

Distribution Conference for Financial Services

February 28 - March 2, 2018

Sawgrass Marriott Golf Resort & Spa, Ponte Verda, FL

Conference 2018



New Rules of Engagement —
The Future of Buying and Selling

Learn to differentiate and compete on customer experience

Get the latest updates on InsurTech innovation

Network with other distribution professionals and industry experts



New Rules of Engagement — The Future of Buying and Selling

The financial services industry is due for an update when it comes to the way business is done. Shifting demographics and technologies require companies to rethink what products customers want, the channels through which the customers will purchase, and the role of the agent.

The implications are clear: The distribution model of the future should be designed for omnichannel and self-service access to information as consumers are ready for closer relationships based on more frequent interactions.

This year's conference will address the future of buying and selling in our industry with emphasis on distribution strategy, customer experience, and innovation. This critical information will help you formulate a response to today's market conditions — and understand the new rules of engagement.

Join us in February in Ponte Vedra, Florida to learn from industry experts and first-rate distribution professionals.

General Session Highlights

The Future Is Now — Challenges and Opportunities for Channel Growth



SEAN O'DONNELL
*Vice President, Member Relations
& Consulting*
LIMRA

In this opening session, Sean will address the key issues with building a competitive sales channel in today's consumer-centric environment. From distribution's role in driving profitable growth to the challenges of adapting your sales model to today's empowered consumer, this session will set the stage for this year's conference.

Building Standout Client Experiences in the Age of Empowerment



KIM LEAR
Speaker, Writer, Strategist, and Researcher

The Empowered Client has arrived. With information at their fingertips and platforms to share opinions, clients understand the power they yield in the marketplace. Financial advisors used to be expert authority figures but now, as information has become readily available, the role of the advisor is changing. The time has come to challenge conventional thinking and explore bold new approaches to relationship building in the face of disruption and shifting demographics. Robo-advising offers a service, but financial advising offers an experience. Leveraging the client experience is more important than ever. Supported with cutting edge research and category leading case studies, this program will take a deep dive into the evolving expectations of today's empowered clients.

Conference

Posting Isn't Prospecting: Getting Real ROI in a Social World



DEBRA JASPER, Ph.D.
Founder and CEO
Mindset Digital

Quick — how did you reward your top social sellers last year? If your answer is that you didn't, you're not alone. Getting agents and advisors to use social platforms is just the first step. Real ROI takes game-based competition, tracking, and high-impact recognition and rewards. In this time of short attention spans and high expectations, this fast moving energy session will walk you through how to shift agents, recruiters, and leaders beyond canned content and into generating introductions, client meetings, and measurable results.

The 21 Secrets of Million Dollar Sellers



STEVE HARVILL
President
Creative Ventures

Most organizations know the metrics used to judge the success of their sales force. What's more elusive are the behaviors attributed to the success of the sales force. What actions or behaviors generated those sales and which, if any, can be repeated to generate the same success? Steve Harvill and his team conducted a two-year study to uncover the answer to this question, working across seven different industries and interviewing 175 top sales producers. A simple pattern of success was discovered across America's top earners — a pattern that is shared between industries and can be repeated by anyone. In this session, Steve will highlight these findings, creating a simple and dynamic sales process you can apply today.

The Future of Buying and Selling: Where Will InsurTech Play?



JIM KERLEY, Moderator
Chief Membership Officer
LIMRA & LOMA

How will financial advisors and agents deploy InsurTech innovation in the sales process of the future? How will the dynamics of advice change with AI and advisors joining forces? How will consumers interact with online financial solutions? These and other questions will be the focus of this panel of experts. Representatives from the venture capital and start-up space will paint the future with real life examples of what is happening now.

PANELISTS:

ANDREW ALDRICH, Principal, American Family Ventures; **ALEX DUDAREV**, Chief Executive Officer, Specialty Life and Founder, Insurance Supermarket, Inc.; **TODD HYNES**, Vice President, Strategic Distribution Programs, ivari; **DUSTIN YODER**, Chief Executive Officer, Sureify

Distribution Dynamics: Where Is the Momentum?



MARK HOPKINS, CLU
Executive Director
EY



PATRICK LEARY
Corporate Vice President,
Distribution Research
LIMRA

Many forces are impacting advisor practices. These forces are causing advisors to step back and re-evaluate their business models and the value proposition they provide to clients. To be successful, organizations must effectively align their service models to engage with desired advisor segments. This session will share early findings of the LIMRA-EY Advisor study. This survey of advisors across seven insurance, investment, and advisory practice models explores the profiles of today's financial professionals, the drivers of productivity, and the services and support they demand from their organizational partners.



