



The Market Finder

Volume 10, Issue 2 December 2010

Then and Now

While reflecting on the past in order to write this article, I have been amazed at the many changes we've seen at Market Finders through the years. We are preparing to begin our 40th year in business, and it is interesting to look back at the last 39 years. We started the company in the middle of a recession in a soft market - much the same condition as we have today. The entire list of changes would be far too numerous to list in this article, but a few stand out to me and are noted here.



Jim Ryan
President & CEO

- We are now paperless and no longer have a File Room with *thousands* of files.
- All correspondence was typed on a typewriter or telex. Now it is all sent via fax or e-mail.
- The switchboard personnel no longer need to keep handwritten messages, since we have voicemail for each individual.
- Month-end processing used to take 25 hours. It is now completed in less than 7 hours.
- Our in-house premium financing contracts were hand-typed and everything is now totally automated.
- Policy typing was done on a manual typewriter. It is now processed electronically through policy issuance computer programs.
- For years, our desks were full of thick manuals which had to be updated manually. Now they are on a computer screen and updated instantly.
- Much of our rating is now performed using data entry. Gone are the days of forms lists and lengthy rating worksheets.



1972

But there are some things that never should - and won't - change at Market Finders. Retaining a very skilled and dedicated staff who gives the highest level of service and performance to our agents and companies is at the top of our list of priorities. And lest we get too caught up in today's technology and advancements, you can count on your phone calls to Market Finders being answered by a person and not a machine. For some things simply cannot be improved!

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The Early Days. . .



Jerome H. Boyett
Secretary/Treasurer

As one of Market Finders' original employees, I was there for the early days and know first-hand how different they are from today. I was hired as the Field Agent/Marketing Rep. Our original focus was Kentucky only, and I was on the highways Monday through Friday trying to drum up business. *(This may not have been the best job for a newlywed!)* The company's push, from the start, has been service and our goal has always been to meet the needs of the agent.

Since I was the Marketing Department back then, I had to enlist the aid of my wife, along with Jim Ryan and his wife, when the mailings went out. Every three months, we sat around the dining room table and hand folded all the brochures and stuffed them into approximately 1,000 envelopes. We then had to stick the address labels on the envelopes and deliver them to the Post Office. Today the Marketing Department has a staff of three - and they never even have to stuff envelopes! The majority of our flyers are done via e-mail, and we usually send about 20,000 out each month.

I am grateful for Market Finders' rich history in the insurance industry. I have been amazed by the changes we've seen, and I have enjoyed getting to know the people associated with it through the years. I can only imagine how different things will be 39 years from now!



**First year-end bonus
check in 1973.**

Nowadays. . .

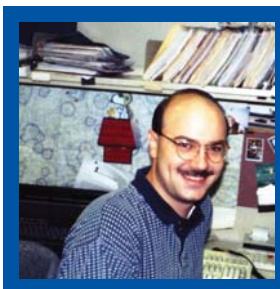
As you can imagine, it can be difficult to explain to people what an E & S underwriter's job duties are - especially to people not in the insurance business! Allow me to reflect on a conversation with some folks in the rural area in which I still live after my first week at Market Finders in 1991. . .

I explained to them that there are jobs in Louisville other than those at the Ford and General Electric plants. The "desk job" that I had involved wearing "Sunday" clothes with a tie and using a facsimile machine, phone, and even a computer on my own desk. Why we even had a phone that the owners carried around in a satchel (the bag phone) which worked without being plugged into a phone jack! They (nor I) could ever imagine my being that "Big Time" in 1991!

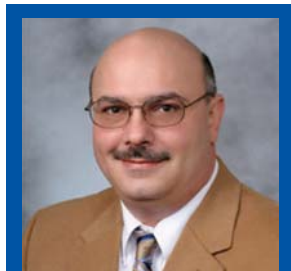
Nineteen years (and 40 pounds) later, our office dress code is business casual and we have only one paper fax left in the building since we operate in a paperless environment. My cell phone looks like a toy, but it has everything except a fork and spoon attached!

I grew up here at Market Finders and I know of no other place I would ever want to be. This must apply to several others, too, because I am still working with many of the same staff that I did in 1991, putting all of today's advancements to use for our customers.

To all of our agents and companies, I and the entire family at Market Finders thank you for all of the wonderful support you've given over our 39 years in business. We are blessed to be able to reflect upon these years, but even more blessed to have the opportunity to continue our relationships with you.



