



KEYNOTE SPEAKERS



John Horsley

Small Business Owner, Life Insurance Recipient

REAL LIFE STORY:

Horsley Family: Understanding It's True Value

Running a bakery—with crack-of-dawn start times and seasonal crunches—can be tough, but Sherri and John Horsley loved their small business. Sherri's boundless enthusiasm made her the perfect up-front person, and John gravitated to the baking. Plus, running their own small business allowed them to spend time with their two sons, Nate and Dave.

As a holiday rush was upon them, Sherri discovered a lump, which doctors told her was breast cancer. While continuing to run the bakery and go to school for her Master's in family counseling, she bravely battled the disease. While she did experience a period of remission, the cancer returned. Sadly, the devastating disease took her life at just 45.

Luckily, when the operation was new, the had couple met with insurance professional Greg Call to make sure that both their business and their futures were financially secure. John says, ***"The life insurance has made all the difference in the world to us."*** It gave him time to grieve, as well as find a buyer for the business so he and the boys could move closer to family. John has also secured the boys' college education and his own retirement.



Marti Post

Chief Strategy Officer, Mindset Digital

PRESENTATION:

You Have Eight Seconds, Go! Selling in a Social World

Marti Post works with leaders in Fortune 100 firms around the world, helping them understand the power of digital communication and strategy. In addition to leading digital transformations for senior executives, she is a national keynote speaker and leads in-depth sessions on how to write and present with clarity and impact.

In addition to developing digital growth strategies for clients, Marti focuses on internal growth and talent recruitment. She developed her expertise through her roles as vice president of strategy at Mindstream Interactive and executive director of social strategy for Resource Interactive, which was one of the largest independent agencies in the US.

Marti studied digital messaging and gender when she earned her master's degree from the S.I. Newhouse School of Public Communications at Syracuse University. And today she serves on the Advisory Board of Women in Digital USA and as an adjunct professor of social media marketing at the Fisher College of Business at The Ohio State University.



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Mimi Flowers

Vice President of Strategy & Client Relations, Anderson Direct & Digital

PRESENTATION:

Medicare Supp: The Giant of Cross-Sell Opportunities – A Guide to “Must Haves” for Success

Mimi has a BA in Marketing from Loyola Marymount University, an EMBA from Pepperdine University, and over 19 years of extensive experience in lead generation, account management, consultative sales and more.

She's been successful on both the client and agency sides of the business, working with some of the country's best-known brands. She specializes in delivery of better return on investments through nurturing relationships with clients, and by giving her keen strategic direction to her account teams. Her success can be attributed to her proactive approach. Mimi proclaims, “Innovative strategies and testing are key drivers to successful direct marketing. If you wait for a competitor to create a case study, you're too late.”



W. Thomas Grant, II

President, SelectQuote

PRESENTATION:

Back to the Future - A journey from the Direct to Consumer Insurance Business in 1909, with a few fascinating stops along the way, to SelectQuote 2018

Tom Grant currently serves as president of SelectQuote and on the company's Board of Directors. Mr. Grant also serves on the Board of Directors of Commerce Bancshares, Inc., a bank holding company for Commerce Bank.

Mr. Grant has experience managing both private and publicly traded companies. He served as the Chief Executive Officer of LabOne, Inc. from 1995 through the sale of the company to Quest Diagnostics in 2005. During his tenure the company grew from a market cap of less than \$80 million to \$934 million at the time of sale. Prior to LabOne, Mr. Grant was the Chairman, President and Chief Executive Officer at Seaford Capital Corporation, a healthcare holding company, from 1990-1995. From 1983 to 1990, he served as Chief Executive Officer of Business Men's Assurance Company (“BMA”), one of the nation's largest life reinsurance companies until the company was sold to Generali in 1990. Mr. Grant's other directorships have included companies such as AMC Entertainment, Inc., Assicurazioni Generali Life Insurance Company and Kansas City Power and Light.

Mr. Grant received a Bachelor's degree in History from the University of Kansas and a Master's degree in Business Administration from the Wharton School of Finance, University of Pennsylvania.