



# REGIONAL AGENT NEWSLETTER

Northeast

Spring '08



Anita Devan  
Sr. Vice-President

Dear Zenith Agent,

### 2007 proved to be a great year for Zenith!

- Our net income (Profit) was \$233.9 million; in addition, we have approximately \$2.7 billion in assets.
- We continued to out-perform the industry; Zenith's combined ratio was 67.0% compared to the industry at 98.5%.
- We have a conservative investment portfolio with no exposure to sub-prime related securities.
- We paid a \$1 per share extra cash dividend in December 2007.

You know us as the go-to carrier for high mod businesses and risks who are experiencing pain because of claims or safety service gaps by their current carrier.

We are also the **answer for your small businesses** as evidenced by the following:

- Over 50% of our current customers have premiums less than \$10,000
- Our agents that used **TheZenith® Connection**, our online rate & quote system, to write small business received higher commission on new business.
- 30% of all business regardless of size had a credit mod.

**My question to you is—Are you missing opportunities with Zenith?**

### For 2008, our key strategies remain the same:

- Prudent growth through disciplined underwriting appetite expansion and high visibility
- Sustain quality focus and drive our claims cost down
- Provide quantifiable value difference — SERVICE, SERVICE, SERVICE!

Our goal is to continue to work with you to demonstrate why Zenith is the premier choice for workers' compensation. We have a clear strategy and marketing plan for 2008 and our team is stronger today than it has ever been. Working together, I have no doubt that we will accomplish our goals.

Here's to another year of success!

Anita Devan, CPCU,CIC, CRM, CWCP, Senior Vice President, Northeastern Regional Office

### What's Inside

Zenith is your Debit Mod and SWIF Experts—why go anywhere else?	2
Pennsylvania Health & Safety Division Introduces HandS System	3
Top Ten Classes Submitted via TheZenith® Connection	3
Get to Know Zenith's Safety & Health Department	4
Regional and Department Contacts	5

## Zenith is your Debit Mod and SWIF Experts—why go anywhere else?

The majority of our 2008 experience-rated new business is debit mod, while 35% of our recent new accounts are ex-SWIF (Have a SWIF book? Call your Zenith Underwriter for a review!). Zenith will gladly consider accounts with special circumstances or that need further explanation. Zenith has a broad underwriting appetite and classes are diverse with premiums as low as \$250 to over \$500,000. Below is a sample of new business written:

