

MONDAY, APRIL 24

8:00 am:	Golf Outing		Bardmoor Golf Club
3:30 pm:	Board of Directors Meeting		North Terrace
5:00 pm:	Welcome Reception	<i>Sponsored by SWBC Life</i>	North Terrace Veranda

TUESDAY, APRIL 25

7:00 am:	Buffet Breakfast	<i>Sponsored by National Risk Brokerage</i>	North Terrace Veranda
7:50 am:	Welcome Remarks	Sarah Ferman Baker , President and CEO, CCIA	North Terrace
7:50 am:	Building an Effective Digital Marketing Strategy to Attract Customers and Build Value	Jonathan Gessert , 321 Web Marketing	
	What are the best digital marketing channels to connect and increase engagement with consumers in categories like insurance that aren't naturally high engagement? This session will discuss strategies and best practices for how you can increase customer engagement through digital marketing.		
8:45 am:	How Advocacy is Changing with the Next Generation	Dave Peluso , KDCR Partners Walt Smith , The Mallard Group James W. Baker III , Congressman Michael Cloud	
	From white papers to infographics, how is lobbying changing with each generation?		
9:45 am:	Networking Break	<i>Sponsored by GSFS Group</i>	
10:00 am:	A View from Outside the Beltway	Fred Karlinsky , Greenberg Traurig Arshawn Teymoorian , McIntyre & Lemon	
	An update on several key issues in the 2023 state legislative sessions.		
10:30 am:	Market Update on Lender-Placed and Flood Insurance	Kevin McCarty , Celtic Global Consulting Robert Cole , National Risk Brokerage	
	Learn how the market responds to the current challenges with lender-placed and flood insurance.		
11:30 am:	Member Business Meeting		Annual members-only meeting to review the state of the Association and conduct Association business and board elections
12:00 pm:	Waterside Lunch	<i>Sponsored by Securian Financial and Fortegra Financial</i>	North Terrace Veranda
1:00 pm:	Arthur J. Morris Award		
1:15 pm:	Bridging the Gap in Middle America	Dawn Goldbacher , Prudential <i>Session Sponsored by Prudential, CCIA Platinum Corporate Sponsor</i>	
	Learn how Prudential is bridging the 12-trillion-dollar insurance gap in middle American with their new simplified solutions to help underserved individuals.		

2:15 pm: **The State of Credit Insurance** **Chris Hause**, Hause Actuarial
Jeff Wanning, CSO
Joan Cleveland, SWBC

An overview of the credit industry from different perspectives.

3:00 pm: **Networking Break** *Sponsored by Locke Lord*

3:15 pm: **Deep Dive into the Regulatory Era** **Robert Tilley**, Hudson Cook

Learn how to adjust your operations to avoid legal pitfalls by gaining an understanding of the mindset inside the regulatory agencies.

4:00 pm: **Day Adjourns**

5:30 pm: **Chair's Reception and Beach Party** *Sponsored by American National Insurance Co. and Central States Health and Life Co. of Omaha* Sunset Deck & Beach

WEDNESDAY, APRIL 26

7:00 am: **Buffet Breakfast** *Sponsored by The Plateau Group* North Terrace Veranda

8:00 am: **Opening Remarks** **LeeAnn Hollister**, 2023 CCIA Chair North Terrace

8:15 am: **Emerging Products and Services on the Horizon** **Carmen Effron**, C F Effron Company

This session will highlight new products and services being offered that can bolster customer value and retention to ensure your company is providing the right mix of product offerings.

8:45 am: **Insight into the CFPB's Supreme Court Challenge: What It Means for Consumer Credit Regulation** **Mark Rooney**, Hudson Cook

In CFPB v. CFSA, the Supreme Court will review a challenge to the constitutionality of the CFPB's funding mechanism. The case likely will not be decided until 2024. In the meantime, a cloud hangs over the CFPB. In this session, Mark Rooney (Partner, Hudson Cook, LLP) discusses the case, how the Court may rule, and the implications for the consumer financial services sector.

9:45 am: **Networking Break** *Sponsored by Protective Asset Protection*

10:00 am: **Cybersecurity and Data Privacy in the Digital Age: What Keeps You Up at Night?** **Aaron Kouhopt**, McGlinchey Stafford

What are the current data privacy trends and current cyber threats? This session will provide an update on the statutes and regulations, compliance hurdles, best practices, the industry response, and the next steps to address those challenges.

10:45 am: **Closing Remarks** **Sarah Ferman Baker**, President and CEO, CCIA

11:00 am: **Adjournment**