



2012 IAdCA Conference Agenda*

Start	End		
Wednesday, March 28, 2012 (Hyatt at Olive 8)			
4:00p	5:30p	Early Registration <i>(Ballroom Foyer)</i>	
5:30p	6:00p	New Attendee Meeting <i>(Ballroom Foyer)</i>	
6:00p	7:30p	Welcome Reception <i>(Ballroom Foyer)</i>	
7:45p		Dinner Groups <i>(Meet in Lobby)</i>	
Thursday, March 29, 2012 (Hyatt at Olive 8)			
6:30a	7:45a	Registration and Breakfast <i>(Ballroom Foyer and Ballroom C)</i>	
7:45a	8:00a	Welcome and Opening Remarks – Murray Vassar, IAdCA President <i>(Ballrooms A&B)</i>	
8:00a	9:15a	Keynote – Howard Behar – Retired President of Starbucks Coffee 10 Principles of Personal Leadership <i>(Ballrooms A&B)</i>	
9:15a	9:30a	Break and Vendor Visit <i>(Ballroom Foyer)</i>	
9:30a	10:30	Department of Insurance Divisions Leslie Krier – Washington Department of Insurance Jim Mumford – Iowa Insurance Division <i>(Ballrooms A&B)</i>	
10:30	10:45	Break and Vendor Visit <i>(Ballroom Foyer)</i>	
10:45	12:00	Social Media Panel Discussion – Providing Different Perspectives Jim Mumford – Iowa Insurance Division, Randa Zalman – Redstone, & others TBD <i>(Ballrooms A&B)</i>	
12:00	12:30	Questions and Answers <i>(Ballrooms A&B)</i>	
12:30	1:30p	Lunch <i>(Ballroom C)</i>	
Breakout Sessions			
1:30p	2:30p	State Market Conduct Issues and Developments Cailie A. Currin, JD Currin Compliance Services, LLC (Colbalt)	TBD Leslie Krier – Washington DOI Jim Mumford – Iowa Insurance Division Randa Zalman - Redstone (Ballrooms A&B)
			Why We Buy C.J. Rathbun First Consulting (Cyan)



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2:30p	2:45p	Break and Vendor Visit <i>(Ballroom Foyer)</i>		
2:45p	3:45p	Advanced Topic: Producer Developed Marketing Materials, Issues and Liabilities <i>Cailie A. Currin, JD</i> <i>Currin Compliance Services, LLC</i> (Colbalt)	TBD <i>Leslie Krier – Washington DOI</i> <i>Jim Mumford – Iowa Insurance Division</i> <i>Randa Zalman - Redstone</i> (Ballrooms A&B)	Mobile Technologies - Including Adding 2D Codes On Your Printed Products <i>Corporate Graphics Int'l- Ron Rychly</i> <i>Business Development Manager</i> <i>Corporate Graphics Int'l- Jill Krueger</i> <i>Director of IT</i> (Cyan)
3:45p	4:00p	Break and Vendor Visit <i>(Ballroom Foyer)</i>		
4:00p	5:00p	Variable Product Advertising <i>Cecilia M. Baute</i> <i>Sutherland</i> (Colbalt)	Internet Advertising <i>Stephanie Duchene</i> <i>SNR Denton</i> (Ballrooms A&B)	Workshopping Your Personal Brand—the Prequel <i>David A. Kelly</i> <i>Continental American Insurance Company Aflac</i> (Cyan)
5:30p		Dinner Groups <i>(Meet in Lobby)</i>		

Start	End	
Friday, March 30, 2012 (Hyatt at Olive 8)		
7:00a	8:00a	Breakfast <i>(Ballroom C)</i>
8:00a	8:05a	Welcome Back <i>(Ballrooms A&B)</i>
8:05a	9:15a	Keynote – Stuart I. Teicher, Esq. "Technethics" - Navigating Social Media <i>(Ballrooms A&B)</i>
9:15a	9:30a	Break and Vendor Visit <i>(Ballroom Foyer)</i>
9:30a	10:30	Questions and Answers <i>(Ballrooms A&B)</i>
10:30	10:45	Break and Vendor Visit <i>(Ballroom Foyer)</i>
10:45	11:45	Who Do You Think You Are? <i>Leveraging Your Personal Brand</i> David A. Kelly - Continental American Insurance Company Aflac <i>(Ballrooms A&B)</i>
11:45	Noon	Closing & Door Prizes

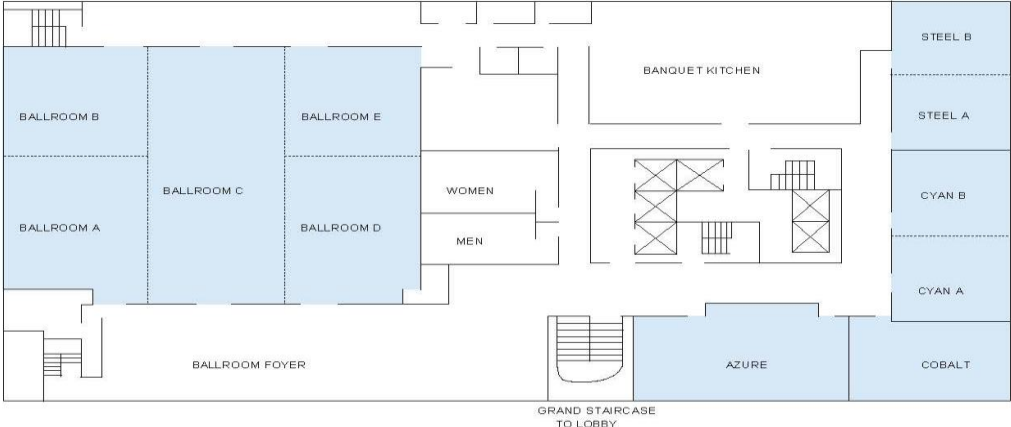
*Program and speakers are subject to change.



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VENUE FLOOR PLAN

Hyatt at Olive 8 – Third Floor



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