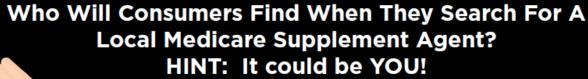
## Medicare Supplement Sales Success Strategies



7:50 AM	Welcome, Jesse Slome, Conference Director					
<b>8:00</b> (CE)	<b>Medicare Insurance Review for Agents</b> Approved for 2 hours of CE credit. Details explained at 8 AM Adam Wasmund, Senior Marketing Director, Jack Schroeder & Associates, Inc., Green Bay, WI					
10:00	Sponsor Spotlight: Gordon Marketing					
10:10	Med Supp Marketplace Trends; Where We Are Today; Where Are Things Headed? Jared Strock, Consulting Actuary, CSG Actuarial, Omaha, NE					
10:30	National and Texas Legislative Updates: What's Taking Place That Can Impact Your Business Melissa Taylor, Vice President, Federal Government Affairs, Mutual of Omaha, Omaha, NE Tamela Southan, President, Benefits by Design, LLC., Richardson, TX					
11:10	Generating Free Medicare Supplement Leads Using Social Media Sylvia Gordon, President, Gordon Marketing, Noblesville, IN					
11:30	Sponsor Spotlight: Producers XL					
11:40	Today's Most Effective Lead Generation Strategies for the Med Supp Agent Chris York, VP Business Development, Kramer Direct, Dallas, TX					
12:00 PM	How To Make Yourself A Big Med Supp Fish In A Small Pond Candace Reistrom, Independent Career Agent, United Healthcare, St. Petersburg, FL					
12:20	Sponsor Spotlight: Pinnacle Financial					
12:40	Why You Should Think About Selling Plan G Over Plan F? Mike Smith, President, The Brokerage, Inc., Lewisville, TX					
1:00	Medicare Advantage vs. Medicare Supplement: Secrets Insurers Don't Want You To Know Susan Hatch, Medicare Specialist, MedicareToday.net, Fresno, CA					
1:20	Medicare Supplement; What Can You Do & Say From A Compliance Standpoint Angela Palo, Executive Vice President, Pinnacle Financial Services, Warminster, PA					
1:30	Sponsor Spotlight: Jack Schroeder & Associates, Inc.					
1:40	High Deductible Plan F; The Most Misunderstood Medigap Plan Ryan Sykes, National Director of Sales, United American, Syracuse, NY					
2:00	How My 'Turning-65' Seminar Helps Me Sell 300 Med Supp Policies A Year Ray Smith, President, Turning 65 Advisors, Dallas, TX					
2:20	Maximizing The Value Of Your Book of Med Supp Business For A Potential Commission Sale Daniel G. Schmedlen, Jr., Chief Executive Officer, LTC Global Group of Companies, OR					
2:40	What Support Do Consumers Value From Local Med Supp Agents? New Study Results Stacy Varney, Vice President, Marketing & Account Management, Gen Re, Portland, ME					

Your Free Access Day Ends at 3:00 P.M.

Thank you for attending.



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## Senior Products & Short-Term Care Sales Success

## Dallas A Ballroom

9:15 AM	Welcome - What Is Short Term Care Insurance? Market & Industry Overview Jesse Slome, Director, National Advisory Center for Short-Term Care Information, Westlake Village, CA					
9:40	Filling Gaps in Medicare Supplement Coverage With Short-Term Care Insurance Jesse Slome, Director, National Advisory Center for Short-Term Care Information, Westlake Village, CA					
10:00	The Long-Term Care Option When Cost, Health or Age Is An Issue Jesse Slome, Director, National Advisory Center for Short-Term Care Information, Westlake Village, CA					
10:20	Sponsor Spotlight: Pinnacle Marketing					
10:30	Help Your Clients Convert Life Insurance Policies To Fund Long-Term Care Needs Chris Orestis, CEO, Life Care Funding, Portland, ME					
10:50	Senior Dental Products: The Marketplace and The Opportunity Jen Matthews, Sales Director, Medico Insurance Company, Omaha, NE					
11:10	The Market For A New Annuity For Those Who Already Need Long-Term Care Jerry Larkin, VP Sales and Business Development, Genworth Financial, Richmond, VA					
11:30	Repositioning Qualified Monies To Fund Both Retirement & Long-Term Care Keith Bercun, Regional Marketing Director, OneAmerica, Plantation, FL					
11:50	Sponsor Spotlight: Gordon Marketing					
12:00 PM	Final Expense Sales; Understanding The Need and Successful Prospecting Dan Acker, President, Sentinel Security Life Insurance Company, Salt Lake City, UT					
12:20	Final Expense Selling Strategies; Selecting The Best Product For Different Clients Rod Frizzell, Director of Life Sales, The Brokerage, Inc., Lewisville, TX					
12:40	Sponsor Spotlight: Jack Schroeder & Associates, Inc.					
1:00	How To Build Persistency and Retention Using Today's Technology Sylvia Gordon, President, Gordon Marketing, Noblesville, IN					
1:20	Defining Who The Client "Is" - What Market Do I Really Want To Work? Philip Warren, Consulting for Senior Age Insurance, Dallas, TX					
1:40	Sponsor Spotlight: Producers XL					
1:50	Legacy Planning Goes Online; Use Technology To Benefit Clients & Grow Your Business Tony Dillard, Director of Enterprise Sales, LegacyShield, Keller, TX					
2:10	Cross Selling Opportunities To Your Senior Clients Taylor Martin, Chief Marketing Officer, Senior Security Benefits, Inc., Fort Worth TX					
2:30	A Way To Put An Incredibly Powerful & Positive Spin On Talking Cancer Protection Pamela Randall, President, PRS Insurance Solutions, Addison, TX					

Your Free Access Day Ends at 3:00 P.M.

Thank you for attending.

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2016 Selling Med Supp Agent Summit

April 25, 2016 - 14 sessions

**2017 Med Supp Industry Summit** April 12-13, 2017, Dallas - 29 sessions 2017 Selling Med Supp Agent Summit April 11, 2017 - 30 sessions

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