



April 21-23, 2010
Downtown Doubletree Hotel & Executive Meeting Center
Omaha, NE
www.iadca.org

Wednesday, April 21

4:00 p.m. – 5:30 p.m. Registration 2nd Floor Lobby

5:30 p.m. – 6:00 p.m. New Attendee Meeting Winnebago Room

New to IADCA? Then this is a head start, “don’t miss” opportunity to get the most from the conference. Join the Board of Directors for a quick informational meeting. You’ll enjoy a brief overview of the organization and learn how you can become involved in the many programs, events, and opportunities available. You’ll be fully up to speed and feeling like an IAdCA pro in no time.

6:00 p.m. – 7:30 p.m. Reception Winnebago Room

Networking is one of the most valuable opportunities at any conference. With that in mind, be sure not to miss the IAdCA welcome reception. Your Board of Directors will open the evening with brief introductions. Then, enjoy appetizers and beverages while you get to know your fellow conference attendees. Re-connect with old friends, meet new faces and get your conference off to a relaxed and comfortable start.

Thursday, April 22

6:30 a.m. – 7:45 a.m. Registration & Breakfast 2nd Floor Lobby & Winnebago

7:45 a.m. – 8:00 a.m. Welcome and Opening Remarks MO, IA & NE Rooms

David A. Kelly, IAdCA President

8:00 a.m. – 9:15 a.m. General Session MO, IA & NE Rooms

“Building a Value-Added Advertising Compliance Department”

Nicholas Gerhart, Vice President
American Equity

Whether you want to build a compliance department from the ground up or you want to re-examine an existing department against some organizational best practices, this session will provide the insight you need. Nicholas Gerhart will provide real-world advice on designing a department that adds value to the marketing function.

9:15 a.m. – 9:30 a.m. Break and Vendor Visit 2nd Floor Lobby

9:30 a.m. – 10:30 a.m. General Session MO, IA & NE Rooms

Department of Insurance Discussion

Jim Mumford, Iowa Insurance Division

Bruce Ramge, Nebraska Department of Insurance

There’s nothing like getting information directly from an insurance department representative. In this session, Jim Mumford and Bruce Ramge will discuss current issues and department expectations of companies doing business in their states. Learn how to avoid common mistakes and work more efficiently with state insurance departments.

10:30 a.m. – 10:45 a.m. Break and Vendor Visit 2nd Floor Lobby

10:45 a.m. – 11:45 a.m. General Session MO, IA & NE Rooms

“Online Marketing of Insurance - Pitfalls & Best Practices”

Stephanie Duchene, Sonnenschein Nath & Rosenthal LLP

The Internet offers incredible opportunities for insurance marketing, but it can also present tremendous challenges. In this timely session, Stephanie Duchene will explore recent precedent in the area of online insurance compliance and give you food for thought on safely making the most of this marketing channel.

11:45 a.m. – 12:15 p.m.
Question & Answers

General Session

MO, IA & NE Rooms

12:15 p.m. – 1:15 p.m.

Lunch

Winnebago

1:15 p.m. – 2:15 p.m.

Breakout Session 1

<p>"E-Commerce and Online Marketing Discussion Group" Stephanie Duchene, <i>Sonnenschein Nath & Rosenthal LLP</i></p> <p>Participate in an interactive discussion session regarding current issues in e-commerce and online marketing of insurance products. Learn from and share ideas and best practices with peers on topics including responsibility for agent online activity, Insurance Malls, online applications and online issuance, compliance with electronic signature laws and Social Media issues.</p>	
<p>Property & Casualty Compliance Issues Megan M. Grant, Esq. Colodny, Fass, Talenfeld, Karlinsky & Abate, P.A.</p> <p>The Unfair Trade Practices Act is raising a number of hot-button topics. This session will address those, plus a variety of other issues currently affecting property and casualty insurers.</p>	
<p>Selling Insurance and Investments to Seniors Larry Kosciulek, Director FINRA Investment Companies Regulation</p> <p>Providing seniors with valuable products and services can be a strong opportunity. However, how you market these products and services is coming under increasing regulatory focus. Attend this session and get FINRA's perspective on the right way to sell to seniors.</p>	

2:30 p.m. – 3:30 p.m.

Breakout Session 2

<p>"Advertising Compliance & Social Media" Randa Zalman Redstone</p> <p>Insurance consumers are expecting you to deliver your message in an easy-to-find, discussion-oriented format. This session will discuss: what social media options you have; what compliance issues you must address; how to monitor the web; and the proper procedures to ensure compliance success in campaign development and implementation.</p>	
<p>Insurance Hot Topics Stephen King & Nebraska Department of Insurance Medico Insurance Company</p>	
<p>State Market Conduct Exams: How to Prepare; How to Respond Cailie A. Currin, JD Currin Compliance Services, LLC</p> <p>Have you experienced the rapid heartbeat and shallow breathing associated with learning a market conduct exam is coming? Let's talk about what can be done every day to improve the outcome, as well as what we can do to specifically prepare for state review and respond to any inquiries that may result.</p>	

3:30 p.m. – 3:45 p.m.

Break and Vendor Visit

2nd Floor Lobby

3:45 p.m. – 4:45 p.m. Breakout Session 3

<p>“Advertising Compliance & Social Media” Randa Zalman Redstone</p> <p>Insurance consumers are expecting you to deliver your message in an easy-to-find, discussion-oriented format. This session will discuss: what social media options you have; what compliance issues you must address; how to monitor the web; and the proper procedures to ensure compliance success in campaign development and implementation.</p>	
<p>State Market Conduct Exams: How to Prepare; How to Respond Cailie A. Currin, JD Currin Compliance Services, LLC</p> <p>Have you experienced the rapid heartbeat and shallow breathing associated with learning a market conduct exam is coming? Let’s talk about what can be done every day to improve the outcome, as well as what we can do to specifically prepare for state review and respond to any inquiries that may result.</p>	
<p>Advertising Compliance – Advanced Tools Jerry Wickersham First Consulting & Administration, Inc.</p> <p>Join your peers for a revealing discussion of the application of advertising rules, regulations and best practices. Bring sample materials and compare your conventions with others in the industry. Is your advertising taking too many chances ... or could it be working even harder? Be prepared for an open discussion with your peers.</p>	

Friday, April 23**7:00 a.m. – 8:00 a.m. Breakfast Winnebago****8:00 a.m. – 8:05 a.m. Welcome Back MO, IA & NE Rooms****8:05 a.m. – 9:00 a.m. General Session MO, IA & NE Rooms**

“Health Insurance Reform & Its Impact”
Bob Gunia, Senior Vice President of Public Affairs
Physicians Mutual

The topic of healthcare reform will continue to have an impact on the insurance industry regardless of what legislation attains passage. Attend this session for a revealing, non-partisan look at how that impact will be felt by companies like yours and what steps you can take now to keep yourself informed and prepared.

9:00 a.m. – 9:15 a.m. Break and Vendor Visit 2nd Floor Lobby**9:15 a.m. – 10:30 a.m. Question & Answer Session MO, IA & NE Rooms****10:30 a.m. – 10:45 a.m. Break and Vendor Visit 2nd Floor Lobby****10:45 a.m. – 11:45 a.m. General Session MO, IA & NE Rooms**

“AFLAC Commercials – a Behind-the-Scenes Tour”
David A. Kelly, Director, AFLAC

You've seen Aflac's duck commercials. Let David take you behind the scenes from conception to storyboard to completion. He'll share insights on how the campaign balanced marketing objectives and compliance concerns to create an enduring and powerful brand experience.

