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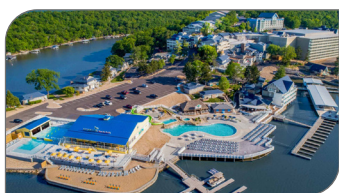
All agents are welcome to attend this conference. The networking and learning opportunities are sure to benefit you and your agency.



MAC SUMMIT - JULY 19-21

GENERAL INFO

MARGARITAVILLE LakeResort



MAIA has a contracted room rate of \$169/night for a guest room; \$319/night for a one-bedroom suite or \$449/night for a two-bedroom suite. After June 20, 2023, the hotel will release all unreserved rooms.

CONFERENCEAttire

Attire for the entire conference is business casual, except for the President's Reception and Installation Banquet, which are semiformal, and Wednesday activities, which are casual.

MAIAApp

Be sure to download MAIA's app (MOAGENT) from the App Store or Google Play and watch for upcoming details.

PLANNINGCommittees

MACSUMMITCommittee

Chair, Matt Speight
Scott Agency, Montgomery City

Darin Banner
Capstone Insurors, Bolivar

Kevin Bull
Bull Insurance Agency, Lamar

Dina Buxton
Charles L Crane Agency Co., St. Louis

Nick Layman
Smart Insurance Agency, Marionville

Luke LeBlanc
Electric Insurance, St. Louis

Paul Long
Ollis/Akers/Arney, Bolivar

Colt Atwood
Specialty Risk Management, Carthage

YOUNGAGENTSCommittee

Chair, Colt Atwood
Specialty Risk Management, Carthage

Reed Black
DeVoy-Baker Group, St. Joseph

Kevin Bull
Bull Insurance Agency, Lamar

Marissa Dirnberger
VanGennip Insurance & Financial Services, Advance

Brad Helton
Liberty Mutual/Safeco., Chesterfield

Cameron Oliver
Gallagher Insurance Group, Mexico

Matthew Phillips
First Choice Insurance Agency, Poplar Bluff

Jenna Voight
Jenks/Long Insurance, Rolla

**Margaritaville Lake Resort
Osage Beach**

SPEAKERS



John **LIVESAY**



Chris **CLINE**



Carey **WALLACE**

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Wednesday, July 19

Conference Registration Open, 8AM-5PM

Optional Golf Tournament, 8AM-1PM

Held at The Oaks, one of Margaritaville's signature courses. The 18-hole, par 71 championship course features breathtaking vistas of the Lake of the Ozarks. All registrants are welcome to compete in the tournament, which is an 18-hole scramble.

NEW

Optional Poolside Brunch, 10AM-12PM

Admire the views of the Lake of the Ozarks while enjoying a mimosa or a bloody mary, brunch and a game of Singo. Take this opportunity to reconnect with old friends and cool off in the pool if you'd like. (casual)

NEW

Mix & Mingle (Ice Cream Social), 2-3PM

What's working at your agency? Do you have a new innovative procedure? Are you using a new app that has increased productivity? Do you take an extra step to ensure a positive customer experience? Now's the time to share (brag) and savor an ice cream cone! (casual)

Welcome Reception, 3-4PM

All attendees are invited to this reception. Members of the board and committees will be there to greet you, introduce you to other attendees and make you feel welcome. (casual)

Optional Cornhole Tournament, 4-6PM

Held at Margaritaville and presented by the Young Agents Committee (includes beer). Teams of two (if you do not have a specific pairing request, we will pair you with someone). Limited space available; first-come, first-served. (casual)

Dinner on your own

Thursday, July 20

Breakfast on your own

NEW

European Coffee Bar, 830-9AM

Join us before the keynote to create your own luxury coffee made with flavored premium coffees, flavored whipped cream, shaved dark chocolate and cinnamon sticks.

Keynote: Tell Stories Win Sales, 9-10AM

Featuring: John Livesay (*Book signing to follow*) John Livesay, aka The Pitch Whisperer, shows sales teams how to turn boring case studies into compelling case stories. The salespeople will no longer feel like they are drowning in a sea of sameness because they will know how to tell stories that make them magnetic and memorable.

Trade Show & Lunch, 10AM-1230PM

Book signing with John Livesay: 10-10:30 AM. Company prize drawings at 12 PM - you must be present to win.

Five Cubed: Trends of High Performing Agencies, 1-2PM Chris Cline

Five Cubed is a framework to share five key themes prevalent in higher performing agencies. Each is defined and discussed with a unifying theme, examples, benefits, and supporting statistics. The five trends are positioned as being exponentially impacted by complimentary focus on three dimensional aspects that are critical to success regardless of business strategy.