Program Overview

WEDNESDAY, FEBRUARY 28

VALUE-ADDED WORKSHOPS — 4:00 to 5:00 p.m.

WOMEN LEADERS' RECEPTION — 5:00 to 5:45 p.m.

Explore and exchange questions, ideas, and solutions with other women executives in the industry. *For LIMRA members only.*

LIMRA WELCOME RECEPTION — 6:00 to 7:00 p.m.

THURSDAY, MARCH 1

BREAKFAST — 7:00 to 8:00 a.m.

GENERAL SESSION — 8:00 to 10:00 a.m.

The Future Is Now — Challenges and Opportunities for Channel Growth

SEAN O'DONNELL

Vice President, Member Relations and Consulting
LIMRA

Building Standout Client Experiences in the Age of Empowerment

KIM LEAR

Speaker, Writer, Strategist, and Researcher

Posting Isn't Prospecting: Getting Real ROI in a Social World

DEBRA JASPER, Ph.D.

Founder and Chief Executive Officer
Mindset Digital

REFRESHMENT BREAK — 10:00 to 10:30 a.m.

CONCURRENT WORKSHOPS — 10:30 to 11:30 a.m.

LUNCHEON — 11:30 to 1:00 p.m.

CONCURRENT WORKSHOPS — 1:00 to 2:00 p.m.

REFRESHMENT BREAK — 2:00 to 2:15 p.m.

CONCURRENT WORKSHOPS — 2:15 to 3:15 p.m.

REFRESHMENT BREAK — 3:15 to 3:45 p.m.

GENERAL SESSION — 3:45 to 5:00 p.m.

The 21 Secrets of Million Dollar Sellers

STEPHEN J. HARVILL

President
Creative Ventures

FRIDAY, MARCH 2

BREAKFAST — 7:00 to 8:00 a.m.

CONCURRENT WORKSHOPS — 8:00 to 9:00 a.m.

REFRESHMENT BREAK AND EXHIBITOR PRIZE DRAWING —
9:00 to 9:30 a.m.

GENERAL SESSION — 9:30 to 11:15 a.m.

The Future of Buying and Selling: Where Will InsurTech Play?

ALEX DUDAREV

Founder and Chief Executive Officer
The Insurance Supermarket, ISI Group of Companies

TODD HYNES

Vice President, Strategic Distribution Programs
invari

DUSTIN YODER

Chief Executive Officer
Sureify

JAMES KERLEY, Moderator

Chief Membership Officer
LIMRA and LOMA

Distribution Dynamics: Where Is the Momentum?

MARK HOPKINS, CLU

Executive Director
EY

PATRICK T. LEARY

Corporate Vice President, Distribution Research
LIMRA

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DISTRIBUTION OF WORKSHOPS

Please use this as a reference to select one workshop from each time period.

	# Session Title	Agency-Building	MLEA	Independent Producer	Brokerage	Direct-to-Consumer	Financial Management	Strategic Issues
WEDNESDAY FEB. 28								
4:00 to 5:00 p.m.	Value-Added 1 – Taking on the “D” Word							◆
	Value-Added 2 – Customer Engagement: Buzz Word or Game Changer?							◆
THURSDAY MARCH 1								
10:30 to 11:30 a.m.	1. Utilizing Data to Maximize Agent Recruiting Efforts	◆					◆	
	2. The Pursuit of Loyalty: The Strategic Imperative in Cross-Selling		◆				◆	
	3. Easy Decisions Today – Costly Decisions Tomorrow			◆			◆	◆
	4. Expanding Opportunities Through Dynamic Partnerships				◆			
	5. Being Direct on Buying Direct: Shoppers Tell All					◆		
1:00 to 2:00 p.m.	6. Retail Footprint – Distribution Options for Changing Customer Preferences		◆					◆
	7. New Rules to Successfully Launch and Retain Advisors	◆						◆
	8. Profitability via Partnership: My Product\$ + Your Product\$ = Our Product\$			◆	◆		◆	◆
	9. Myth Busters – Direct Sales Opportunities Beyond the Expected					◆		
2:15 to 3:15 p.m.	10. Practice Management: The Battle to Stay Relevant	◆					◆	◆
	11. What Does the Agent of the Future Look Like?	◆	◆					◆
	12. Planning for the Unexpected: How to Mitigate Risk in the Business Planning Process			◆	◆			
	13. Technology: Business Disrupter and Consumers’ Friend				◆			
	14. Consumer Direct – Cross-Sell and Up-Sell to Increase Policies and Customer Lifetime Value					◆		
FRIDAY MARCH 2								
8:00 to 9:00 a.m.	15. Exploring Advisor Profitability – A Valuable Tool for Making Better Business Decisions?	◆					◆	◆
	16. Key Digital Trends – Digital Consumer Expectations on the Horizon					◆		◆



