



## 2009 ALLIANCE CONVENTION & EXPO

### Schedule of Events

#### THURSDAY, SEPTEMBER 24, 2009

7:00 AM – 12:00 PM	Alliance Golf Tournament – Sponsored by Mercury
7:30 AM – 5:00 PM	Convention Registration
8:00 AM – 5:00 PM	Exhibitor Booth Setup
8:00 AM – 12:00 PM	CE: Insurance Ethics
11:00 AM - 12:00 PM	CE: FSC Power Users - Auto
12:00 PM – 1:30 PM	Alliance Golf Lunch & Awards – Sponsored by Mercury
2:00 PM – 3:00 PM	Workshop: Building the Agency of Tomorrow, Today! - featuring George Nordhaus
2:00 PM – 4:00 PM	CE: Basic Workers Compensation Insurance
2:00 PM – 4:00 PM	CE: Residential Earthquake Insurance
3:00 PM – 4:00 PM	Workshop: The Phone Isn't Ringing. Now What? - featuring Val Jordan
3:00 PM – 4:00 PM	Workshop: Generate Life Revenue with a Life or P&C License - featuring Rob Reedy
5:00 PM – 7:00 PM	Hospitality Suite & Live Jazz Band

#### FRIDAY, SEPTEMBER 25, 2009

7:30 AM - 5:00 PM	Convention Registration
8:00 AM- 9:00 AM	Workshop: The Phone Isn't Ringing. Now What? - featuring Val Jordan
8:00 AM- 12:00 PM	CE: Ethics and the Customer
8:00 AM- 12:00 PM	CE: National Flood Insurance Program Update
8:30 AM- 10:30 PM	CE: Basic Workers Compensation Insurance
9:30 AM – 11:30 AM	CE & Workshop: Keys to Effective Phone Sales - featuring John Boe
10:00 AM- 11:00 AM	CE: National Flood Insurance Program Update
11:00 AM- 12:00 PM	CE: FSC Power Users - Auto
12:00 PM – 1:00 PM	Grab & Go Box Lunch - Sponsored by the Alliance
12:00 PM – 6:00 PM	Tradeshow & Internet Cafe Opens
2:00 PM – 5:00 PM	Meet the LA Lakers Girls
Time T.B.D.	\$10,000 Grand Prize Giveaway – Sponsored by Progressive
4:30 PM – 6:00 PM	Cocktails on Tradeshow Floor
6:00 PM	Tradeshow & Internet Cafe Closes
6:30 PM – 8:30 PM	Hospitality Suite with Live Jazz Band – Sponsored by Unitrin
6:30 PM – 8:30 PM	Hospitality Suite with Live Jazz Band – Sponsored by Explorer
9:00 PM – 12:00 PM	70's Disco Party with Live Band - Sponsored by the Alliance & Astonish Results



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#### SATURDAY, SEPTEMBER 26, 2009

7:30 AM - 5:00 PM	Convention Registration
8:00 AM – 9:00 AM	CE & Workshop: How to Increase the Value of Your Agency - featuring Stuart Ganis
8:30 AM – 9:30 AM	CE: FSC Power Users - Property
8:30 PM – 11:30 AM	CE: The Reality of Flood
9:00 AM – 12:00 PM	Tradeshow & Internet Cafe Opens
9:30 PM – 10:30 AM	Workshop: Build the Agency of Tomorrow, Today! - featuring George Nordhaus
10:00 AM - 11:00 AM	Workshop: Generate Life Revenue with a Life or P&C License - featuring Rob Reedy
11:30 AM - 12:00 PM	Annual Members Meeting
12:00 PM – 2:00 PM	Tradeshow & Internet Cafe Closes
12:00 PM – 1:30 PM	Sponsored Lunch - featuring Adam DeGraide & Tim Sawyer from Astonish Results
2:00 PM – 5:00 PM	Tradeshow Internet Cafe Re-Opens
2:00 PM – 3:00 PM	CE: FSC Power Users - Auto
2:00 PM – 3:00 PM	CE: National Flood Insurance Program Update
2:00 PM – 3:00 PM	CE: How to Increase the Value of Your Agency - featuring Stuart Ganis
2:00 PM – 4:00 PM	Workshop: How to Market in a Digital Age - featuring Adam DeGraide
3:30 PM – 5:00 PM	Workshop: The Phone Isn't Ringing. Now What? - featuring Val Jordan
5:00 PM	Tradeshow Closes / Exhibitor Booth Breakdown
5:30 PM – 6:30 PM	Exhibitor Raffle Prizes
6:30 PM – 9:00 PM	"Dinner Under the Stars" featuring Taiko Drummers
9:00 PM – 12:00 AM	80's Dance Party with Live Band – Sponsored by Arrowhead General

#### SUNDAY SEPTEMBER 27, 2009

9:00 AM – 11:00 PM	Brunch & Closing Session
9:00 AM - 9:30 AM	Workshop: Creating a Sales Culture in Your Agency - featuring Stuart Ganis
9:30 AM – 10:30 PM	Litigation & Regulatory Update for Producers & Insurers - featuring Sanford Michelman
10:30 AM – 11:00 AM	Workshop: Unlocking Your Potential to Close More Sales - featuring Jeff Czajka