

**AIMS Society's 23rd Annual PRO-to-PRO
Executive Retreat**

March 4-6, 2010

Bourbon Orleans Hotel – New Orleans, LA



INTENDED AGENDA (updated 1-25-10)

Wednesday, March 3

Optional Pre-Conference **Fishing and Golf** Outings

GOLF OUTING at **English Turn Golf Club** – **\$190 per person** includes transportation to and from the course, Box Lunch, two Beverage Tickets, Club Rental, Greens and Cart Fees.

This Jack Nicklaus designed Par 72 Championship Golf Course presents a unique challenge to golfers of any skill level. Water comes into play on every hole.

Giant sand and waste bunkers guard many holes, and numerous grass depressions and mounds line the sculptured fairways. Huge tiered greens challenge putting strokes.

FISHING with CAPTAIN MIKE - **\$225 per person** includes transportation to and from the dock, boat rental (3 per boat), guide, and live bait.

You are in trophy territory!! Lake Pontchartrain, a nationally known estuary for large trout, and the Biloxi Marsh, the Redfish Capital of the world. Captain Mike guarantees lasting memories of your Angling Adventure. "When you have fished nearly 200 days a year for as many years as I have, guaranteeing fish is simple. I instruct how, when and where to catch the fish, therefore.....**NO FISH....NO PAY!**"

Thursday, March 4

1 - 4:30 p.m. - General Session

**New Orleans: Recovering from Katrina with
Ed Connor – Acting Federal Insurance Administrator, FEMA**

During this session, Ed Connor will provide a recap of "what happened" and how agents can better utilize the recently updated flood insurance program to protect clients. Following Connor's talk, the group will take a bus tour of the New Orleans area to see mitigation and recovery efforts.

5 - 7 p.m. - **Welcome Reception** with Heavy Hors d'Oeuvres

Friday, March 5

8:30 - 11:30 a.m. - General Sessions

Panel Discussion – Sales Skill Development Techniques
followed by

Alan Shulman – The Best of Agency Ideas

Differentiate your agency from the competition by employing innovative marketing and sales ideas, tools, and techniques. This session provides growth-minded producers and managers with some of the newest and most popular ideas ever published in Agency Ideas sales & marketing newsletter. Presented by the publisher, you'll discover fun and creative ways to attract new personal and small commercial lines sales, to cross-sell, and to improve policy retention. This discussion includes both "old school" and contemporary methodologies.

10 a.m. - 4 p.m. - **Spouse / Guest Outing**

Details to be provided in early January

11:30 a.m. - 1 p.m. - **AIMS Society President's Luncheon** featuring
the 2010 CPIA Conferment Ceremony & Annual Meeting

1 - 4:30 p.m. - General Sessions

Chester Butler & Mo Greenwood – Finding, and Growing, Your Niche

followed by

Steve Anderson – Creating Sales with Technology

Most agents consider using technology in customer service. This session will explore how to use technology to increase revenue including tips for utilizing technology to manage the prospecting process; and exploring tools available to sell, both to the company underwriter and to the prospect. Steve will also present the ins and outs of using Social Networking for agency marketing.

6 - 9 p.m. - **Networking Reception, Awards Dinner & Entertainment**

Saturday, March 6

Several optional outings are being planned.

More details will be included with conference registration confirmation.



REGISTRATION INFORMATION

[Online Registration](#) is Now Open!

Registration Fees:

AIMS Society Members - \$469 after 1/15/10

Non-Members - \$569

Spouses / Guests - \$209

* Additional attendees from the same firm, save \$50 each.

Hotel Reservations:

PRO-to-PRO Registrants will receive a group rate of \$139+tax at the Bourbon Orleans Hotel located in the heart of the French Quarter at 717 Orleans Street, New Orleans, LA. This negotiated rate INCLUDES a FULL BREAKFAST for one guest daily. Additional Breakfast Coupons may be purchased upon arrival. To secure accommodations as part of the "AIMS Society PRO-to-PRO" group, call 866-513-9744 before February 9, 2010. [Click here](#) to view a video brochure of the hotel.

Registration confirmation details will be emailed upon receipt of paid registration.

Register online at www.aimsociety.org/protopro.html