Concurrent Workshops

WEDNESDAY, FEBRUARY 28

VALUE-ADDED WORKSHOPS — 4:00 to 5:00 p.m.

VA1. Taking on the “D” Word

Disruption is among today’s most misused buzzwords. People frequently use it to describe innovations regardless of their impact, as well as anything that presents even a mild challenge to an organization. But disruption is more than that. Disruptors can severely impact revenue or have a crippling effect on a business or an entire industry. Join this thought-provoking interactive discussion to learn what forces truly pose the greatest disruptive threats to manufacturers, distributors, and financial professionals and what you can do to guard against them.

SCOTT KALLENBACH, FLMI, Director, Strategic Research, LIMRA;
ERIC T. SONDERGELD, ASA, CFA, Corporate Vice President,
Strategic & Technology Research, LIMRA

VA2. Customer Engagement: Buzz Word or Game Changer?

This session will debunk the buzz around customer engagement and why it has become a trending topic of today’s market. Life.io presenters will define what customer engagement really means to the insurance industry and address the acute versus chronic syndrome of customer engagement neglect.

JON COOPER, Chief Executive Officer, Life.io; **JEFF WILD**,
Managing Director, Global Operations, Life.io

THURSDAY, MARCH 1

10:30 to 11:30 a.m.

1. Utilizing Data to Maximize Agent Recruiting Efforts

In today’s low unemployment environment, the cost to recruit high potential agent candidates, continues to rise. Understanding how data-driven solutions will help maximize your recruiting efforts is paramount. In this workshop you will:

- Learn fundamental concepts underlying data mining and modeling
- Gain a better understanding of how to utilize data mining to identify and target high potential recruits

PAUL SHANE, Director, Talent Acquisition and Onboarding,
Northwestern Mutual; **ROCCO TARASI**, Vice President, Finance
and Operations, Bankers Life and Casualty; **Moderator: RICHARD
HARMAN**, Territory Vice President, Bankers Life

2. The Pursuit of Loyalty: The Strategic Imperative in Cross-Selling

When multiple products are cross-sold to a household, customers save time and money while companies increase customer lifetime value and profits. Everyone wins! Consumers report a willingness to be cross-sold, though results indicate that life insurance continues to be an area of unclaimed potential for multi-line carriers. This workshop will share what we learned from LIMRA’s recent Cross-Sell study and highlight how a few companies are working to claim this potential.

TIM HARRIS, Agency Vice President, COUNTRY Financial;
BILL HODGES, Director, Marketing Field Development and
Support, Farm Bureau Michigan; **PATRICK SMITH**, Senior
Vice President, Field Operations, American National;
Moderator: JOHN SULLIVAN, Client Relationship Director, LIMRA

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3. Easy Decisions Today — Costly Decisions Tomorrow

In today fast-paced world we're forced to make a lot of decisions. Most of the decisions we have to make allow enough time to research all of the facts, involve the various parties impacted, and ultimately draw a conclusion that work best for all parties. However, there are other times when we're under the gun to make a quick decision and have to go with our gut. This workshop will discuss the impact of the various decisions we make as distribution leaders. The good, the bad, and the ugly. We'll look at examples showing the financial impact of those decisions as well as the collateral damage some decisions may have on the rest of our organization. Our goal is to provide our audience with tools and examples that will ultimately help them as they face future decisions.

LUKE COSME, Senior Vice President, Chief Sales and Marketing Officer, Mutual Trust Life; **STEVE SANDERS**, Senior Vice President and Chief Marketing Officer, Columbus Life; **Moderator: JERRY BLAIR, ChFC, LLIF**, Chief Distribution and Sales Officer, Midland National Life

4. Expanding Opportunities Through Dynamic Partnerships

This workshop provides tactics in partnering with institutions that have existing relationships with potential customers.

