

AUGUST 29, 2017
SENIOR PRODUCTS AND MARKETING SUMMIT

MORNING SESSIONS

7:00 - 10:00 AM	Registration	<i>Sycamore Rooms 2 & 3</i>
8:00 - 9:00	Exhibit Hall Open and Breakfast	<i>Pala Event Center</i>
9:00 - 9:15	Welcome and Opening Ceremony Maggie Stedt, CSA, LPRT and Yolanda Webb, CHRS – Summit Co-Chairs Michael Embry, NAHU President – Opening Remarks	<i>Pala Ballroom</i>
9:30 - 10:30	Legislative Panel (State & Federal) Speakers: John Greene, NAHU VP of Congressional Affairs; Nicholas Uhelecke, Ways & Means Committee; Julie Broyles, California Advocates	<i>Pala Ballroom</i>
9:30 - 12:30 PM	Exhibit Hall Open	<i>Pala Event Center</i>
11:00 - 11:50	Break Out Sessions	<i>Sycamore Rooms/Conference Center</i>
	<ul style="list-style-type: none">▪ New to and Advanced Medicare: HR Training Speaker: Sandra Grow▪ New to Medicare: Increase your Profitability by Understanding Capitation Speaker: Henry Romero▪ Medicare Advanced: TBA Speaker: Ron Chock▪ Medicare Advanced: Life Products to Increase Selling Power Speaker: Michael Dysart▪ New to and Advanced Medicare: TBA Speaker: Ryan Dorigan	
12:30 - 1:45	Lunch Exhibit Hall Closed	
12:30 - 1:45	KEYNOTE PRESENTATION: 2018 NAHU Insight on Medicare Bob Tretter, NAHU VP of Marketing and Recruitment & Dwane McFerrin, Chairman, NAHU Medicare Advisory Board	<i>Pala Ballroom</i>

AFTERNOON SESSIONS

1:45 - 3:00 PM	Exhibit Hall Open	<i>Pala Event Center</i>
1:50 - 2:50 PM	Break Out Sessions	<i>Sycamore Rooms/Conference Center</i>
	<ul style="list-style-type: none">▪ New to Medicare: Social Security 101 Speaker: Yolanda York▪ New to and Advanced Medicare: Current Trends in the Medicare Supplement Marketplace (1-hour CE) Speaker: Craig Taylor▪ Medicare Advanced: Best Practices for the Experience Agent Speaker: Peter Blasi▪ Medicare Advanced: Selling Your Book of Business Speaker: Phil Calhoun▪ Medicare Advanced: TBA Speaker: Maggie Stedt	
2:50 – 3:00	Break	
3:00 – 4:00	Medicare Supplement Carrier Panel & Guests	<i>Pala Ballroom</i>
4:00 – 4:30	Closing Remarks Sponsor Recognition Membership Announcement Grand Prize Exhibitor and Raffle Prizes *MUST BE PRESENT TO WIN*	<i>Pala Ballroom</i>
4:30	Adjourn	