

Target Markets Program Administrators Association

MISSION STATEMENT

The Target Markets Program Administrators Association is an organization dedicated to the unique challenges of Program Specialists. The TMPAA defines Program Business as insurance products targeted to a particular niche market or class, generally representing a book of similar risks placed with one carrier. Administration is done through Program Specialists who have developed an expertise in that market or class. Administrative responsibilities are negotiated between the Specialist and Carrier, and may include marketing, underwriting selection, binding, issuing, billing, premium collections, data gathering, claims management/ loss control and possibly risk sharing. Program Specialists typically target their niches through differentiation either in product, risk management services, delivery mechanism or price. Specialists can distribute these Programs on a retail or wholesale basis.

Our Mission is to help Program Administrators conduct their business more efficiently, with greater proficiency and profitability. To accomplish this we are organized around five themes.

1 Technology Helping our members sort through the vast number of companies and strategies to take maximum advantage of technology to further their enterprise's interests.

2 Skills Helping our members gain new skills or enhance existing ones through relevant workshops, consulting with the experts and providing the training necessary to master the subject.

3 Meeting the Markets Alignment with selected carriers who either specialize in programs or have dedicated units with a program focus. The key here is to satisfy both the carrier appetites for a more efficient exchange of information and contacts, as well as to provide decision level access to the membership base.

4 Networking Helping each other grow by tapping into the collective expertise of the group. Decision level owners and program managers sharing their areas of expertise with others to strengthen the group.

5 Cross-sell There may be occasion where members wish to add a new product to their portfolio or desire to market their own products through selected member/partners. This is not a requirement for anyone but merely an opportunity for those that wish to use the professional contacts obtained in the Association to expand their marketing network.

Since our successful launch of the Target Markets concept at the First Annual Summit in Tempe, (October 16-18, 2001), we created a business plan to align only with specialists in Programs. We want to advance the interests of our specialist carrier and vendor partners within the Association. Our goal is to provide more efficient access to decision-makers in programs in exchange for value to the group.

Beginning in 2004, the Association doubled its commitment to provide the contacts, education and resources necessary for its members to achieve greater profitability and excellence in program business, by adding an East Coast Mid Year Meeting to the annual Summit in Arizona. In 2009, the Association has again expanded its commitment to improve the scope of program

business information sharing and networking by launching the **TMPAA Networking Site**. It is our hope that this site becomes another important business tool for our members.

Target Markets now has over 50 Carrier Partners committed to Program Business, and provides unprecedented access to decision makers from these companies at both national meetings, allowing both the administrator and company to forge successful partnerships for new program business opportunities. The Association has grown to over 300 members, 200 of which are agencies who specialize in programs.

One core element of the TMPAA mission is to promote excellence for this most elite segment of insurance intermediaries, program administrators/MGA's. Target Markets has developed a protocol and criteria to evaluate the program business operations of Association members. Participation in a best practice evaluation encourages applicants to review their current level of functioning, look for greater efficiencies in the way they currently do business, and ultimately be recognized by program business professionals as a best in class operation. The **TMPAA Best Practice Designation** will not only benefit members through critical reviews and improvements in agency function, but through enhanced market image, product promotion and recognition from their peers.

Information gathered from member agencies regarding their **E&O coverage** has resulted in a new partnership with a carrier partner who shares the Association's view that Program Specialists are a preferred class of business, as opposed to a generalist MGA. This new program now offers premium discounts and loss control evaluations for all members of Target Markets who purchase their coverage through this program.

The Association's commercial website, **Target Programs**, continues to drive business to agency members who participate and have their programs listed on the site. Target Programs, through its regular communication to a large database of independent retail P&C agents, attracts the attention of the retail agent community as they search to find coverage for their insureds. Individual electronic marketing is now offered at prices well below current market value in addition to the program marketing provided as part of participation.

Target University, scheduled to open in 2010, will assist program specialists to manage their operations, raise the industry standards for program business, and provide the CPL Designation (Certified Programs Leader) indicating an expertise to other professionals in this industry segment. Our kick-off of an under 40 group, "**Leadership 2.0**" at the Ninth Annual Summit seeks to cultivate and support the next generation of Program Business Professionals.

With the assistance of the working committees, Board Members and individual contributions of Association members, Target Markets will continue to develop new and innovative solutions to the challenges of program administration, and provide tangible assistance for those who make their living in Program Business.