Welcome to the Summer National Meeting in Louisville.

2014 has proven to be an extremely busy and productive year at the NAIC, and things don’t appear to be slowing down any time soon. State insurance regulators continue to be engaged on a variety of issues at the state, federal, and international levels, and their leadership on these issues remains critical to protecting consumers and promoting competitive markets.

To support state insurance regulators in those efforts, last month the NAIC launched a new educational initiative called ‘Protecting the Future.’ The overarching purpose of this ambitious program is to educate the public about the benefits of state-based insurance regulation and convey the central message that the system protects the future of American consumers, employers and the economy. This educational initiative is unique in its scope, as it is being deployed in Washington, D.C.; Brussels, the capital of the European Union; and in Basel, Switzerland, the seat of the Financial Stability Board (FSB) for the G-20. This broad-based approach aptly reflects the wide role and implications that activities both here at home and overseas has on insurance regulation. Among the primary objectives of the initiative are to reach out to key stakeholders, execute events to engage thought leadership on emerging issues, and utilize social media to leverage our message across multiple public platforms.

The major elements of Protecting the Future can be distilled into three major points:

- State-based insurance regulation can best adapt to meet future economic and financial challenges.
- Insurance market regulation is very complex, and what works in one state may not work in another.
- State insurance regulators protect consumers and promote competitive markets, ensuring a wide choice of secure insurance products and services to help consumers prepare for the unplanned and unexpected.

“Welcome to the Bluegrass State

Senator Ben Nelson
NAIC Chief Executive Officer

Our proven system continues to effectively evolve as the states respond to emerging issues, new products, innovations and changes in the financial services landscape.”

— NAIC President & North Dakota Insurance Commissioner Adam Hamm
NEW RESOURCES HELP CONSUMERS GET READY

To help consumers get educated about their insurance needs before a crisis occurs, the NAIC created Get Ready resources. These new resource kits help consumers considering a major life event get smart about the insurance implications before something bad happens, such as a car accident or natural disaster, to avoid hasty, uninformed and costly misunderstandings.

The kits address insurance needs for milestones such as weddings, a new car or home, changing jobs, having a baby, and turning 50. To help launch the campaign, NAIC President and North Dakota Insurance Commissioner Adam Hamm conducted a radio media tour (RMT), participating in back-to-back live and taped interviews with 19 stations across the country.

His interviews were aired more than 1,000 times and generated more than 13 million impressions. Overall, the launch of Get Ready resources garnered more than 157 million impressions.
2014 CONSUMER OUTREACH DELIVERING GREAT RETURNS

The NAIC consumer campaign is on track to surpass last year’s reach. In 2013, consumer outreach garnered more than 554 million impressions. Halfway into 2014, the NAIC’s efforts have already generated more than 418 million impressions, quickly closing in on last year’s total number. Additionally, consumers are still responding positively to Amy Grant’s message for baby boomers. Amy’s radio public service announcement (PSA) has been aired almost 80,000 times since its release, resulting in more than 700 million impressions and reaching an ad equivalency of almost $10 million.

The NAIC’s two free mobile apps, myHOME Scr.APP.book and WRECKCHECK, have been downloaded more than 47,000 and 21,000 times, respectively. On social media, the NAIC also continues to acquire a larger following by the day. @NAIC_News, the NAIC’s Twitter account, now has more than 8,900 followers. Insure U’s Facebook and the NAIC’s Facebook pages have more than 3,300 and 1,175 ‘likes,’ respectively.

CIPR PRESENTS: COMMERCIAL RIDE SHARING AND CAR SHARING INSURANCE ISSUES

Today’s Center for Insurance Policy and Research (CIPR) event will explore insurance-related issues emerging with the commercial ridesharing and car sharing market.

The event will take place today, Saturday, August 16, 2014 from 11 a.m. to 1 p.m. Attendee sign-in and lunch will be from 10:00 a.m. to 11:00 a.m. at the Marriott Ballroom V on Level 2.

This event will feature a panel of subject matter experts, including representatives from ridesharing and car sharing companies, insurance regulators, insurers and consumer representatives.

Moderator: California Insurance Commissioner Dave Jones.
As with many of the NAIC’s major initiatives, the ability to leverage the valuable resources and dedicated state insurance department staff in our member states across the nation remain one of our greatest assets. To ensure success, we enlisted the help of state public information officers (PIOs) to carry out elements of the program locally. Tool kits were provided to each state, containing a number of resources that could be customized to fit local outreach needs, including news releases, key messages and how to utilize social media to launch this initiative. I would like to extend my thanks to the states for helping with this first phase of the initiative and look forward to building on the momentum with their dedicated assistance and efforts. If you haven’t already, I encourage you to visit the official Protecting the Future webpage: protectingthefuture.naic.org which houses a robust reference room featuring fact sheets and speeches as well as the latest from NAIC leadership on regulatory developments.

Finally, I would be remiss if I didn’t mention an important area that remains a priority for the NAIC – international capital standards. This year, the International Association of Insurance Supervisors (IAIS) has been developing the basic capital requirements (BCR), which is planned to be finalized and ready for implementation by global systemically important insurers (G-SIIs) in late 2014. While our members continue to have concerns about the timing, necessity, and complexity of developing a global capital standard, they remain fully engaged in the development process at the IAIS to ensure state insurance regulators’ views are heard. It is still too early to determine whether or to what degree state regulators will adopt the international capital standard, but we will continue to be mindful of the cost/benefit of the proposed standards, the impact on insurance product availability and affordability or other market impacts, and the compatibility of the proposed standards with the U.S. insurance regulatory system. On Friday, the NAIC held an International Capital Standards Forum, with the intent to foster an open dialogue amongst U.S. state insurance regulators and interested parties on the progress of these developments. Throughout the process, we will continue to articulate our expectations toward the development of capital standards.

I hope you enjoy your time in Louisville and wish you a successful meeting.

Senator Ben Nelson