- Identify/explore the multiple platforms institutions are using to reach their mass affluent clients.
- Categorize transactional versus advisor-led processes for a holistic approach to client needs.
- Explore the "asset class" component of this business model.

DAVID COHODES, Executive Director, Morgan Stanley; **CAROL RANDO**, Executive Director, Professional Life Advisors Network (PLAN); **TODD RUPLINGER**, Founder and Vice Chairman, Covrtech; **Moderator: DOUG JACOBS**, Vice President, BGA National Accounts Integrated Relationship Strategies, Nationwide

5. Being Direct on Buying Direct: Shoppers Tell All

As empowered consumers continue to alter the buying experience of different industries, life insurance companies are left wondering how they can meet the expectations of these self-directed buyers and how they can reach them. This session explores what differentiates life insurance customers who buy direct from the manufacturer and those who buy with the help of an agent and how companies can reach those who are still shopping. How do direct buyers differ from agent-assisted buyers in attitudes and behaviors?

JENNIFER DOUGLAS, Director, Developmental Research, LIMRA; **SHANNON HAVENER**, Research Analyst, Distribution Research, LIMRA; **Moderator: PATRICK LEARY, LLIF**, Corporate Vice President, Distribution Research, LIMRA

1:00 to 2:00 p.m.

6. Retail Footprint — Distribution Options for Changing Customer Preferences

This session will focus on how changing demographics, customer needs, and technology enhancements are impacting how new or alternative distribution options are being developed and piloted to address these dynamic developments. You will hear from three companies on how they are developing or evolving different agency models, employee models, and corporate run offices. This session will also discuss working to maintain presence in shrinking rural markets and different strategies working in urban areas.

JESSICA BAKER, MMCCU, CLU, CFP, FLMI, Vice President, Co-Operators; **TOM HOCHSTEIN, LUTCF**, Vice President, Agent Business Strategies, Horace Mann; **KEITH RYNIK**, National Agency Business Strategy Director, American Family; **Moderator: JAMES WINGROVE, CLU, ChFC, LLIF**, Vice President, Agency Distribution and Sales Support, Co-operators Life Insurance Company

7. New Rules to Successfully Launch and Retain Advisors

Today's business environment is not standing still. Your competitors, technology, legislation, and regulations are constantly changing. What was a successful advisor training program yesterday may not be a cost-effective program tomorrow. Hear from a panel of experts who will explain how their firms are adapting to such changing circumstances and using the new rules of engagement to their advantage. Panelists will share fresh ideas on how to deliver a consistent and repeatable onboarding process, the key elements to create effective training content, and how to best deliver content to ensure desired behavioral outcomes including increased advisor productivity and retention.

ED DEUTSCHLANDER, CLU, CLF, CEO, North Star Resource Group; **CHRIS GINKEL, CFP, CLU**, Director, Field Development, Thrivent Financial; **MAGGIE MERICA, CPTM**, Manager, Agency Training Design, COUNTRY Financial; **Moderator: BILL IDZOREK, ChFC, CLU**, Vice President, National Sales Group, Thrivent Financial

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8. Profitability via Partnership: My Product\$ + Your Product\$ = Our Product\$

Is there a gap in your product portfolio? Do you want to grow your distribution? At this workshop, we'll challenge the norm of developing a new product versus product partnering. Learn how you can save time, resources, and minimize the expense of new product development while at the same time grow distribution and retain your best producers.

JIM GALLI, Executive Vice President, Business Strategy and Innovation, Legal and General America; **KIM HARRISON, RICP, CGMA, FLMI**, Vice President, Sales and Business Platform Development, Allianz Life; **Moderator: STEVE ROBINSON**, Vice President, Business Partnerships, Legal and General America

9. Myth Busters — Direct Sales Opportunities Beyond the Expected

There are many misconceptions around Direct-to-Consumer Distribution; only millennials and seniors buy direct, products can only be guarantee-issue, face amounts cannot be greater than \$100,000 and consumers only respond to direct-mail and direct TV. However, the opportunity is larger and more varied than you may think. In this session, Direct-to-Consumer industry experts will explore the myths and provide insight on how to build or expand upon Direct-to-Consumer Distribution.

NIMISH DOSHI, Vice President, Client Services, Merkle Inc.; **PHYLLIS SILVERSTEIN**, Media Director, Colonial Penn Life; **Moderator: RAHIM RAJPAR**, Vice President, Strategy and Development, John Hancock

2:15 to 3:15 p.m.

