

NAIFA-Pennsylvania invites you to



Reflect, Grow & Shine
Central Regional
Sales Symposium

8 AM–3:30 PM Wednesday, April 17
The Best Western - 800 East Park Drive, Harrisburg

*Get a bouquet of ideas
that will help your practice
bloom! Topics to include:*



- ◆ **Mastering the Art of Setting & Achieving Goals**
- ◆ **Road to Million Dollar Round Table (MDRT)**
- ◆ **How to Build a Successful Agency**
- ◆ **Professionalism in Communications**
- ◆ **7 Keys to Public Speaking**
- ◆ **Insurance Exchange status & Obamacare update**

Brought to you by:



RITTER
Insurance Marketing

Speakers and Agenda

8 AM Registration/Continental Breakfast/Exhibits

8:30 – 9:30 AM

“Mastering the Art of Setting & Achieving Goals”

Presented by Peg Calvario. Peg is a former co-founder of a very successful Health Club in Pottstown, PA. She was in charge of marketing and grew the club to more than one million dollars in membership sales. She lost her daughter to a serious illness which forced her to reevaluate her business and life goals. Peg became a life coach to help others to make the right choices in life.



9:30 – 9:50 AM

Break/Exhibits

9:50 – 10:50 AM



“Road to MDRT” The Premier Financial Professionals Association which represents the top 3% of the professionals in the country. *Presented by Kevin Palmiter.* Kevin began his insurance career with Northwestern Mutual a few months after graduating from college with a Bachelor of Arts degree in Marketing. He was taught to be really successful; he needed to write 100 lives per year, which he did for 10 years... but never producing more than \$80,000 in premium. Then something happened... and for the next 12 years of his career...he continues to write 100+ lives but consistently produces over \$400,000 of premium annually.

10:50 - 11 AM

Break/Exhibits

11 – 12 Noon



“How to Build a Successful Agency” *Presented by Rennie Rodarmel.*

Rennie is a former High School teacher who often told his students he would entertain any career path except insurance sales. Rennie started with Allstate as an agent in 1978 and has been with the company for 34+ years. He has attained nearly every award and recognition level the company offers and has done so numerous times. In 2007, Rennie became only the second agent from Pennsylvania to be inducted into the Allstate Financial Hall of Fame.

Noon – 1 PM

Lunch/Exhibits Open

1 – 2:20 PM

“Professionalism in Communications” and “7 Keys to Public Speaking”

Presented by Dean Bertsch. Dean is a former teacher who now works as a professional trainer and coach, helping business professionals to express themselves in a way that gets others to treat them seriously.



2:20 – 2:30 PM

Break/Exhibits

2:30 – 3:30 PM

“Insurance Exchange & Obamacare Update” *Presented by Franca D’Agostino.*

Franca is the Executive Director of CHIP and Strategic Initiatives for the Pennsylvania Insurance Department. She focuses on health-care reform efforts and is responsible for the department’s two health care programs, PA Fair Care and CHIP. Franca has 18 years’ experience working in the Commonwealth’s Office of Administration, Office of Strategic Services, which functioned as an internal consulting firm for state agencies. She was a Senior Consulting Manager and General Government Operations Lead with a focus on strategic planning, project management, process redesign, and group facilitation throughout her career. Franca has a BS business and a Master’s in Public Administration.

3:30 PM

Adjournment

Register today!

Please sign me up for the Central Regional Sales Symposium on April 17.

Name: _____

NAIFA Local Association: _____

Company: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

E-mail: _____

Registration fee:

Prior to March 15 - \$65

March 16 to April 17 - \$75

YAT: Prior to March 15 - \$55

YAT: March 16 to April 17 - \$65

*All registrations include continental
breakfast and lunch*

Questions?

Contact Darrell Westby at 717-697-2031
Or the NAIFA-PA office at 717-234-2523

Need overnight accommodations?

The Best Western Premier Central Hotel is located
across the street at 800 East Park Drive.

Call 717-561-2800 and ask for Elizabeth Smith to
get a discounted overnight rate of \$99 plus tax.
*(Tell her you are attending The NAIFA-PA Central
Region Symposium.)*

Payment:

_____ Registration - \$75

Check for \$_____ (payable to NAIFA-PA)

- | | |
|-------------------------------|-------------------------------------|
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard |
| <input type="checkbox"/> AmEx | <input type="checkbox"/> Discover |

Acct. No.: _____ Exp. Date: ____/____

Signature: _____

Return completed form with payment to:

NAIFA-PA Accountant
Charles E. Bussard, CPA
271 S. Hanover St., Unit #1, Carlisle, PA 17013
OR fax to: 717-386-5134

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