





# CONFERENCE AGENDA

<b>Tuesday, Oct. 16</b>	GENERAL SESSION	
7:45 - 8:30 AM	Buffet Breakfast	
8:30 - 8:45 AM	Welcome/Back - Life Lessons Scholarship	R. Jan Pinney - LIDMA President
8:45 - 10:00 AM	<i>Outside the Black Box. A new world and unexpected consequences of automated UW.</i>	Moderator: Frank T. Gencarelli - LIDMA Advisory Board
	Panelists: Zach Pugh, Head of Life & Health Underwriting – US, Swiss Re; Ben Johnson, Pricing Actuary, Legal & General; Nicole Buckenmeyer, Executive Vice President, Zander Insurance; Joseph Klein, IV, Senior VP, Marketing & National Accounts, APPS-Portamedic; Bassam Chaptini, Chief Analytics Officer, Unqork, a partner of Ash Brokerage, Keith Hoeffner, Director, Life Sales, Lexis Nexis Risk Solutions	
10:00 - 10:15 AM	Exhibit Hall Connect	
10:15 - 10:45 AM	<i>Medicare Supp: The Giant of Cross-Sell Opportunities A Guide to “Must Haves” for Success</i>	Mimi Flowers - Vice President of Strategy & Client Relations, Anderson Direct & Digital
10:45 - 12:00 PM	<i>Secrets of the Masters: Maximizing Client Value/ Cross-Selling</i>	Moderator: Byron Udell - President/CEO, AccuQuote
	Panelists: Shervin Eftekhari, President, Zander Insurance; Tim Danker, CEO, SelectQuote; Bob Bland, CEO, LifeQuotes; Mike Goldberg, President, The Goldberg Agency	
12:00 - 12:45 PM	Networking Luncheon	
12:45 - 1:35 PM	Concurrent Interactive Breakout Sessions: <i>Coffee is for Closers - How to Be Successful with Different Lead Strategies</i> <i>Groundhog Day - New and Exciting Process Improvement Strategies</i> <i>Show Me the Money! - Growing Sales and Product Expansion</i>	Facilitators: Denis Clifford - Senior Vice President, SBLI Pat Wedeking - Vice President, Crump   InsureNow Shervin Eftekhari - President, Zander Insurance
1:40 - 2:35 PM	Concurrent Interactive Breakout Sessions <i>continue</i>	
2:40 - 3:25 PM	Concurrent Interactive Breakout Sessions <i>continue</i>	
3:25 - 3:45 PM	Exhibit Hall Connect	
3:45 - 4:45 PM	<i>“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”</i>	Tom Grant - President, SelectQuote Senior
4:45 - 5:00 PM	LIDMA Innovation Award/Closing comments	Frank T. Gencarelli/ R. Jan Pinney
5:30 - 7:30 PM	Innovation Exchange	
7:30 PM - ???	One last night in New Orleans to explore great food and entertainment!	
<b>Wednesday, Oct. 17</b>	Departures	