

7:50 AM	Welcome, Jesse Slome, Conference Director
8:00 (CE)	Medicare Insurance Review for Agents 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.



Who Will Consumers Find When They Search For A Local Medicare Supplement Agent?

HINT: It could be YOU!

See who is listed in your Zip Code area.

Go to: www.MedicareSupp.org/find-local-agent

Enter your Zip Code and check out the results

ADD YOUR LISTING. Go to www.MedicareSupp.org/get-listed

Save 20% Enter Referral Code **dallas20** (Code ends May 10, 2017)



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

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April 26-27, 2016, Kansas City - 29 sessions

2017 Med Supp Industry Summit
April 12-13, 2017, Dallas - 29 sessions

Watch These For Half-Off

2016 Selling Med Supp Agent Summit
April 25, 2016 - 14 sessions

2017 Selling Med Supp Agent Summit
April 11, 2017 - 30 sessions

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