

# SCHEDULE OF EVENTS

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## University Day

7:00 – 7:55 am	Registration, Continental Breakfast & Exhibits
7:55 – 8:10 am	Welcome and Announcements
8:15 – 9:15 am	<b>Keynote Presentation: A California Perspective on Health Insurance Exchanges (Course #259887 – 1 hour CE)</b> Speaker: David L. Fear Sr., RHU – Partner, Shepler & Fear General Agency and NAHU Past-President
9:20 – 10:20 am	<b>Breakout Sessions 1, 2 &amp; 3</b> <ul style="list-style-type: none"><li>▪ <i>The Brave New World of LTC Planning (Pending – 1 hour CE)</i> Barry J. Fisher, LTCP, President &amp; CEO, Barry J. Fisher / Paradigm Insurance Marketing</li><li>▪ <i>Benefits Technology: Enrollment as a Competitive Strategic Advantage</i> Ja’Nene Kane, President &amp; COO, benefitsCONNECT®</li><li>▪ <i>What Does the Future Hold for the Producer?</i> Andrew Torelli, CLU, ChFC, Founder, e3 Financial</li></ul>
10:25 – 11:15 am	<b>Keynote Presentation: A Legislative Update on California Health Care Reform</b> Speaker: Michael Belote, Esq. – CAHU Legislative Advocate
11:20 am – 12:45 pm	Lunch and <b>FAST &amp; FURIOUS</b> (Speed Networking)
12:45 – 1:15 pm	Exhibits & Lunch
1:20 – 2:20 pm	<b>Breakout Sessions 1, 2 &amp; 3</b> <ul style="list-style-type: none"><li>▪ <i>Three Ideas to Earn an Extra \$100,000 in 2012</i> Bruce Wing, CLU, ChFC, Chief Distributions Officer, Partners Advantage Insurance Services</li><li>▪ <i>21<sup>st</sup> Century Networking – A Powerful Way to Get Referrals</i> Rick Itzkowich, “LinkedIn Guy”</li><li>▪ <i>Evolving from Good to Great as an Insurance Agent (Course #214613 – 1 hour CE)</i> Joe Navarro, Marketing Director, Warner Pacific insurance Services</li></ul>
2:20 – 2:30 pm	Pinnacle Award Presentation
2:30 – 3:30 pm	<b>Keynote Presentation: More Effective Marketing: How to Sell to Your Target Market 80% of the Time</b> Speaker: Nick Ray, RHU, CLU, ChFC, MBC, Business Coach
3:30 – 4:00 pm	Exhibitor, Grand Prize Drawing and Conclusion

\*\*Please note: If you plan on attending a CE course and receive credit for the course attended, you must be seated in the room no later than three (3) minutes after the course begins. You must remain in the classroom for the entire length of the program.