

## 2019 IAdCA Conference Agenda\*

Start	End	
<b>Wednesday, April 3rd</b>		
4:00p	5:30p	<b>Early Registration</b> <i>(Mezzanine Foyer)</i>
5:00p	5:30p	<b>Attendee Informational Meeting</b> <i>IAdCA Board Introductions - Conference Information</i> <i>(Crystal Room)</i>
5:30p	6:30p	<b>Welcome Reception</b> <i>(Crystal Room)</i>
6:30p		<b>Dinner On Your Own</b> <i>(Find an old or new friend or a group for Dinner On Your Own )</i>
<b>Thursday, April 4th</b>		
7:00a	8:15a	<b>Registration and Breakfast</b> <i>(Mezzanine Foyer / Crystal Room)</i>
8:15a	8:30a	<b>Welcome &amp; Opening Remarks</b> <b>Cailie Currin – Currin Compliance, IAdCA President</b> <i>(Grand Ballroom)</i>
8:30a	9:45a	<b>Regulator Panel</b> <b>Janet Brunory, Qualified Health Plan (QHP) Rates &amp; Forms Analyst – Delaware;</b> <b>Erica Bailey, Association Commissioner of Compliance and Enforcement – Maryland;</b> <b>Emily Brown, Director of Insurance Rates and Forms – Vermont;</b> <b>Julie Fairbanks, Manager – Life &amp; Health Market Conduct – Virginia;</b> <b>Moderated by Fred Karlinsky – Greenberg Traurig</b> <i>(Grand Ballroom)</i>
9:45a	10:00a	<b>Break and Vendor Visit</b> <i>(Mezzanine Foyer)</i>
10:00a	12:00p	<b>Regulator Round Robin</b> <b>Erica Bailey, Association Commissioner of Compliance and Enforcement – Maryland;</b> <b>Emily Brown, Director of Insurance Rates and Forms – Vermont;</b> <b>Julie Fairbanks, Manager – Life &amp; Health Market Conduct – Virginia;</b> <i>(Walnut Room / Cherry Room / Chestnut Room)</i>

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Start	End				
12:00p	12:15p	<b>Vendor Visit</b> <i>(Mezzanine Foyer)</i>			
12:15p	1:30p	<b>Lunch</b> <i>(Crystal Room)</i>			
		<b>Breakout Sessions – Please Note: Time Placement of Sessions May Change</b>			
1:30p	2:30p	<b>Walnut Room (3rd Floor)</b>  <b>Federal Trade Commission (FTC) Advertising Requirements</b>  <i>Alysa Hutnik &amp; Lauri Mazzuchetti – Kelley, Drye &amp; Warren LLP</i>	<b>Chestnut Room (3rd Floor)</b>  <b>State Specific Advertising Issues &amp; Enforcement Actions</b>  <i>Stephanie Pierce – Dentons</i>	<b>Warwick Room (2<sup>nd</sup> Floor)</b>  <b>Field Generated Advertising &amp; Lead Generation</b>  <i>Melissa Piekarski – Allianz Life Chad Batterson – Athene USA</i>	<b>Cherry Room (3rd Floor)</b>  <b>Cracking the Code: Medicare Communications &amp; Marketing Guidelines</b>  <i>Toya Werkheiser – Cigna-HealthSpring® Helaine Fingold – Epstein, Becker &amp; Green, P.C.</i>
2:30p	2:45p	<b>Break and Vendor Visit</b> <i>(Mezzanine Foyer)</i>			
2:45p	3:45p	<b>Walnut Room (3rd Floor)</b>  <b>Advertising Illustrations &amp; Hypothetical Examples</b>  <i>Sarah Patton – Allianz Life</i>	<b>Chestnut Room (3rd Floor)</b>  <b>Responsible Marketing to Seniors and Vulnerable Adults; Senior Protection &amp; the Senior Safe Act</b>  <i>Cynthia Borelli – Bressler Amery &amp; Ross, P.C.</i>	<b>Warwick Room (2<sup>nd</sup> Floor)</b>  <b>FINRA Variable Product Advertising</b>  <i>Gregory Riviello - FINRA</i>	<b>Cherry Room (3rd Floor)</b>  <b>What's in a Title? Aligning Their Marketing with Their Credentials!</b>  <i>Heidi Gabel – TruChoice Financial Group Maureen James – Summit Compliance Group</i>
3:45p	4:00p	<b>Break and Vendor Visit</b> <i>(Mezzanine Foyer)</i>			
4:00p	5:00p	<b>Walnut Room (3rd Floor)</b>  <b>Federal Trade Commission (FTC) Advertising Requirements</b>  <i>Alysa Hutnik &amp; Lauri Mazzuchetti – Kelley, Drye &amp; Warren LLP</i>	<b>Chestnut Room (3rd Floor)</b>  <b>New York Reg 187 &amp; the NAIC Model Suitability Reg Update</b>  <i>Cailie Currin &amp; Pete Rock – Currin Compliance</i>	<b>Warwick Room (2<sup>nd</sup> Floor)</b>  <b>Practice, Practice, Practice – Practical Advertising Review Application</b>  <i>Debby Paris – First Consulting &amp; Administration</i>	<b>Cherry Room (3rd Floor)</b>  <b>Questions, Answers &amp; Helpful Hints on the Compact Advertising Standard</b>  <i>Maureen Hart Perry – IIPRC</i>
5:30p		<b>Thursday Dinners</b> <i>(Meet as Directed)</i>			

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## 2019 IAdCA Conference Agenda\*

Start	End	
<b>Friday, April 5th</b>		
6:30a	8:00a	<b>Breakfast</b> <i>(Crystal Room)</i>
8:00a	8:05a	<b>Welcome Back</b> <b>Chairs of Education and Conference Committees</b> <i>(Grand Ballroom)</i>
8:05a	9:15a	<b>Key Note Speaker</b> <b>Amanda Hite – Co-Founder and CEO BTC Revolutions</b> <b>The Social Revolution - Changing the Marketplace, Workplace &amp; the World</b>  <i>(Grand Ballroom)</i>
9:15a	9:30a	<b>Break and Vendor Visit</b> <i>(Mezzanine Foyer)</i>
9:30a	10:30a	<b>General Session Speaker</b> <b>George Nichols III – The American College</b> <b>Accredited Designations and the Importance of Them</b>  <i>(Grand Ballroom)</i>
10:30a	10:45a	<b>Break and Vendor Visit</b> <i>(Mezzanine Foyer)</i>
10:45a	11:45a	<b>Questions and Answers</b> <i>(Grand Ballroom)</i>
11:45a	Noon	<b>Closing</b>