and state legislation will affect the industry.*

##### **Remediation Techniques and Cost Containment Measures**

Remediation Firm Sponsor

*Water intrusion losses that result in mold growth can be ten times more expensive to remedy than a simple water restoration job. What are the techniques used to remediate mold and how can the remediation costs and potential liabilities be minimized?*

##### **Mold Exclusions and Coverage in Insurance Policies**

ERRA Representative

*Many insurance companies are attempting to limit or exclude mold coverage in all new and renewal policies. Discover how the flow down effect of these mold exclusions affects various industries and their risk management programs. Learn how to fill coverage gaps on a cost effective basis by utilizing state of the art environmental insurance products.*

##### **Availability of Mold Coverage**

Agency Representative

*The environmental insurance market is providing coverage for a wide range of mold damage claims. The mold coverage gap can be filled with the appropriate environmental insurance. Learn how underwriters assess the risk, which policy forms are appropriate and what policy language to look for.*

## **Sponsor Fees**

### **Hosting Insurance Agency**

The hosting insurance agency's fixed cost is \$4,000, which includes "*The Insurance Advisors Survival Guide to Mold Exclusions*", "*Environmental Insurance Production - Secrets of the Trade*" and the "*Mold Risk Management*" seminar for clients and prospects.

### **Co-Sponsors**

The three co-sponsors for the Mold Risk Management seminar pay \$2500 each.

### **Registration Fee**

There will be a gate charge of \$75 for each attendee to offset the marketing and conference expenses.

### **Discounted Memberships in ERRA**

Each sponsor receives a free company membership in ERRA valued at \$1,000. Attendees of the conference can join ERRA for \$100, a savings of \$125 off the regular membership fee.

All sponsors to the "Mold Risk Management and Environmental Insurance Production seminar" receive:

- An \$11,000 + advertising budget for a fraction of the total cost of producing the conference.
- The exposure from thousands of brochures that will be mailed to regional prospects of ERRA and the other co-sponsors.
- Fifteen complimentary passes for clients and prospects.
- Seminar brochures for distribution to clients and prospects to attend the conference.
- One speaker on the program.
- Introduction as sponsor at opening and closing of conference, identification as a sponsor on the mailers and on a slide preceding the seminar.
- Space at the conference to display your company marketing materials.