### New Business Successes

Class	Business	Why Zenith?	Premium \$	Exp.Mod
857	Metal Products Distributor	S&H Services	250,000+	1.69
257	Paper Products Mfg.	SWIF account	250,000+	1.24
563	Paint Mfg.	SWIF account - Wanted S&H	250,000+	1.85
323	Furniture Mfg.	SWIF account	100,000-250,000	2.03
957	Medical Offices	Wanted out of assigned risk.	100,000-250,000	1.71
555	Mfg. of nutritional supplements	Loss control	100,000-250,000	2.41
222	Plastic Bag Manufacturer	SWIF account	100,000-250,000	1.56
675	Door/Window Installation	Wanted out of SWIF	50,000-100,000	1.77
815	Auto Body Shop	Non-renewed by prior carrier	50,000-100,000	0.79
818	Recreational Vehicle Dealer	Prior carrier did not deliver service	50,000-100,000	0.96
968	Indoor Water Park	Wanted out of SWIF	50,000-100,000	1.56
227	Table Top Mfg.	S&H & Claims service	50,000-100,000	1.74
928	Thrift Store	Help reducing mod	50,000-100,000	2.44
305	Wood & Plywood Reels Mfg.	Aggressive claims management	50,000-100,000	2.17
323	Cabinet Manufacturing	SWIF account - Wanted S&H	50,000-100,000	1.43
917	Deli	Dissatisfied with current carrier	50,000-100,000	1.39
456	Metal Furniture Mfg.	Help reducing mod	50,000-100,000	1.00
461	Fabrication/assembly of bakery equip.	Aggressive claims management	25,000-50,000	1.22
664	Fuel Oil Dealer	SWIF account	25,000-50,000	1.39
928	Landscape Contractor	S&H & Claims service	25,000-50,000	1.69
973	Hotel	Better claims management	25,000-50,000	1.15
809	Gas Dealer	SWIF account	25,000-50,000	1.37
818	Storage trailer rental & repair	S&H & Claims service	25,000-50,000	2.41
675	Loading Dock sales & service	Work Comp specialists	25,000-50,000	1.00
971	Janitorial Services	Better claims management	25,000-50,000	1.04
815	Auto Service Center	Zenith was a good match	25,000-50,000	0.82
445	Steel Rivets,Keys Manufacturing	Non-renewed by prior carrier	25,000-50,000	1.56
663	Plumbing & HVAC	Debit Mod, Deviated Class	10,000-25,000	1.58
651	Contractor - Commercial Bldgs.	SWIF account	10,000-25,000	0.83
675	Garage Door Sales	Service capabilities	10,000-25,000	1.33
884	Fitness Clubs	Non-renewed by prior carrier	10,000-25,000	1.06
815	Auto Painting & Repair, Truck Repair	Non-renewed by prior carrier	10,000-25,000	1.17
646	Install/Service Carousels	SWIF account - Wanted S&H	5,000-25,000	1.27
815	Auto Repair and Restoration	Non-renewed by prior carrier	5,000-10,000	1.12
818	Motorcycle sales & service	Non-renewed by prior carrier	5,000-10,000	1.15
104	Wholesale Foods Canning & Pkg	Ease of TheZenith® Connection	5,000-10,000	1.25
815	Auto & Tire Dealer	Help reducing mod	5,000-10,000	1.71
880	Apartment Buildings Mgt.	SWIF account	5,000-10,000	1.84
928	Advertisement Distributor	Ease of TheZenith® Connection	1,000-5,000	MR
899	Tavern	SWIF account	1,000-5,000	-5% MR
815	Motorcycle Repair Shop	Ease of use of Online System	1,000- 5,000	No Mod

These are just a few examples. If you would like to see more, contact **Melissa Rush** at [mrush@thezenith.com](mailto:mrush@thezenith.com) and ask for the latest version of our New Business list.

## PA Health & Safety Division Introduces HandS System

Pennsylvania's Department of Labor & Industry has responded to feedback from customer surveys they took over a two-year period that revealed a strong customer desire for online filing and electronic information exchange.

Electronic filing of initial and renewal applications for workplace safety committee certification is now possible. This new process is called "H" and "S." "Take the "H" in health, the "S" in safety, and put "and" in the middle: you have HandS."

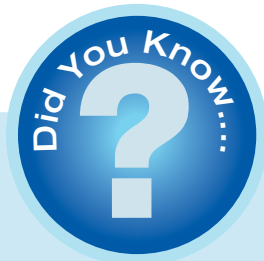
HandS provides revised forms and new ways of filing forms for initial and renewal Workplace Safety Committee certification.

Almost all health and safety information filings are time sensitive. Electronic filing and follow-up communication will eliminate many delays that had been experienced, and speedier problem resolution is another big advantage of electronic exchange.

### To get started:

- Go to [www.dli.state.pa.us](http://www.dli.state.pa.us) and type "HandS" in the keyword search
- Register for an online account on the HandS home page, select "Create a user profile in HandS."

If you have further questions, contact Zenith's Safety & Health department at 215-591-2971 or [click here](#) to see frequently asked questions about HandS.



### Workers' Compensation is all we do!

- ▶ Rated A (Excellent) by the A.M. Best Company.
- ▶ Zenith is licensed to conduct business in 45 states and the District of Columbia.
- ▶ Zenith has 19 branch offices throughout the United States.
- ▶ The majority of accounts with Zenith for 3 years or more experience a reduction in their ex mod and net premium.
- ▶ Zenith, on average, saves policyholders in Pennsylvania 60% in medical savings.