10. Practice Management: The Battle to Stay Relevant

How are you currently developing your established agents to grow and manage their practice? Does your approach differ when training a millennial agent versus a veteran advisor? Think about how an agent's practice looks today compared to how it will look five years from now. In the near future, it will be important to understand branding and deliver consistent messaging across all media. Client acquisition activities will be maximized and analyzed to drive growth. You will spend more time analyzing the probability of your client segments which will lead to better time management skills and efficiency. Business planning will be an important component with succession planning on the top of the list.

MARK DEAN, FIC, LUTCF, Director, Business Development Consultant, Thrivent; **SARAH FRANCES TRAMPE**, Corporate Vice President, The Nautilus Group, a service of New York Life; **DAVID WILCOX, CLU, ChFC, LUTCF**, Corporate Vice President, Head of Advanced Planning Group, New York Life; **Moderator: BROOKE ZRNO GRISHAM, ChFC, CLU, AEP**, Chief Executive Officer and Vice President, The Nautilus Group, a service of New York Life

11. What Does the Agent of the Future Look Like?

Can the agent of today also be the agent of the future? With industry disruption coming from all directions, companies are supporting agents with new resources to meet the needs of consumers. Digital and analytic sales tools are critical so agents can spend more time focused on selling and advice, and less time dedicated to servicing clients. This workshop will explore how companies are enabling agents to transition to these New Rules of Engagement.

SCOTT CAMPBELL, Executive Vice President and Chief Marketing Officer, American National; **TIMOTHY SIMPSON**, Director, Agency Services, State Farm; **Moderator: MELANIE HENDERSON**, Executive Director, Ernst & Young

12. Planning for the Unexpected: How to Mitigate Risk in the Business Planning Process

We've all been part of the business planning process. We look at the data, the territory, do our analysis, and put together a solid plan. But what about planning for the unexpected like:

- Losing a key producer/advisor to death or disability
- Too much concentration in a high-strained product
- Expansion into a brand new market or distribution

During this workshop, we'll discuss these topics with top leaders and see how they work uncertainty into their planning process, how they pivot when needed, how they remain fluid, and how they prepare for the unexpected.

JERRY BLAIR, ChFC, LLIF, Chief Distribution & Sales Officer, Midland National Life Insurance Company; **JEREMY W. RAGSDALE**, Vice President, Product and Pricing, Foresters Financial; **Moderators: REBECCA CUMMINGS, LLIF, CIC, LUTCF, CPIW**, Assistant Vice President, National Sales Director, Foresters Financial; **MICHAEL DUNNE, CLU**, Assistant Vice President, Independent Distribution, Penn Mutual

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13. Technology: Business Disrupter and Consumers' Friend

This workshop focuses on reaching underserved consumers, especially the middle and mass markets. It will include:

- Exploration of mid-market consumer needs, access, and attitudes
- Disruptive factors in the advisor-consumer and channel relationships
- Technology from contact to contract...and beyond

Our discussion will identify disruptive environmental factors so companies and their advisors can strategize their future processes. We will explore ways to build new business realities into growth plans, rather than being surprised by them.

WADE SEWARD, J.D., CLU, ChFC, Head of Distribution Strategy, MassMutual/Haven Life (Coverpath); **DEBRA SMITH**, Senior Vertical Account Manager, LexisNexis Risk Solutions; **Moderator: MARK RUSH**, Assistant Vice President, Head of Brokerage, Head of NMO Markets, The Independent Order of Foresters

14. Consumer Direct — Cross-Sell and Up-Sell to Increase Policies and Customer Lifetime Value

Are you leveraging your and your partners' existing customer base? In this session, an Insurance panel discusses their best practices in mining existing customers to generate incremental sales, profits, and customer loyalty. Topics will include:

- Cross-selling into existing customer base — increased sales, household-density and CLTV.
- Up-selling Life — those whose buy and value Life insurance buy more.
- Channel conflict — is there conflict or synergy when leveraging Consumer Direct?
- Product Offering — selecting which products for which channels and which consumers.

