



**TORONTO APPLIED SYSTEMS CLIENT NETWORK**  
**FULL DAY SESSION**  
(COST \$50.00 PER PERSON FOR MEMBERS, \$75 FOR NON-MEMBERS)

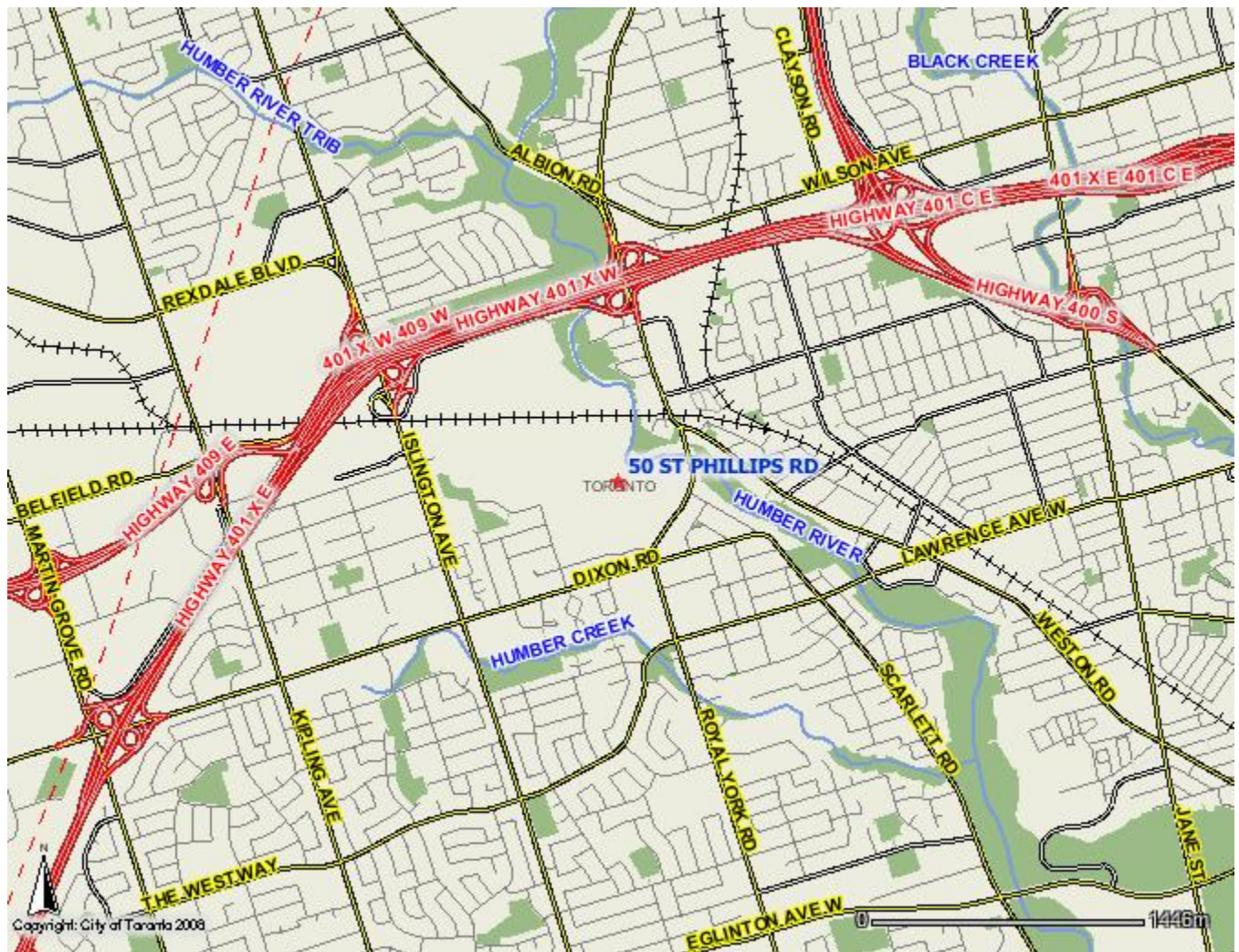
**Wednesday October 15, 2008 - 8:30 AM to 3:45 PM**

Weston Golf & Country Club  
50 St. Philip's Road, Toronto

**YOU DON'T WANT TO MISS THIS MEETING!!**

- 8:30 – 9:00**                    **Registration and Coffee**
- 9:00 – 9:15**                    **ASCNET TENCon Update & Other Items**
- 9:15 – 10:00**                    **Steve Kaukinen, CSIO President**  
Steve will be speaking on the following: CSIO's role within the P&C broker distribution channel, & changes coming to CSIO (in particular CSIONet). As well, Steve will also be discussing his views on what the future of independent brokerages, workflows, and the potential of a new era in how brokers interact with insurance companies with the prospect of "Real Time" transactions.
- 10:00 – 10:15**                    **Real Time Broker/EDI Update - Wendy Watson, The Precept Group**
- 10:15 – 10:30**                    **Break**
- 10:30 – 12:00**                    **The Insurance Broker Income/Expense Cycle and Monitoring Metrics**  
**Presenter: Greg Purdy, Pathway Partners**  
This session covers the common structure of a brokerage operation, the primary functions performed by staff, sources of income, typical expenses, the typical flow of money from customer thru to insurer. The key points for measuring performance are identified; the methods for employing metrics and the role of metrics in measuring individual, group performance and overall brokerage are identified.  
**So You Think You Know...**  
**Presenter: Michelle Cole-Kennedy, Pathway Partners**  
This sessions covers blogging, YouTube, Facebook and other social networks used by today's generation, explains options that new insurance buyers are looking for, helps you to understand the new Generation of insurance buyers. The session also covers digital technology i.e. Web 2.0, online shopping, data management and other tools that affect the insurance industry.
- 12:00 - 12:30**                    **Lynn Walsh, ASCNET Director of Member Relations**
- 12:30 – 1:15**                    **Lunch**
- 1:15 – 3:45**                    **Version 10 LIVE Demonstration**  
**Presenter: Andy Chow, Applied Systems**  
**EPIC LIVE Demonstration**  
**Presenters: Martin Ouellet & Vince Conroy, Applied Systems**  
Never has Applied Systems experienced such an exciting time. Version 10 includes many changes (including an employee benefits module). EPIC has been 4 years in the making, and caused quite a buzz at TENCon. EPIC WILL MAKE ALL OF OUR JOBS EASIER, and will be available in Canada in the 2<sup>nd</sup> quarter of 2009. Come see live demonstrations of both products.

**RIBO CE CREDITS WILL BE AVAILABLE**



**Directions to Weston Golf Club:**

- exit Highway 401 east or westbound at Weston Road (first exit west of Hwy 400)
- go south on Weston Road
- keep to the right, turning onto St. Phillip's just after going under the railway overpass
- the entrance to Weston Golf Club is on the right about 100 feet after crossing the bridge
- follow the signs and park at the back of the building