### Reminder: Use TZC to quote Small Business Online 24/7

The top ten classes submitted to the Northeast office by agents using TZC are:

1. 975-Restaurants
2. 899-Bar/Tavers
3. 897-Fast Food Restaurants
4. 896-Club NOC (Social Clubs)
5. 816-Auto Filing Stations
6. 815-Auto Service Stations
7. 973-Hotels
8. 0012-Landscape Contractors
9. 971-Commerical Buildings

And a tie for 10th

10. 809-Fuel Distribution  
928-Retail Store

## Get to Know Zenith's Safety & Health Department



**Jeff Beck**  
**Asst. VP of Safety & Health**

Beck has been a member of Zenith's leadership team since the formation of the Northeast Regional Office and has seen the office and his staff grow over the last 11 years.

Beck entered the insurance industry as a loss control representative in 1974 with the Insurance Company of North America (INA). In 1978 he was transferred to the newly formed Allentown Branch Office as the Safety and Health Manager. In 1981, Beck was promoted to Safety & Health Regional Director for the Pennsylvania Region. In the late 1980's, he was promoted to Eastern Region Industry Specialty Manager.

Beck joined TheZenith in April 1996 as the Safety & Health Department manager. He has worked with agents and policyholders in throughout Pennsylvania for the past 32 years. Beck has earned the reputation as an innovator and leader in the industry.



**Frank Bruzzese**  
**Sr. Safety & Health Consultant**

Bruzzese joined Zenith in July 2001. In addition to his education and 19 years of experience, Bruzzese is a Certified Industrial Hygienist and Certified Safety Professional.

Bruzzese graduated from Rutgers University with honors in 1988 with a Bachelor of Science in Environmental Science. In 1994 he earned his Master's of Science in Environmental Science, also from Rutgers University.

Since 1988, Bruzzese has worked continuously in the safety profession. His first job was as an industrial hygienist, followed by safety/quality manager and compliance representative for a consulting firm specializing in OSHA compliance for medical practices.

In 1997, he began working for a workers' compensation specialty insurance carrier as a senior accident prevention consultant. Bruzzese is a Chartered Property Casualty Underwriter candidate, and plans to earn the designation in 2009.



**Todd Fox**  
**Safety & Health Representative II**

Fox has been with Zenith for nearly 3 years. He previously served as an industrial hygienist. He earned his Bachelor's Degree in Safety and Environmental Management. He is currently pursuing his Associate Safety Professional designation.



**Pam McNulty**  
**Administrative Assistant**

McNulty has more than 15 years experience in public relations and healthcare marketing. She holds a bachelor's degree in journalism from Temple University and is currently pursuing her master's degree in secondary education and professional development.



**Kiena Nutter**  
**Safety & Health Consultant**

Nutter joined Zenith's Safety and Health service team late last year. Prior to Zenith, She served as a loss prevention consultant with Wausau Insurance in Windsor, Connecticut.

Nutter holds a master's degree in safety and environmental management as well as a master's degree in medical social services. Her combined experience and training in both fields, coupled with her commitment to service excellence, makes her an outstanding addition to Zenith's service team. She will be providing Safety and Health services to accounts in western and southern Pennsylvania.



**Josh Rogerson**  
**Safety & Health Representative I**

Rogerson graduated from Slippery Rock University earning his BS degree in Environmental, Health and Safety Management. In 2007, he graduated from Robert Morris University with a Master's Degree in Business Administration.



We are a team of workers' compensation specialists committed to helping businesses be more successful by protecting them from the financial consequences of workplace injuries, providing for the needs of their injured workers, and making the workplace safer. Zenith is committed to being the specialty carrier of choice.

### Questions or Comments?

The following Zenith department leaders welcome your questions or comments:

Name	Direct Line	Job Title/Department
Anita Devan, CPCU, CIC, CRM, CWCP	215-591-2901	Sr. Vice President, Regional Manager
Michael LaVerghetta	267-221-4446	Asst. Vice President, Marketing
Ken Hildebrand, CWCP	215-591-2930	Asst. Vice President, Underwriting
Pat Fredella	215-591-2910	Asst. Vice President, Claims
Jeff Beck	215-591-2950	Asst. Vice President, Safety & Health
Kelly Barker	215-591-2900	Asst. Claims Manager

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**TheZenith<sup>®</sup>**  
 WORKERS' COMPENSATION SPECIALISTS

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