MARGARET ADANIEL, Head of Insurance and Personal Savings and Investments, RBC Life Insurance Company; **ROBERT DAL SANTO**, President and Chief Executive Officer, Insurance Profillment Solutions, Western & Southern Financial Group; **JENA L. KENNEDY**, Director of Strategy, LexisNexis Risk Solutions; **GLENN ROTHENBERG**, Head of Marketing, Farmers Life Insurance

FRIDAY, MARCH 2

8:00 to 9:00 a.m.

15. Exploring Advisor Profitability — A Valuable Tool for Making Better Business Decisions?

Many companies wonder about advisor profitability but few companies have really explored it. Presenters with three different perspectives and experiences will share their learnings as they've begun to explore the topic.

During this interactive session, you will:

- Gain insights into why exploring advisor profitability may be useful
- Learn tactics for how to measure advisor profitability
- Gain advice on avoiding potential pitfalls in your analysis
- Gather new ideas to take back to your company and test
- Conclude that understanding advisor profitability WILL lead to better business decisions!

ANTHONY HARLAN, CLU, ChFC, CRPC, Assistant Vice President, ABGA Sales, Lincoln Financial Network; **KATHLEEN NELSON**, Director, Strategy, Thrivent Financial; **LAURA ZAHN, FSA, MAAA**, Actuary, Northwestern Mutual; **Moderator: JULIE FLAA, FSA, MAAA**, Director, Distribution Planning, Northwestern Mutual

16. Key Digital Trends — Digital Consumer Expectations on the Horizon

Increasingly, consumers expect brand consistency across communication channels because their touchpoints (digital, print, TV, etc.) are where they want them and when they want them. In this session, we will discuss key digital trends that can be seen as tools to help enable both personal and consistent brand experiences across touchpoints: Chatbots, Voice Search, Personalization/Data Connectivity, and Video Marketing.

DEAN IWAOKA, Client Solutions Associate Director, Kepler Group; **OYSTEIN TESLO**, Account Executive, Google; **Moderator: NATALIE CRAIN**, Director, Media, CUNA Mutual Group

2018 Distribution Conference for Financial Services



Conference Details

TO REGISTER

Register online: <http://www.limra.com/distributionconf/>

REGISTRATION FEES:

Early Registration Rates — Before February 2, 2018

Member: \$1,250

LOMA Member (but not LIMRA): \$1,875

Non-member: \$2,500

After February 2, 2018

Member: \$1,450

LOMA Member (but not LIMRA): \$2,175

Non-member \$2,900

LIMRA requires prepayment of registration fees prior to all conferences and meetings. Please make checks payable to LIMRA in U.S. dollars drawn on a bank in the United States. For Vendor registration fees, call Event Registration at 800-235-4672 (U.S. and Canada) or 860-285-7789.

Spouses/Guests: A registration fee of \$100 is available to spouses and guests of registered attendees. Individuals in an industry-related position, co-workers, or associates do not qualify. We invite spouses/guests to participate in the event's food and social functions and ask that they wear their badge to these events. Participation in the general sessions and workshops is limited to those who have paid the full registration fee to attend the conference.

MEETING ATTIRE: The attire for this conference is business casual.

IMPORTANT DATES

Early Registration Fee Deadline: *February 2*

Hotel Reservation Deadline: *February 2*

Cancellation Deadline: *February 7*

HOTEL INFORMATION



Sawgrass Marriott Golf Resort & Spa

1000 PGA Tour Boulevard
Ponte Vedra Beach, FL 32082
Phone: 800-457-4653

Make your reservations by **Friday, February 2, 2018** in order to receive the group rate of **\$259.00 single/double (plus applicable sales taxes)**. Requests after **Friday, February 2, 2018** will be accepted on the basis of rate and space availability.

Extend your stay? The group guest room rate will be offered three days prior and three days after the meeting dates subject to availability. You may need to call the hotel directly to book the extra nights.

As a reminder, the hotel rates may increase after the cut-off date or when the meeting room block sells out, **whichever comes first**. Make your reservations early to be able to receive our discounted rates. Reservations must be guaranteed with a major credit card.

Check-in time: 4:00 p.m./**Check out time:** 11:00 a.m.

CONTINUING EDUCATION CREDIT

LIMRA, in conjunction with the Society of Financial Service Professionals, is pleased to inform you that attendance at any of the workshop sessions will qualify interested individuals for one PACE credit per session. A certification form will be provided in your conference packet.

Conference

Thank You to Our Committee Members

For their service and dedication in crafting an outstanding program

For complete committee listings please visit our online event page at <http://www.limra.com/distributionconf/> under the Quicklinks section

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