

NAIFA-Pennsylvania invites you to



*Spring into the  
Central Regional  
Sales Symposium*

**8 AM–3:30 PM Thursday, April 19**  
*Penn Grant Centre - 777 East Park Drive, Harrisburg*

*Get a bouquet of ideas  
that will help your practice  
bloom! Topics to include:*



- ◆ **The Art of WOW—  
Stronger Client Referrals**
- ◆ **Discover Your Memory Power and  
Reading Smart**
- ◆ **Regional Economic Outlook**
- ◆ **The Proper Attitude**
- ◆ **Professionalism in Communication**

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# Speakers and Agenda

8 AM

Registration /Continental Breakfast/Exhibits Open



**8:30 –9:30 AM “Professionalism in Communications”** *Presented by Dean Bertsch*  
Dean is a former teacher who now works as a professional trainer and coach, helping business professionals to express themselves in a way that gets others to treat them seriously.

9:30 - 9:50 AM

Break/Exhibits Open

9:50 - 10:50 AM

**“The Proper Attitude”** *Presented by Dean Bertsch* Learn how to project the type of attitude that makes others want to do business with you

11 - 12 Noon

**“Regional Economic Outlook”** *Presented by Luke Tilley, regional economic advisor, The Federal Reserve Bank of Philadelphia.* Luke will help us understand emerging trends and business concerns in our region. His presentation will include insights on the national and regional economy, monetary policy, and the role of the Federal Reserve.



12 Noon - 1 PM

Lunch/Exhibits Open

1 - 2:20 PM

**“Discovering Your Memory Power and Reading Smart”** *Presented by Matthew Goerke, “America’s Memory Master.”* Matthew is regarded as one of America’s leading experts in the field of memory development. This program will demonstrate the importance of remembering names and faces, presentations (without notes!), to-do lists, key client information, and important details from books, meetings and conversations. You will end the program with several ideas on how a more powerful memory will help you to be more effective and reduce stress.



2:20 - 2:30 PM

Break/Exhibits Open

2:30 - 3:30 PM

**“The Art of WOW - Client Referrals and Stronger Referrals”**  
*Presented by T.J. Kozelka, director, Advisor Solutions Group for Pennsylvania.* In today’s competitive environment, there’s more to cementing client relationships than delivering operational excellence. Learn practical techniques for cultivating emotional bonds with clients – allowing you to retain high value clients, deepen existing relationships and build a more profitable, client-centric practice.



3:30 PM

Adjournment

# Register today!

**Please sign me up for the Central Regional Sales Symposium on April 19.**

**Name:** \_\_\_\_\_

**NAIFA Local Association:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

## Registration fee:

**\$75 Advance Registration**

**\$95 Walk-in Registration**

*All registrations include continental  
breakfast and lunch*

## Questions?

**Contact Darrell Westby at 717-697-2031  
Or the NAIFA-PA office at 717-234-2523**

## Need overnight accommodations?

**The Best Western Premier Central Hotel is located  
across the street at 800 East Park Drive.  
Call 717-561-2800 and ask for Elizabeth Smith to  
get a discounted overnight rate of \$99 plus tax.  
(Tell her you are attending an event at the  
NAIFA-PA office.)**

## Payment:

\_\_\_\_ **Registration - \$75**

**Check for \$\_\_\_\_\_ (payable to NAIFA-PA)**

☐ Visa      ☐ MasterCard  
☐ AmEx      ☐ Discover

**Acct. No.:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_/\_\_\_\_

**Signature:** \_\_\_\_\_

## Return completed form with payment to:

**NAIFA-PA Accountant  
Charles E. Bussard, CPA  
271 S. Hanover St., Unit #1, Carlisle, PA 17013  
OR fax to: 717-386-5134**

NAIFA-Pennsylvania  
777 East Park Drive, Suite 300  
Harrisburg, PA 17111