1992



Joe Miller
Vice President

Technology in the Twenty-First Century

By Randy Jackson

As IT Development Manager for Market Finders, I have seen some drastic changes during my seven years at MFIC. Technology itself has advanced greatly, and Market Finders has been a company that has embraced the opportunity that accompanies it. I'm fortunate to work for leaders of a company who see the importance associated with advances in technology and who strive to keep up with this ever-changing, fast-paced world in which we live.

Several changes have taken place here at MFIC over the years during my relatively short tenure at MFIC, and these are listed below.

When I arrived in 2003:

- All servers were on Windows NT.
- The workstations were on Windows 98.
- The website was hosted by a company located in Cincinnati.
- An Exchange 5.5 server pulled the e-mail down from the Cincinnati server.

MFIC had just purchased new paperless software called ImageRight, and the conversion to a paperless system had just begun.

- We immediately upgraded the current servers to Windows Server 2000.
- SQL 2000 was added, which is a database software.
- Several new servers were added to host the paperless software and applications.
- All workstations were upgraded to Windows 2000.

Once we were up and running on the new systems, we soon discovered that adding a paperless faxing system and our own hosted Exchange email system would be a must, in order to completely go paperless.

- Exchange 2000 was then added.
- New server-based fax boards and fax software were added.
- Citrix servers and direct ATM Frame relay connections (dedicated circuit) from three offices were the final steps to converting our other remote offices to the paperless system. This also allowed home users remote access.
- Upgraded to Windows 2003 server and Exchange 2003.
- Windows XP was installed on all new workstations.

(continued on next page)



Server Room at MFIC.
(This rack replaced an entire File Room!)



Market Finders would like to especially acknowledge the effort and talents of Sheila Davis and the entire Marketing team for their work on the newsletter.

Technology in the Twenty-First Century (continued)

We then began looking into Disaster Recovery Plans. Since MFIC already had most of the elements that a service provider could offer, it soon became obvious that a self-hosted solution made the most sense. We bought new servers to install off-site and new software that duplicates our production servers. The existing data connections were used to replicate the information across to the disaster site. Your business is safer as result of this change!

The next big upgrades included:

- A new set of servers.
- Windows 2008 and Exchange 2007.
- VMware. This new software allowed us to run multiple Virtual servers on one machine. (It also cut operating costs since we no longer needed to buy physical servers and reduced our use of electricity. An added bonus was the ease of administration.)
- Fax boards were replaced with new ones to incorporate the use of DID (Direct Inward Dialing). Which allowed every user to have a personal fax number, with faxes directly routed to the individual's e-mail box.
- Automated e-mail receiving is a recently added feature. Several e-mail addresses and fax numbers were set up for existing companies and agents, which are received by the system and processed automatically to perform some of the tasks that Underwriting Assistants normally perform on a daily basis.

The Voice-Over-IP phone system that was recently installed permitted us to centralize our company even more by connecting all of our offices to one phone system. This allows us to handle all calls at our home office and easily transfer them to our off-site staff. This system also lets us store voicemails into an individual account's file. Removing the task of answering phones at the branch locations freed up our underwriting staff to underwrite, which helps get quotes out faster.

Our paperless system has gone through many updates, and additional features were added to help streamline production. We are currently working on upgrading our accounting software, which will allow even more integration with the paperless system. We have come a long way in the past seven years. I am confident that as technology in the business world continues to evolve, Market Finders will continue to change with it. No one knows what the future holds for technology, but MFIC has proven they are willing to change with it. Each upgrade has been made for one purpose - ease of doing business with Market Finders. While you may not notice each step that goes on behind the scenes, our goal is for our agents and companies to experience the *benefits* of these efforts.

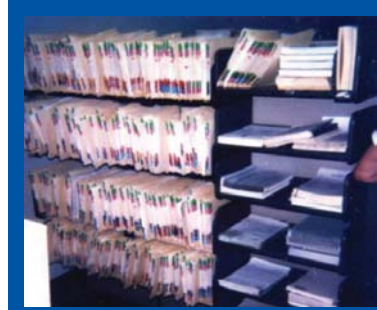


**When Market Finders was
founded in February of 1972,
11 MFIC employees were not even born yet!
(And 5 more were still in diapers!)**



File Room

At the beginning of her 26-year tenure, MFIC employee Margaret Walker used to be in charge of the File Department - a job which has gone the way of the Livery Stable and blacksmith! With the advent of computer technology, Margaret has had to adapt to change. . .and more change! Today part of Margaret's job is to maintain the database of our agents, a really large undertaking. (She also handles the policy issuance for all Lloyd's of London policies.)



