

August 23, 2018  
Senior Products and Marketing Summit

7:30 – 9:15 am	Registration and Breakfast	
8:00 – 12:30 pm	Exhibit Hall Open	Ballroom D & E
9:00 – 9:30 am	Welcome and Opening Ceremony Maggie Stedt, Yolanda Webb, Ricky Haisha Rusty Rice, NAHU Opening Remarks	Ballroom A & B
9:30 am – 10:00 am	Social Security – Tess Campbell	Ballroom A & B
10:00 am – 10:50 am	Legislative Panel (State & Federal)	Ballroom A & B
	Speakers: John Greene, NAHU VP of Congressional Affairs, Brendan Fulmer Health Legislative Ass't to Rep Mike Kelly; Nicklas Uehlecke Ways and Means Committee	Ballroom A & B
11:00 – 11:30 am	Visit with Exhibitors	Ballroom D & E
11:30 am – 12: 20 pm	Break Out Sessions	
	▪ LTC Stan Israel (CE)	TBA
	▪ Outside the Box Medicare Marketing Harry Thal (CE)	TBA
	▪ JSA (CE)	TBA
	▪ Senior Market Sales CE	TBA
	▪ CMS Update Peter Bauer	TBA
	▪ SilverScript	TBA
12:30 – 1:45 pm	Lunch (Exhibit Hall Closed)	Ballroom C
	▪ Keynote Presentation, Better Than Medicare ▪ Message from Janet Trautwein NAHU CEO	
Afternoon Sessions		
1:45 – 3:00 pm	Exhibit Hall Open	Ballroom D & E
2:00 – 2:50 pm	Break Out Sessions	
	▪ What to Expect for Selling Your Book of Business – Ron Stock, Beta Business (CE)	TBA
	▪ SCAN CE	TBA
	▪ Medicare Trends Update – Ryan Dorigan AGA CE	TBA
	▪ Life Insurance with LTC Hybrid -Washington National	TBA
	▪ HRBC – Harry Romero (CE)	TBA
	▪ Social Security – Tess Campbell	TBA
	▪	
	▪	
2:50 – 3:00 pm	Break	
3:00 – 4:00 pm	Prescription Drugs Challenges and Issues Panel	Ballroom A & B
4:00 – 4:30 pm	Closing Remarks/ Sponsor Recognition/ Membership Announcement/ Grand Prize/ Exhibitor and Raffle Prizes <b>**MUST BE PRESENT TO WIN**</b>	Ballroom A & B
4:30m pm	Adjourn	