Get Your Financial House In Order, 1-2PM

Carey Wallace

Your agency's financials are a crucial part of your operational success. In this session, we'll discuss how to analyze, understand, and improve your agency's financial position as you plan for the future.

Repeat Concurrent Sessions, 2-3PM

Five Cubed: Trends of High Performing Agencies, Chris Cline

Get Your Financial House In Order, Carey Wallace

President's Cocktail Reception, 6-7PM

Join us in celebrating the outgoing MAIA President, Cansada Stark, by enjoying a cocktail and hors d'oeuvres. (semiformal)

Awards and Installation Banquet (semiformal), 7-9PM

Casino Night with DJ, 9-11PM

Friday, July 21

Eggs & Issues

Breakfast 830-9AM, Session: 9-10AM

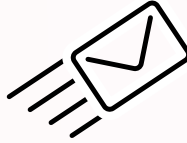
MAIA CEO Matt Barton and Missouri legislators

This is your chance to get information right from the source. This Q&A session gives you access to MAIA CEO Matt Barton and a panel of Missouri legislators. They will address questions on regulatory and legislative issues affecting the insurance industry today. (*Approved for 1 ethics CE credit in Mo. & Kan.*)

MAC SUMMIT - JULY 19-21



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Complete the
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MAIA
3315 Emerald Lane
Jefferson City, MO
65109

Name & Designation(s) _____ Badge name _____

Spouse's Name (if registering for conference) _____

Phone _____ Date of Birth _____ E-Mail _____

Agency/Company _____ Title _____

Address _____ City/State/Zip _____

Please check any of the following that apply: ☐ This is my first MAC Summit

I am: ☐ Agency Owner ☐ Agency Mgr. ☐ Producer ☐ Acct. Mgr. ☐ CSR ☐ Co. Rep. ☐ Vendor ☐ Other: _____

FULL REGISTRATION	QTY	MEMBER		NON.	TOTAL
		BY 6/21	AFTER 6/21		
FULL Conference Registration Includes sessions, trade show, meals and social events listed on the agenda. <i>Does not include the poolside brunch, golf or cornhole tournament.</i>		\$300	\$350	\$600	
YOUNG AGENTS Conference Registration (Retail agents only 40 & under) Includes sessions, trade show, meals and social events on the agenda. <i>Does not include the poolside brunch, golf or cornhole tournament.</i>		\$225	\$260	\$450	
Spouse Registration Includes sessions, trade show, meals and social events listed on the agenda. <i>Does not include the poolside brunch, golf or cornhole tournament.</i>		\$150	\$170	\$300	
OTHER REGISTRATION	QTY	MEMBER		NON.	TOTAL
		BY 6/21	AFTER 6/21		
Exhibit Booth(s) Each person in booth must purchase a registration option.		\$500	\$600	\$750	
Exhibitor Package (Available to EXHIBITORS only): Includes Welcome Reception, Thurs. Keynote Session and Trade Show.		\$170	\$200	\$340	
Thurs. Trade Show Pass (includes lunch) May be purchased by a fully registered member retail agent for member of same agency; or for a spouse of a fully registered member. Name for Badge: _____		\$50		n/a	
OPTIONAL ITEMS	QTY				TOTAL
Golf Tournament at The Oaks (Golf Tournament & Poolside Brunch run concurrently) Available to registered conference attendees only; includes lunch. After July 1, no golf refunds will be made and registrations will be accepted on a space-available basis. Tournament begins at 8 AM on Wed. <i>Average 18-hole score _____ Please pair me with:_____</i>		\$105			
Poolside Brunch with Singo (Golf Tournament & Poolside Brunch run concurrently) Held at Margaritaville on the Tradewinds pool deck on Wed. from 10 AM - 12 PM (includes mimosas, bloody marys and brunch).		\$30			
Cornhole Tournament Held at Margaritaville on Wed. from 4-6 PM (includes beer). Teams of two (if you do not have a pairing request, we will pair you). Limited space available, first-come, first-served. After July 1, no cornhole refunds will be made and registrations will be accepted on a space-available basis. <i>Please pair me with:_____</i>		\$25			
“The Sale is in the Tale” by John Livesay Book signing immediately following keynote address on Thurs. July 20. Must pre-order by June 21. Books will not be available for purchase onsite. No refunds on previous sales after June 21.		\$14			
Total Enclosed					\$

Payment: ☐ Check (payable to MAIA) or ☐ VISA ☐ MC ☐ AmEx ☐ Discover Card No. _____

Card Verification Number _____ Exp. Date _____ Billing Address _____

Cardholder Name and Signature _____

Questions? Visit www.moagent.org/MACS, email maia@moagent.org or call 573-893-4301.

Missouri Association of Insurance Agents
3315 Emerald Lane
Jefferson City, MO 65109

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