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Media Contact

Daniel Black
215.564.3200 x120
dblack@gobraithwaite.com

Conner Strong & Buckelew Expands Captive Practice with Addition of Alternative Risk Veteran

Roger Ladda Named Vice President and Alternative Risk/Captive Practice Leader

MARLTON, NJ, (August 12, 2011) – Conner Strong & Buckelew, a leading insurance, risk management and employee benefits brokerage and consulting firm, today announced an expansion of its PERMA Risk Management operation. The firm has hired Roger Ladda, Vice President and Alternative Risk/Captive Practice Leader, who will oversee the firm’s overall alternative risk and captive strategies. The firm has over 25 years of experience in the alternative risk business. With the addition of Ladda, the firm is further expanding its alternative risk expertise in both the P&C and Benefits arena.

“The expansion of our alternative risk services is a natural extension of our business and our core competencies,” said Michael Tiagwad, President & CEO. “Captives are becoming an appropriate solution for more organizations as they’re facing increasing challenges in their property and casualty and employee benefits needs. With the addition of Roger to our team, we’re well positioned to further develop and deliver effective solutions for all of our clients.”

Conner Strong & Buckelew has a deep track-record in the alternative risk arena. As the leading risk management firm in the Pennsylvania and New Jersey area, the firm will operate its Captive Practice from its headquarters in Philadelphia. The Captive Practice will operate under PERMA, an independent division of Conner Strong & Buckelew.

“The primary purpose of a captive insurance program is to deliver control to its owners,” said Ladda. “And while most firms understand that, few have the tools to back it up. Our firm is uniquely positioned to raise the bar in this area because of our deep background working with private and public entities in the alternative risk arena.”

Prior to Conner Strong & Buckelew, Ladda served as Assistant Vice President of Sales, Consulting and Captive Management at Innovative Captive Strategies. While there, he was responsible for creating, marketing and managing alternative risk solutions for clients in partnership with brokers across the country. Previously, Ladda held positions at Liberty Mutual Insurance Company in its Alternative Market Group, PepsiCo, Inc. in its Risk Management and Treasury Group, and Commonwealth Risk Services, a subsidiary of Mutual Risk Management.



Ladda earned a B.A. in Government and Legal Studies from Bowdoin College and an Associate in Risk Management designation from The College of Insurance.

About Conner Strong & Buckelew

Conner Strong & Buckelew is a leading insurance, risk management and employee benefits brokerage and consulting firm. Through proprietary approaches, the firm offers customized programs designed to align with organizational goals and drive bottom-line growth.

Founded in 1959 with offices in New Jersey, Pennsylvania, Delaware and Florida, Conner Strong & Buckelew ranks among the largest insurance brokerages in the country. Each year, the company places approximately \$1 billion in premium volume and has a team of nearly 300 professionals, serving clients throughout the United States and abroad.

For more information, visit connerstrong.com.

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