



## April 12, 2021

**9:00 AM Welcome**

*Craig Bertsche, Chair—Symposium Committee, CPCU Society Chapter*  
*Jim Jones, Director—Katie School of Insurance and Risk Management*

**9:15 AM Session 1—Customer Insights: Learning Through COVID**

*Laurel Straub, Assistant Vice President—Enterprise Research, State Farm*

**10:00 AM Break**

**10:15 AM Insurers ESG Performance and Its Importance**

*Dr. Abhishek Varma, Illinois State University, Associate Professor of Finance*

**Session 2—Inclusive Insurance: Insurance for the Working Poor in the World**

*Sara Haouassia, Graduate Student, Actuarial Science & Economics, Illinois State University*  
*Brendan Leibforth, Senior, RMI and Finance, Illinois State University*

**11:00 AM Closing**

## April 14, 2021

**1:00 PM Welcome**

*Craig Bertsche, Chair—Symposium Committee, CPCU Society Chapter*  
*Jim Jones, Director—Katie School of Insurance and Risk Management*

**1:15 PM Session 1—Creating a Culture of Innovation in Insurance**

*Keith Gaudin, Manager—Enterprise Innovation and Operation Excellence, Country Financial*

**2:00 PM Break**

**2:15 PM Session 2—Design Thinking Panel**

*Marc Bolick, Managing Partner, Design Thinkers & DT Academy*  
*Todd Steinemann, Technology Director, State Farm*

*Moderated By: Peter Kaufman, Marketing Professor, Illinois State University*

**3:00 PM Closing**



April 16, 2021

9:00 AM Welcome

*Craig Bertsche, Chair—Symposium Committee, CPCU Society Chapter*

*Jim Jones, Director—Katie School of Insurance and Risk Management*

9:15 AM Session 1—Being The CEO Of My Career

*Annette R. Martinez, Senior Vice President, State Farm*

10:00 AM Break

10:15 AM Session 2—Women Founders of Insurtech Firms Panel

*Kate Terry, Cofounder and Chief Operating Officer, Surround Insurance*

*Jennifer Byrne, Co-founder and President, Quesnay Inc., Insurtech Investor and Advisor*

*Moderated By: Katelynn Pankhurst, Senior, Illinois State University*

11:00 AM Closing

11:15 AM Continuing the Conversation (OPTIONAL—Networking Event)

[Registration](#)

OH YEAH! SIGN UP IS

FREE

  
REGISTER  
HERE!



KATIE SCHOOL  
OF INSURANCE AND  
RISK MANAGEMENT  
*Illinois State University*

  
The Institutes®  
CPCU Society  
Central Illinois Chapter