

# CEO Communiqué

Connecting our global organization

## Canada

- **Kevin Frawley** announced **Pat Van Bakel** as CEO for Crawford Canada, effective July 1.
- Canada and U.S. CAT have joined up to respond to significant industry needs in wake of Calgary flooding.

## U.S. P & C

- **Stu Tucker** assumed responsibility for our NE Region, in addition to the SE, effective July 1.
- **Lou Kazman** named NY Service Center Manager, effective July 1.
- Our new Assurant Pilot Program went live on July 1.
- Our Grassroots Sales Program has been launched in all four regions.

## GCG

- GCG is holding Biggest Loser Competitions throughout its facilities nationwide to encourage employees to get fit and live healthier.
- GCG's Lake Success office welcomes two new employees: **David Salzman**, AVP of Marketing, and **Priscilla Popov**, Senior Director of Finance.
- June was the one year anniversary for GCG's Hammond facility.

## U.K.

- Crawford is a finalist at the Peer Awards for Business Excellence, competing against major corporate brands.
- Crawford wins first RSA Customer Excellence Award.
- Business Development team bolstered by appointment of **Jacintha McQuaid**, formerly from GAB Robins.

## CEMEA

- Crawford has been responding to claims across Germany and Czech Republic following devastating floods in Europe.
- **Mark Vos** appointed as President of FUEDI, Loss Adjusting Institute, for Europe.

## World Headquarters

- Launched a new global offering, Specialty Markets, to better serve the unique needs of clients requiring highly technical and specialized claims handling
- Global Enterprise Risk Management (ERM) meeting held June 3 to develop plans to mitigate top risks.

## Broadspire

- Key wins: Simpson Housing, Frontier Drilling, Crossbeam Holdings, Sunview Marketing, Baker & Taylor, Sykes Enterprise
- Key renewals: CH2MHill, Precor/Precor Strength, AmerisourceBergen, Bolthouse Farms, Centimark, Koch Industries, Omnova, Zenith Insurance, Altico
- Multi-year deals reaffirmed for next 12 months: PeaceHealth, Gordon Foods
- Broadspire's 2nd annual Pharmacy Issues Summit was held in Sunrise, addressing topical issues related to the pharmacy benefits component of workers compensation.

## Global Markets

- New Crawford Marine Team, headed by **Rob Hawes**, held a successful client event at Lloyd's & London Market.
- Crawford attended Airmic Conference & Exhibition sharing with risk managers and brokers the need to pre-appoint adjusters. Our "Be CAT Ready" concept attracted great attention and a large number of leads.

## Global Client and Business Development (GCBD)

- Global Marketing symposium conducted on June 25–26 to connect our marketing professionals and to review the new Crawford brand standards. More brand info will be forthcoming.
- Rollout of our global Sales Transformation leadership strategy with Miller Heiman on June 26–27.
- Top sales professional company-wide is **Bill Schmidt** – Broadspire (U.S.) for second quarter in a row.

## Latin America

- Brazil has been nominated to handle SUL AMERICA's Affinity claims in the North, Northeast, Center West and South regions.
- A new Marine agreement has been signed with ARGO SEGURADORA.
- Zurich has been trained to use Crawford Brazil System/BRS2 as their official Affinity system on their call center which provides a better and faster service and creates a close commercial relationship.

## Asia-Pacific

- Crawford will be presenting at the annual Claims Convention hosted by Australasian Institute of Chartered Loss Adjusters and the Australian and New Zealand Institute of Insurance and Finance. **Bud Trice**, VP, Catastrophe Services, will be working with his colleagues in Australia to deliver a keynote speech on Superstorm Sandy.
- Crawford presented at SCI-AICLA Joint Workshop, *Dealing with "CAR Claims: A Practical Approach,"* at the end of June in Singapore.
  - **Dr. Leo Chen** appointed as General Manager in our Taiwan office.