



Date: 5/14/2007 To: ISM Agencies From: Master Agent  
**Subject: Rockwood SIAA Partnership**

SIAA is pleased to announce a national partnership with Rockwood Programs, Inc. to provide Agents E&O Insurance and other professional liability products on a preferred basis for SIAA Member Agencies. This Delaware-based Managing General Agency has been a nationally recognized, premier provider of liability products for over a decade.

How will this partnership benefit your agency?

**1. Rockwood E&O Program**—through our partnership with Rockwood we now can offer the availability for you to secure an “A” rated comprehensive E&O policy at a competitive price, that can be tailored to fit many unique coverage needs.

Rockwood will offer a free evaluation of your E&O coverage and will prepare at least two E&O quotes—all that is needed is for you to complete their 2 minute questionnaire available on the program website.

**2. E&O Compliance**—SIAA has authorized Rockwood to conduct a compliance review of all members E&O by obtaining a copy of their current E&O declaration page. In order to facilitate this process we would like you to forward a copy to Rockwood via email to this address [ezcompliance@rockwoodinsurance.com](mailto:ezcompliance@rockwoodinsurance.com), or fax a copy to 1-302-762-4200. This is also an important part of our effort to build a long term cost effective E&O program by gathering this data in one place. Rockwood has executed a confidentially agreement with SIAA and your information will be treated as such.

**3. Guardian Employment Practices Liability.** Rockwood functions as the exclusive administrator for an Employment Practices Liability Insurance (EPLI) product specifically tailored to cover the exposures faced by smaller firms. As part of our partnership arrangement, all SIAA members will receive an **exclusive compensation structure**, fast-track processing, and access to branded marketing materials for the product. In addition, any SIAA member agency who agrees to methodically quote Guardian EPLI on all their new business and renewal accounts will receive up to a 10% credit on their E&O coverage.

**4. Miscellaneous E&O.** One of Rockwood’s affiliated companies—Fox Point Programs, Inc.—has access to markets that allow it to offer professional liability coverage on virtually any class of business. As with the Guardian, our exclusive arrangement with Rockwood provides SIAA members with an **increased commission level not available to other retail agents.**

**5. Access to Other Products.** Rockwood possesses an extensive portfolio of management liability products - including Employment Practices, Directors & Officers coverage, Medical Malpractice, and more. Their Specialty operation can even help find markets for unique or hard-to-place risks. Rockwood possesses the authorities to transact business on a surplus lines basis in all states.

6. Please make sure you use your **NetWeb number** as your agency code for all of the above programs to assure proper credit to your account. Your NetWeb number is the number that appears next to your agency name on your access plus statement and also on your monthly report.

Access [www.rockwoodsiaa.com](http://www.rockwoodsiaa.com) to get additional information regarding the SIAA/Rockwood partnership. Everything about the program is on the website. From this site you can download branded forms, secure marketing materials, and get details about each of the product line offerings.

If you have questions AFTER reading the website material you can speak to one of their knowledgeable underwriters by calling Rockwood toll-free at 800-558-8808 and identify yourself as an SIAA member agency.

If you have any questions, please feel free to contact us.