



## Corporate Office

801 W. 47th Street, Ste 500  
Kansas City, MO 64112  
(816) 842-8222  
Fax: (816) 842-3081  
www.westrope.com

## Phil Holderness

Dept. Manager &  
Broker Territory  
AK, AZ, CA, DC, HI, ID, IN,  
KY, MI, MD, MT, NV, OH,  
OR, UT, VA, WA, WI  
(816) 412-7571  
pholderness@westrope.com

## Kathy Gustafson

Broker Territory  
CO, KS, MN, ND, NM, SD,  
WY  
(816) 714-7467  
kgustafson@westrope.com

## Jim McCarthy

Broker Territory  
AL, GA, FL, KY, LA, MO,  
MS, NC, SC, TN  
(816) 714-7448  
jmccarthy@westrope.com

## Dwayne Saucier

Broker Territory  
AR, IA, IL, NE, OK, TX  
(816) 714-7473  
dsaucier@westrope.com

## Ben Young

Broker Territory  
(973) 218-2735  
CT, DE, MA, ME, NJ, NH,  
NY, PA, RI, VT  
byoung@westrope.com

## Jafir Young

Broker Territory  
(949) 833-7177  
WA, OR, MT, ID, CA, NV,  
UT, AZ, AK  
jyoung@westrope.com

## Executive & Professional Liability Department Newsletter Year End 2007 Overview

**As the clock struck midnight on December 31, 2007 we, like many of you, closed out fiscal 2007.** As providers of insurance products to business consumers, 2007 was a challenging year for our own business. The theme was clearly increased competition and declining premiums. In the Executive & Professional Liability Department we are pleased to report we grew at 12% for fiscal 2007. We appreciate and thank you for your business.

Virtually all of our products are “optional”. It is rare to find a business that is required to buy D&O, Employment Practices, Fiduciary, Crime, Misc. E&O or Healthcare Professional. Since these coverages are “high” severity and “low” frequency, many clients do not fully understand the importance of the protection because they do not “see” the claims.

Many of our 2007 successes were driven by “first time” purchases. Our instincts tell us that as traditional P&C premiums decreased, more organizations used those “savings” to buy Executive & Professional Liability insurance. Even if our instincts are not on target, this sales strategy makes sense and would recommend its continued use in 2008. We also spent many hours educating clients about exposures and have great claims examples to help reinforce the need for these lines. If you need claims examples, please call.

### RECENTLY WRITTEN ACCOUNTS

<i>Class of Risk</i>	<i>Line of Business</i>	<i>Premium</i>
Ambulance Service	PL/GL	\$110,000
OB / GYN	Med Mal	\$66,000
Nursing Home	PL/GL	\$40,000
Blood Testing Laboratory	PL/GL	\$28,500
Medical Staffing Firm	PL/GL	\$28,000
Real Estate Agents	Crime	\$250,000
Government Pension Plan	Fiduciary Liability	\$35,000
Real Estate Developer	D&O	\$28,000
Not for profit Association	NFP D&O	\$25,000
RV Dealership	D&O / EPL	\$8,000
Bio Tech (Start up)	D&O / EPL	\$5,000
Property Manager	E&O	\$25,000
Consulting to Government & Financial Institutions	E&O	\$22,000
Architect	E&O	\$16,000
Insurance Agency	E&O	\$15,000
Telecommunications Consultant	E&O	\$11,500
Construction Staking Firm	E&O	\$10,000

**Contact your Westrope broker today to discuss your opportunity.**