



MASSACHUSETTS ASSOCIATION OF INSURANCE AGENTS ANNUAL CONVENTION & TRADE FAIR
November 8, 9, 10 & 11, 2012 at the Marriott Hotel, Copley Place ■ Boston, MA

PROGRAM SCHEDULE

DAY	DATE	TIME	TITLE	CEs	INSTRUCTOR
Thursday	Nov 8, 2012	8:00 am	Registration		
		9:00 am – 5:00 pm	Insuring Truckers	7	Marshall Katz
		9:00 am – 5:00 pm	Personal Residential Intensive: HO, Condo, Dwelling Fire	7	Irene Morrill
		9:00 am – 5:00 pm	Commercial Lines – Covered or Not?	7	Robin Federici
		9:00 am – 5:00 pm	E&O 2012	7	Bill Hofmann
		9:00 am – 5:00 pm	Public Relations Lab	0	Ralph Bardsley
		9:00 am – 5:00 pm	Personal Auto A-Z	7	Donna McKenna
		9:00 am – 5:00 pm	Risk Management Hands-On Journey	7	Bruce Thomas
		12:30 pm – 1:30 pm	Lunch in the Atrium		
		5:00 pm – 6:00 pm	YAC Reception in Champions		
Friday	Nov 9, 2012	7:00 am	Registration		
		7:30 am – 8:45 am	Utica's Continental Breakfast in the Atrium		
		8:30 am – 5:00 pm	P&C Licensing Program – Day 1	0	Marshall Katz
		8:30 am – 5:00 pm	Personal Insurance Professional (PIP) – Day 1	7	Kathy Silvia
		8:45 am – 11:45 am	Guess Who Is Suing Agents Today?	3	Curt Pearsall
		8:45 am – 10:45 am	Perpetuation Planning	0	Rick Davis
		8:45 am – 9:45 am	International Insurance – Part 1 – “Introduction and the Exporter’s Policy”	1	Robin Federici
		8:45 am – 9:45 am	C/C/C and You ...Just what DOES property damage liability cover or not?	1	Irene Morrill
		8:45 am – 9:45 am	Personal Umbrellas – How Do They Work...and When Don't They Work?	1	Mike D'Orlando
		9:00 am – 10:30 am	How Owners & Managers Can Turn a CSR's Service Mindset Into a Sales Generator in Four Simple yet Elusive Steps	0	Sheldon Snodgrass
		10:00 am – 1:00 pm	TRADE SHOW IS OPEN!		
		10:00 am – 11:00 am	International Insurance – Part 2 – “Controlled Master Package”	1	Robin Federici
		10:00 am – 11:00 am	Getting Blood from a Stone: How to Get Motivated and Sell More in Any Economy	0	John Chapin
		10:00 am – 11:00 am	Lessons learned while defending Insurance Agent's E&O	1	Nicole Yarbrough
		10:00 am – 11:00 am	Replacement Cost v. Reconstruction Cost and Insuring to Value	1	Irene Morrill
		10:00 am – 11:00 am	Commercial Umbrellas – How Do They Work...and When Don't They Work?	1	Mike D'Orlando
		11:00 am – 12:30 pm	MAIA's State Annual Meeting	n/a	Board of Directors
		11:00 am – 12:15 pm	The Legal Side of Human Resources (HR) in Insurance	1	Patty Sinacole
		11:15 am – 12:15 pm	International Insurance – Part 3 – Auto, Employee Benefits & Cargo Coverage	1	Robin Federici
		11:15 am – 12:15 pm	Why Your Agency is Vulnerable to Fraud and Measures to Avoid Losing \$\$\$	0	Brenda DiCarlo, Carla McCall
		11:15 am – 12:15 pm	The Problem That Won't Go Away: Why Agencies Hire Bad Salespeople and What To Do About It	0	Carl Harvey
		11:15 am – 12:15 pm	Personal Condo Conundrums...	1	Irene Morrill
		11:15 am – 12:15 pm	Personal Lines “OOPS!” (Often Overlooked Policy Sections)	1	Mike D'Orlando
		11:30 pm – 12:30 pm	Bloody Mary Cocktail Reception		
		12:15 pm – 12:45 pm	Streaming in the Trade Show		
		1:00 pm – 2:15 pm	Arbella's Gourmet Luncheon with Susan Wornick, WCVB-TV's Midday Anchor & Consumer Reporter		
		2:30 pm – 4:00 pm	TRADE SHOW RE-OPENS!		
		2:30 pm – 4:00 pm	Why Some Producers Don't Bring in New Business – And What You Can Do About It	0	Jacqueline Calder
		3:00 pm – 4:30 pm	The Keep/Sell Decision — <i>Selling In vs Selling Out</i>	0	Tom McGraw, Everett Shaw
		3:30 pm – 4:30 pm	Commercial Lines “OOPS!” (Often Overlooked Policy Sections)	1	Mike D'Orlando
		3:30 pm – 4:30 pm	Project CAP	0	Tom Minkler
		3:30 pm – 4:30 pm	Your Website Does Not Have to Be Lousy	0	Melissa Murphy
		3:30 pm – 4:30 pm	Critical Factors and Steps to a New Manager's Success in an Insurance Agency	0	Chris Sullivan
		3:30 pm – 4:30 pm	Q&A Potpourri	1	Irene Morrill
		3:30 pm – 4:30 pm	Insuring Trusts and the Personal Lines Homeowners Customer	1	Robin Federici
		4:30 pm – 6:00 pm	Boston Software's T.G.I.F. Reception		



