

# MAC SUMMIT

# July 23-25 2025

All agents are encouraged to attend the Missouri Agents Connection (MAC) Summit, where the networking and learning opportunities are sure to benefit you and your agency!



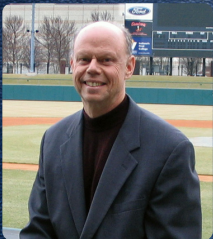
SCAN TO REGISTER



CHATEAU ON THE LAKE  
RESORT SPA & CONVENTION CENTER



## GUEST SPEAKERS



Howard Kellman



Avery Moore



Charlie Matejowsky



Brian Refici



Chris Rochford



Brock Elliott







# July 23-25 2025



## Wednesday, July 23

### Golf Tournament (optional event)

8:00 a.m. - 1:00 p.m.

Held at the Ledgestone Country Club

### WEWIN Brunch (Women Empowering Women in Insurance)

10:00 a.m. - 12:00 p.m.

Speaker: Avery Moore

The loudest voice in your head telling you you're not enough is a lie—let's get real about the challenges we face in this industry, the obstacles in our way and how we push past them to succeed. Motivational speech with agency owner Avery Moore, followed by a panel discussion.

### Crawdaddies Kids Club

3:30 - 6:30 p.m.

The club offers supervised creative play, crafts, puzzles, video games and more, while your littles make new friends. Registration required by May 21. Meals are NOT included. For kids ages 4 - 12.

### Welcome Reception (casual)

3:30 - 4:30 p.m.

All attendees are invited to this reception.

### Cornhole Tournament (optional event)

4:30 - 6:30 p.m.

Held at the Chateau on the Lake and presented by the Young Agents Committee. Beer included.

### Young Agent Event

7:00 - 10:00 p.m.

Join us at Capone's Speakeasy for a fun night of socializing with fellow young agents. Appetizers are provided by the Young Agents Committee. A complimentary shuttle will be available.

## Thursday, July 24

### Breakfast Buffet

7:30 - 8:30 a.m.

### The New Retirement Rules

8:00 - 9:00 a.m. Speaker: Charlie Matejowsky

On Dec. 29, 2022, the SECURE 2.0 Act was signed into law by President Biden as part of the Consolidated Appropriations Act (CAA) of 2023. SECURE 2.0 had bipartisan support from both chambers of Congress. This session will examine many of the new retirement savings provisions, including pushing back the age of required minimum distributions (RMDs), continued contributions to IRAs past age 70 ½, enhanced catch-up contributions, qualified charitable distributions (QCDs) linked to inflation, 529 account payments and rollovers to a beneficiary's Roth IRA.

Approved for 1 general CE credit in Mo. and Kan.

### Keynote: Becoming a Champion

9:00 - 10:00 a.m. Speaker: Howard Kellman

Join Howard Kellman as he talks about "Becoming A Champion." He will speak about the things that great champions do, using stories from the world of sports to illustrate those principles. There will be a special emphasis on athletes, coaches and teams from the state of Missouri. And these days when you talk about athletics and the state of Missouri, it all starts with Patrick Mahomes and the Kansas City Chiefs!

### Trade Show

10:00 a.m. - 12:30 p.m.

Join us for one of the most anticipated company/vendor trade shows of the year. Booth designs will center around a music-related theme. Company prize drawing at 12 p.m.; you must be present to win.

### Lunch Buffet

12:30 - 1:30 p.m.

### Education Sessions

1:30 - 2:20 p.m.

#### Tools to Build Your Pipeline

Speaker: Brock Elliott

A successful insurance sales pipeline is the foundation of a thriving agency, helping agents systematically attract, nurture and convert leads into long-term clients. This class will begin by defining what a sales pipeline is and why it is crucial for insurance professionals. Participants will learn how a well-organized pipeline enhances efficiency, increases conversion rates and improves client retention by providing a structured approach to lead management.

#### State of the Industry: Elevate Your Value Proposition in a Changing Market

Speaker: Brian Refici

As the insurance industry evolves, staying competitive requires more than just keeping up with trends—it demands a compelling value proposition that resonates with clients and partners. Join Brian Refici for a deep dive into the current state of the industry, exploring key market dynamics, emerging challenges and growth opportunities. Discover actionable strategies to refine your value proposition, differentiate your business and strengthen your position in a rapidly changing landscape.

Approved for 1 general CE credit in Mo. and Kan.

### Education Sessions

2:30 - 3:20 p.m.

#### Deductible Buybacks

Speaker: Brock Elliott

This class will provide a comprehensive understanding of deductible buybacks, an important risk management tool for policyholders looking to mitigate their financial exposure. The session will begin with an introduction to deductible buybacks, explaining their purpose, how they function within various insurance policies and the types of coverage where they are most commonly used. Participants will gain insight into the benefits of deductible buyback policies, both from a policyholder's perspective (reducing out-of-pocket costs in the event of a claim) and from an agent's perspective (as an added value proposition for clients).

Approved for 1 p-c CE credit in Mo. and Kan.

