

SIIA Endeavors



The 38th National Educational Conference and Expo is September 23-25th at the JW Marriott in Austin, Texas

The SIIA National Educational Conference and Expo is the world's largest event focused exclusively on the self-insurance/captive insurance marketplace and typically attracts more than 1,700 attendees from around the United States and from a growing number of countries around the world. The 38th National Educational Conference and Expo is September 23-25th at the JW Marriott in Austin, Texas.

The robust educational program for this conference incorporates two great general session presentations and nearly 40 breakout sessions. The breakout sessions are further organized by subject matter tracks related to self-insured group health plans, captive insurance and self-insured workers' compensation programs.

New for this year, SIIA has developed a new "Fusion" track that focuses on industry topic with likely crossover interest among multiple constituencies within the overall self-insurance marketplace. You will not see this at any other industry conference.

Consistent with the SIIA Future Leaders Initiative, the conference will feature two sessions specifically for this group of younger attendees (under 40).

This year's keynote session "Designing your business for the 21st century" will be presented by Mike Walsh, Founder and CEO of Tomorrow, a global consultancy that helps design 21st century businesses. "Most companies are simply not designed to survive. They become successful on the basis of one big idea or breakthrough product," says Walsh. "The companies that will thrive in the near future are the ones not only embracing change but breaking the rules." Companies built to survive the future are no accident. They are a result of deliberate business design decisions smart leaders are making today. In his ongoing research on the world's most innovative companies, Walsh has organized these decisions into seven strategic priorities - that he will explore with audiences as a roadmap for their own reinvention. In this keynote, Walsh will outline the megatrends shaping the future of business and consumer behavior, and the lessons learned from successful Fortune 500 companies on leveraging

disruptive innovation, adopting a data-driven mindset and leading change through digital transformation.

The other general session, "Election Day Preview & The SIIA Political Poll" will begin by getting a glimpse of how SIIA members view various political candidates and a variety of public policy issues. Audience members will be invited to participate via a polling technology tool that allows attendees to vote with their cell phones or other mobile devices. Results will be displayed in real time – it promises to be fascinating!

After this interactive warm-up, Guy Benson, sometimes referred to as the "The Millennial Conservative," Political Editor of Townhall.com, and a Fox News contributor, will take the stage to share his insights and commentary about the upcoming elections and the hottest political issues of the day. In 2017 the Huffington Post included Guy in its roster of the top 25 millennial broadcasters in American news and politics. In addition, he is regular guest host for the Hugh Hewitt Show and often appears on a variety of political talk shows.

More information on the 38th National Educational Conference and Expo, including registration, can be found at www.siiia.org. ■

