

The road to



SUCCESS

begins

at the 2010 Eastern Regional Sales Caravan

Tuesday, October 26

Holiday Inn Lehigh Valley *(Routes 78 and 100)*

Our program lineup includes:

- **Jennifer Borislow, CLU, Million Dollar Round Table Second Vice President, speaking on “From the Top”**
- **Stephen D. Andersen, a former professional fisherman and now chairman and chief executive officer of Midlands Financial Benefits, speaking on “Hunting and Fishing for Clients”**
- **An Economic Update presented by Steve Brennaman, senior portfolio manager, TEAM Asset Strategy Fund (1 CE credit for insurance professionals)**
- **A political workshop, “Advocacy Briefing for Insurance Professionals” (1 CE credit for insurance professionals)**

Registration

\$35 for members

\$60 for non-members

(prior to Oct. 15)

\$45 for members

\$70 for non-members

(after Oct. 15)

Agenda

8 AM

Registration

Continental Breakfast

Exhibits Open

9 AM

Program Begins

11:30 AM-12:30 PM

Networking Lunch/Exhibit Time

12:30 PM

Program Resumes

4 PM

Adjourn

Exhibiting and Registration info on Page 3

Program Details



“FROM THE TOP ”

**By Jennifer Borislow, CLU, Methuen, MA
Million Dollar Round Table Second Vice President**

Jennifer Borislow is a 21-year MDRT member and became the first woman to serve at the helm of Top of the Table in 2005. She is a Platinum Knight of the MDRT Foundation, as well as a recognized industry expert and well-known speaker. Jennifer will reveal the secrets of her success.

“HUNTING AND FISHING FOR CLIENTS”

**By Stephen D. Andersen, Chairman and Chief Executive Officer,
Midlands Financial Benefits, Lincoln, NE**

What does the insurance business have in common with fishing? Stephen Andersen will tell us! A former professional fisherman, Andersen will describe how his skills in going after fish helped him prospect for clients. Andersen founded Midlands Financial Benefits in 1969. In addition to being active in MDRT, NAIFA and several other industry organizations, he is a longtime member of Ducks Unlimited and Pheasants Forever.



“LONG TERM ECONOMIC AND INVESTMENT CYCLES/TRENDS”

**By Steve Brenneman, CFA, Senior Portfolio Manager,
TEAM Asset Strategy Fund, Harrisburg, PA**

How does one bring order to chaos? Learn the importance of cycles in investing and economic forecasting, learn how to navigate a bear market in stocks, and get a view of the current market/economic outlook. *(1 CE credit for insurance professionals)*

“ADVOCACY BRIEFING FOR INSURANCE PROFESSIONALS”

**By Magenta Ishak, NAIFA Assistant Vice President of Political Affairs
and Patrick Raffaniello, JD**

Learn what’s at stake for your profession in the upcoming election, as well as how you can build your political influence and power as you build a relationship with your elected representatives. *(1 CE credit for insurance professionals)*

Registration fee: *(includes continental breakfast, lunch and CE)*

Prior to Oct. 15:	Member: \$35	Non-member: \$60
After Oct. 15:	Member: \$45	Non-member: \$70

Registration details on the next page

Register Today!

Please sign me up for the 2010 Sales Caravan on Tuesday, October 26

Name: _____

NAIFA Local Association _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Registration fee: Member: \$35 (*before Oct. 15*) Member: \$45 (*after Oct. 15*)
 Non-member: \$60 (*before Oct. 15*) Non-member: \$70 (*after Oct. 15*)

I want to be an exhibitor at the 2010 Sales Caravan!

Exhibit Booth—\$400 Includes exhibit booth, signage at event, continental breakfast and lunch, and introduction at event.

Exhibit at both the Sales Caravan and the Oct. 27 South Central Sales Symposium for \$700

Check for \$____ (payable to NAIFA-PA) Visa MasterCard AmEx Discover

Acct. No.: _____

Exp. Date: ____/____

Signature: _____

Questions?

Call Drew Shumski at 215-896-2511

E-mail: dshumski@wealthplannersgroup.com

OR call the NAIFA-PA office at 717-234-2523

E-mail: srupe@naifa-pa.org

Return completed form with payment to:

Charles E. Bussard, CPA

Nonprofit Accounting Services

271 S. Hanover St., Unit #1

Carlisle, PA 17013

OR fax to: 717-386-5134

OR register and pay online at www.naifa-pa.org



**777 East Park Drive, Suite 300
Harrisburg, PA 17111**

**Eastern Regional Sales Caravan
Details and Registration Information Inside!**