

Statement to the Membership for the NSSTA Board Election - Ken Paradis, Esq. – Founder & CEO, Chronovo, Inc.

My primary interest in seeking election to the NSSTA Board is straightforward. I hope to collaborate with our leadership to help fuel an even more dramatic trajectory for our industry. While there is much to applaud in what has been done and discussed by this organization, we need to increase our reach and our resonance with the vast majority of the claims professionals, lawyers, and injured individuals that course through the nation's tort process.

As intervention from the Government and variability in our Market continues to rise, the complexity of resolving claims rises as well. Yet, our industry can provide simplicity and security like none other *and* like never before. We are the solution to so many of the challenges that confront so many of the stakeholders we serve. They just don't know it. Fewer than 5% of the total, eligible dollars in settlements, judgments and awards are structured. That is not good for our clients. That is not good for our industry.

This is our moment. As we help navigate new coordination of benefits challenges while financing secure, lifelong income at its most efficient cost, we can become absolutely invaluable to the settlement process on claims that have eluded us. Let's make structures a best practice in claims resolution on a far wider range of claims and with a far wider group of individuals. Let's make our value obvious. Obvious to the millennial claims professional with very little training; obvious to the injured individual with precious little clarity. We *have* the product. We just need to live up to its possibilities.

While I am new to NSSTA and have only a few years in the structured settlement industry, I am beginning my third decade as an entrepreneur and innovator in the insurance services marketplace. In fact, I have created new products and services that drive the settlement of claims. I have founded and led industry-re-defining enterprises in the subrogation, SSDI advocacy, MSP compliance, and professional administration sectors with many different partners. We not only made great products, but also made those great products - - like the structured settlement annuity -- *matter*.

As you might expect, we always found our most impactful innovations within a mix of sources and inspirations. From repurposing the strategies lost to the past, to honoring the models that propel the present, to infusing new talents and technologies that deliver the future; we should be creative and aggressive in capturing a bigger, broader opportunity for us all. This focused, practical creativity is where my colleagues and I found our successes. I believe that I am uniquely capable of bringing these skills, experiences, and insights to another team, the NSSTA Board, in a way few in our industry can. While offered with a collaborative message and tone, my voice is *entirely* different. My candidacy represents the best opportunity in this election to expand the skills and capacities of the NSSTA Board. I am not the status quo.

This Association is blessed with many smart, dedicated people who have shaped an IRS ruling or two into an entire industry over the past forty years. The lobbying and policymaking prowess in particular have been case studies in execution excellence. As one of the beneficiaries of this legacy, I am mindful of the blessings that this tireless work over the decades provides. I seek to pay that forward, to collaborate with our leadership to help propel an even more resplendent future by becoming the insurance industry's problem-solving engine and engaging it in brand-new, compelling ways. Simply stated, capturing 5% of the total addressable opportunity is not enough. Not for something this good, this *right*. For the sake of our industry and its broker enterprises, our nation's insurers and companies, and our country's injured individuals, we should - - and we can - - do much better than that.

Please vote for me. Let's get started on getting there together.