

JAN. 20, 2010, 11 AM EST



Warm-Source Recruiting for Maximum Impact

Research has shown that warm sources are the best source of high-quality candidates. Focusing on warm-source recruiting will maximize your recruiting efforts and ultimately improve long-term retention. Leave this call better equipped to —

- Develop relationships and build trust with sources
- Strategically use centers of influence
- Communicate effectively in multicultural communities.

Moderator: Ross Borzin, CLU, MassMutual Financial Group

APRIL 21, 2010, 11 AM EST



Achieving Excellence in Frontline Management

Increase productivity and retention of your new frontline leaders with tools that will give them traction in their first 12 months. Build critical skills that allow frontline leaders to excel in —

- Recruiting and selecting the best possible team
- Setting expectations and coaching for performance
- Building and maintaining strong relationships with their advisor teams.

Moderator: Lily Fong, American General Life and Accident

JUNE – PODCAST



Beyond Project 100

Project 100 has been a trusted standby. However, obstacles like the do-not-call list have interfered with its effectiveness. Make selection decisions with greater confidence and increase productivity by transitioning new advisors to a market-driven system instead of simply selling to family and friends. Accelerate results by —

- Determining which candidates have a natural market
- Coaching your advisors to develop centers of influence and overcome obstacles that interfere with a successful start.

Moderator: Kerry L. Lawing, Ohio National Financial Services

JULY PODCAST



Leveraging Life Insurance Awareness Month

Enhance your marketing efforts by capitalizing on Life Insurance Awareness Month. This podcast will include practical ideas to increase life insurance sales by —

- Maximizing the Life Foundation's resources to generate more life sales
- Complementing your marketing efforts with industry resources
- Motivating your team around a common cause by increasing their focus on life sales and their passion for the industry.

Moderator: Daniel L. Lawrence, CLU ChFC FIC LUTCF, Modern Woodmen of America

SEPT. 15, 2010, 11 AM EST



Finish the Year Strong

Discover strategies to accelerate fourth-quarter performance. Increase sales production and improve retention with methods that —

- Motivate agents to become proactive through performance measurement
- Increase the impact of target campaigns
- Improve cross-selling opportunities.

Moderator: Maurice B. Springer, New York Life Insurance Company

NOV. 17, 2010, 11 AM EST



Connectivity Across Generations

Create an inclusive culture by fostering generational diversity. Balance the needs of different generations to increase effectiveness. Listeners will learn strategies to —

- Tailor recruiting efforts to generational needs
- Maximize training by using the right tools and techniques for each generation
- Create cross-generational opportunities for joint work, mentoring, and learning.

Moderator: Dave Saviage, M.B.A., ChFC FIC, Thrivent Financial for Lutherans

GAMA International Learning Tracks

= Business Strategy & Growth	= Diversity	= Frontline Leader Development
= Leadership & Culture	= Performance Coaching & Mentoring	= Producer Development
= Recruiting & Selection	= Retention	= Sales & Marketing
= Supervision & Accountability		