One of the many rows of files!

1972

☺ Gas price	.36 gallon	☺ "The Godfather" was the #1 ranked film.
☺ McDonald's Quarter Pounder	.55	☺ Queen recorded "We Are The Champions."
☺ 6-pack Pepsi 12-oz cans	.69	☺ "The Walton's" premiered on television.
☺ Nabisco Oreo's (16-oz pkg.)	.49	☺ Shaquille O'Neal was born.
☺ Lincoln Continental	\$11,802	
☺ Average Annual Income	\$11,800	
☺ Average New House	\$27,550	

Source: www.thepeoplehistory.com/1972

Market Finders Relic

This 4-ft safe will forever be a part of Market Finders! It was acquired in 1988 to protect the 20" computer storage disks each night from fire. It is so large and heavy that a crane was required to move it into the building - and the second floor window had to be removed in order for it to fit. That's the only way to get it out, too - so even though our back-up computer files are stored on a server now and the safe is no longer needed, we just incorporate it into the décor and have a fun conversation piece!



Personal Lines Underwriter,
Lorraine Hardin, poses with the safe!

One interesting piece of trivia about the safe is that it can't be opened anymore. . .no one remembers the combination!

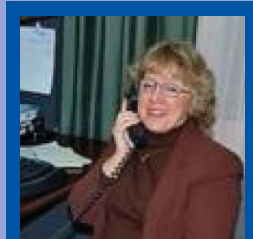
Remember REV. SHAW?

No, he is not a Minister who has his own television show! Before Basic, Broad & Special, the terms were Fire, Extended Coverage, and Vandalism & Malicious Mischief. Extended Coverage included the following:

- R - Riot or Civil commotion
- E - Explosion
- V - Volcanic Action
- S - Smoke
- H - Hail
- A - Aircraft or Vehicles
- W - Windstorm or Hail

REV. SHAW was a great way to remember what Extended Coverage meant when you were taking some of the insurance courses!

Thanks to Underwriting Supervisor, Karen Cornett, for the trip down Memory Lane!



Meet our Lloyd's of London Broker!

With the advent of all this new technology, we were able to catch up with our Lloyd's of London broker, Chris Gaddes, Director of the North American Division with Chesterfield Insurance Brokers Ltd. in London, England. He's been a broker with Lloyd's for 33 years, starting just after college. We certainly appreciate his agreeing to participate in the Market Finders newsletter.

MFIC: Since Lloyd's of London is practically a household name in America, can you tell us just how long they've been around - and how they started?

CG: Lloyd's traces its history back to 1688 when it was referenced as Edward Lloyd's coffee house on London's Tower Street, but it wasn't until 1880 that a Reinsurance policy was written (on an American risk). The first Motor policy was written in 1905, and the first Aviation policy was written in 1911.

MFIC: What would you say has been the biggest change in our industry over the last 30-40 years?

CG: Technology has to be the biggest change the industry has experienced. The improved way and speed we communicate today is a direct result of technology. From the old Telex machines to fax, computers, e-mail, scanning, and now Skype, we all benefit from these advances everyday. Technology embraces the way insurers can evaluate risk exposure better, and both report and monitor data.

MFIC: Looking ahead to 2011, what direction do you see the industry going? Any big surprises?

CG: Without a major catastrophe in 2011 the industry will continue to remain soft, with too much capacity chasing too little premium.

MFIC: And on a personal level, what was your most interesting (unusual) account?

CG: I placed a Property and Liability program in respect of Fraternities and Sororities nationwide USA. I am in the process of renewing this program for what will be its 26th year in Lloyd's.



Chris Gaddes
Lloyd's of London

Meet the New Guy!

As the newest member of the Market Finders underwriting team, John Gruen, is excited to be at Market Finders. He was born in rural Paint Lick, Kentucky, and graduated this year from Eastern Kentucky University (alma mater to both Joe Miller and Dan Meade of Market Finders). He is currently undergoing rigorous training on professional and commercial lines products. John says he never ceases to be amazed by the fact that so many people in the insurance field know where Paint Lick is. He has enjoyed applying what he learned in school to underwriting and has found his degree in insurance to be very useful for underwriting.