#### State of the Agency: Driving Robust Growth for Insurance Agencies

Speaker: Chris Rochford

Thriving agencies must continually adapt to emerging trends, technologies and customer expectations. How should a firm adapt and change as it hits meaningful growth milestones? Chris Rochford, MarshBerry vice president, will showcase actionable insights, case studies and practical advice to fuel growth, drive innovation and remain competitive in 2025.

### Crawdaddies Kids Club

6:00 - 10:00 p.m.

Registration required by May 21. For kids ages 4 - 12.

### President's Cocktail Reception (semiformal)

6:00 - 7:00 p.m.

Join us in celebrating outgoing MAIA president Dennis Luebbering by enjoying a cocktail and hors d'oeuvres.

### Awards and Installation Banquet (semiformal)

7:00 - 9:00 p.m.

### Fun Pianos

9:00 - 11:00 p.m.

Join us after dinner as Fun Pianos entertains us with their exciting dueling pianos.

## Friday, July 25

### Eggs & Issues Breakfast

8:30 - 10:00 a.m.

Speakers: Matt Barton & Legislative Panel

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.

Filed/pending for 1 ethics CE credit in Mo. and Kan.

FULL REGISTRATION	MEMBER		NON.
	BY 6/25	AFTER 6/25	
<b>FULL Conference Registration</b> Includes sessions, trade show, meals and social events listed on the agenda. <i>Does not include golf or cornhole tournament.</i>	\$350	\$400	\$700
<b>YOUNG AGENTS Conference Registration</b> ( <u>Retail agents only 40 &amp; under</u> ) Includes sessions, trade show, meals and social events on the agenda. <i>Does not include golf or cornhole tournament.</i>	\$275	\$310	\$550
<b>Spouse Registration</b> Includes sessions, trade show, meals and social events listed on the agenda. <i>Does not include golf or cornhole tournament.</i>	\$200	\$220	\$400
OTHER REGISTRATION	MEMBER		NON.
	BY 6/25	AFTER 6/25	
<b>Exhibit Booth(s)</b> Each person in booth must purchase a registration option.	\$600	\$700	\$960
<b>Exhibitor Registration</b> ( <i>Available to EXHIBITORS only</i> ): Includes Wed. Welcome Reception and Young Agent Event, and Thurs. breakfast, keynote session, trade show and lunch.	\$200	\$230	\$400
<b>Thurs. Trade Show Pass</b> (includes lunch): Available to retail agency members or spouses of retail agency members only.	\$75		n/a
OPTIONAL ITEMS			
<b>Golf Tournament at Ledgestone Country Club</b> 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 a.m. on Wed.	\$135		
<b>Cornhole Tournament</b> Held at Chateau on the Lake on Wed. from 4:30-6:30 p.m. 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.	\$25		
<b>WEWIN (Women Empowering Women in Insurance) Brunch</b> Held at Chateau on Wed. from 10 a.m. - 12 p.m. <b>Included with full registrations.</b> Additional purchase required only for those with Exhibitor Registration.	\$40		
<b>Crowdaddies Kids Club</b> For children ages 4-12. Meals NOT included. Must register by May 21, and no refunds will be given after May 21.	Wednesday 3:30 - 6:30 p.m. \$36/child  Thursday 6:00 - 10:00 p.m. \$48/child		

## MAC Summit 2025 will be held at **Chateau on the Lake** in Branson, Mo.

MAIA has contracted room rates  
starting at \$191/night.  
After June 23, 2025, the hotel  
will release all unreserved rooms.

Visit <https://moagent.org/MACS>  
for more information.



### MAC Summit Committee

Chair, Paul Long, Ollis/Akers/Arney, Bolivar · Emily Stratman, Jenks/Long Insurance, Rolla · Sandy Andrew, Andrew & Associates LLC, Lee's Summit · Reed Black, Saint Joseph Insurance LLC, Saint Joseph · Matt Speight, Scott Agency, Montgomery City · Ron Mattli, Southern Pioneer Insurance, Chillicothe · Lacey Peterson, Bull Insurance Agency, Lamar

### Young Agents Committee

Chair, Marissa Dirnberger, VanGennip Insurance & Financial Services, Advance · Reed Black, Saint Joseph Insurance LLC, Saint Joseph · Ashley Shine, Allied Insurance Agency, Springfield · Cameron Oliver, Gallaher Insurance Group, Mexico · Derik Frederiksen, Ollis/Akers/Arney, Springfield · Caleb Benner, Premier Network, Liberty · Corey Bond, Broyles & Matz Investments, Sedalia · Kevin Bull, Bull Insurance Agency, Lamar · Matt Phillips, Ozark Legacy Insurance Partners, LLC, Poplar Bluff · Amber Truskowski, UBIC, South Jordan, Utah



Missouri Association of Insurance Agents  
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Jefferson City, MO 65109



July 23-25  
2025



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**SILVER**

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pensation · AMWINS Access · HawkSoft · Ironpeak · Risk Placement Services, Inc. · West  
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