In addition to his parents, John's family consists of an older sister, younger brother and a very large German shepherd named Lucky who was rescued from a shelter two years ago. His family has spent lots of time through the years camping at the lakes in Kentucky, and John is an avid water skier. He takes advantage of every warm day he can, spending time at Green River Lake. If the water is too cold for skis, he enjoys exploring the woods on a dirt bike.

John marvels at the experience of the senior underwriters at MFIC (Karen Cornett has been here 37 years and Joe Miller 19, to name a couple of them!). He is quick to take advantage of their knowledge and experience. John knows that hard work, knowledge and dedication to great service are key to being a good underwriter, and he aspires to learn and grow everyday to do just that. And just think, in 39 years, John may well be the most senior member of the Market Finders underwriting team!

John is ready and willing to work with our agents and companies. Please join us in welcoming John Gruen to our Market Finders family. You can reach John at jgruen@mfic.com or 800.626.5660 ext. 1121.



John Gruen
Commercial Underwriter



Joe Miller, who started with MFIC fresh out of college in 1991, was promoted to Vice President. He continues to underwrite Commercial Property & Casualty and has been a tremendous addition to the executive team.

Cyber Liability Seminar

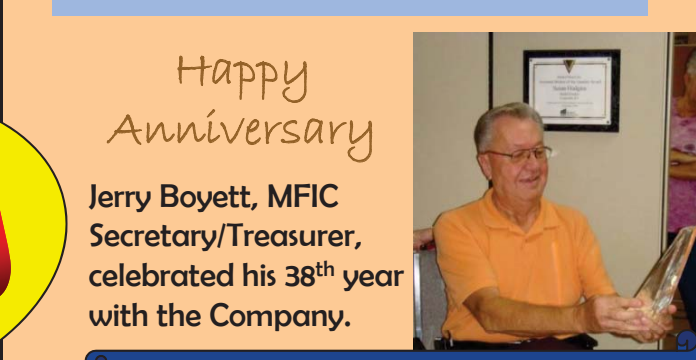
Baby Boy!



The MFIC family grew with the birth of Executive Assistant Stephanie Lawson's second child, Taylor.



Agent Picnic



Happy Anniversary

Jerry Boyett, MFIC Secretary/Treasurer, celebrated his 38th year with the Company.



MFIC employees enjoying a "Duck Dance" at the 2009 Christmas Party!

Left to right: Marylee Boyett, Mary Ecken, Tamara Stough, Michael Stough, and Sandy Walls.

Ho Ho Ho!

Rekha Khiani's (Policy Issuance Supervisor) October marriage to Nicholas Elander



Halloween



Welcome!
John Gruen
Commercial Underwriter

LEFT TO RIGHT: Sandra Back, Sylvia Smith, Vickie Smith, Kate Graeter, Mary Ecken, Dan Meade, Tamara Stough, Diann Gaines, Marcia Vires, John Gruen, Claudine Gaddie, Bonnie Bolin, Karen Cornett, Sandy Walls



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The Last Word. . .



Sylvia Smith
Chief Financial Officer

We hope you enjoyed a trip down memory lane with your friends at Market Finders. We are proud of our past and excited about our future. It was fun for all of us to reflect on our history. The 1970's pictures were especially entertaining to some of our younger staff. They are the Market Finders of the future, and someday they will reflect back on how time consuming insurance processing was back in 2010 - and, of course, how bizarre the clothes and hairdos were!

Several rather bold steps have been taken at Market Finders in the area of technology through the years, always striving to better serve our agents. When we entered into the paperless environment in 2003, we were considered "pioneers" as there weren't many companies who had yet taken the plunge (we were customer #5 for ImageRight). However, this very act linked all our locations in ways we could never have imagined without this capability. Our updated computer system, phone system, and now our agency management system are other examples of our commitment to deliver the best service available.

While the intention of implementing all these changes is to enhance the ease of doing business with us, we never want to forget what really matters - your satisfaction. For we realize we have no actual "product" to sell - just our service. Without our agents, there would be no Market Finders. Therefore, we continually look for ways to set us apart from the competition. We sincerely hope that you will bring it to our attention if we fail to hit that mark.