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Saturday	Nov 10, 2012	7:00 am	Registration		
		7:30 am – 9:00 am	Utica's Continental Breakfast in the Atrium		
		8:30 am – 4:30 pm	Personal Insurance Professional (PIP) – Day 2	7	Kathy Silvia
		8:30 am – 4:30 pm	P&C Licensing Program – Day 2	0	Marshall Katz
		8:30 am – 11:30 am	Guess Who Is Suing Agents Today?	3	Curt Pearsall
		9:00 am – 11:00 am	Special Agents' User Group	0	Chris Baker
		9:00 am – 10:00 am	"There's Insurance for That?" Session 1	1	Dee Macheda
		9:00 am – 10:00 am	Ask MAIA – Personal Auto and RMV	1	Donna McKenna
		9:00 am – 10:00 am	Ethics – Not What You Think and More Than You Thought!	1	Robin Federici
		9:00 am – 10:00 am	Are you as smart as you think you are? Personal Residential (HO/Condo)	1	Irene Morrill
		9:00 am – 10:00 am	At-Home Business Activities ... Just a Fact of Life? ... or a Nightmare???	1	Mike D'Orlando
		9:00 am – 10:00 am	Importance of Standardized Workstation Setup, Time Management Skills and Strategic Planning	0	Chris Sullivan
		9:00 am – 10:00 am	Leverage Your Network, Advance Your Career	0	Cate Peterson
		10:00 am – 2:00 pm	TRADE SHOW IS OPEN!		
		10:15 am – 11:15 pm	Fundamentals for Understanding NFIP	1	Irene Morrill
		10:15 am – 12:15 pm	E&O Mock Trial	2	Scott Burke
		10:15 am – 12:15 pm	Change your Inner Talk, Change your Life	0	Robert Gerzon
		11:15 am – 12:15 pm	"There's Insurance for That?" Session 2	1	Dee Macheda
		11:15 am – 12:15 pm	What Kind of Plate? What Kind of Policy?	1	Donna McKenna
		11:15 am – 12:15 pm	Personal Lines – The Inland Marine Exposure	1	Robin Federici
		11:15 am – 12:15 pm	The BOP ... We All Sell it, But How Well Do We Really Know It?!	1	Mike D'Orlando
		11:15 am – 12:15 pm	CSR Survival in a Tough Economic Environment	0	Chris Sullivan
		11:30 am – 12:30 pm	Are you as smart as you think you are? Mass Personal Auto and Personal Umbrella	1	Irene Morrill
		11:30 am – 12:30 pm	CPPL Graduation Ceremony		
		12:30 pm	Arbella's Lunch on the Run		
		2:00 pm – 3:00 pm	"There's Insurance for That?" Session 3	1	Dee Macheda
		2:00 pm – 3:00 pm	Commercial or Not?	1	Donna McKenna
		2:00 pm – 3:00 pm	Coverage for Dummies – 2012 Edition	1	Robin Federici
		2:00 pm – 3:00 pm	Are you as smart as you think you are? Commercial General Liability and Business Auto	1	Irene Morrill
		2:00 pm – 3:00 pm	Increase Your Intuition by Learning Tarot with a Master Psychic	0	Jeanne Mayell
		2:00 pm – 3:00 pm	Controlling Your Book of Business Through Strategic Operational Processes	1	Chris Sullivan
		2:00 pm – 3:00 pm	Laughter is the Best Medicine	0	Sandra Daitch
		3:00 pm – 4:30 pm	CIC, CISR, CRM & CSRM Conferment and Reception		
		3:00 pm – 4:30 pm	Extreme Couponing	0	Elizabeth Lahens
		3:15 pm – 4:15 pm	"There's Insurance for That?" Session 4	1	Dee Macheda
		3:15 pm – 4:15 pm	What EXACTLY Can You Do With RMV Information?	1	Donna McKenna
		3:15 pm – 4:15 pm	Commercial Property Direct Damage Coverage & The Mystery of Our Definitions	1	Robin Federici
		3:15 pm – 4:15 pm	All NEADS Dogs	0	John Moon
		3:15 pm – 4:15 pm	Are you as smart as you think you are? Commercial Property and BOP	1	Irene Morrill
		3:15 pm – 4:15 pm	Project CAP	0	Tom Minkler
		3:15 pm – 4:15 pm	Critical Factors and Steps to a New Manager's Success in an Insurance Agency	0	Chris Sullivan
		4:30 pm – 6:00 pm	The SAFETY Zone "Come Fly with Me" Reception		
Sunday	Nov 11, 2012	8:00 am	Registration		
		8:00 am – 9:30 am	Breakfast		
		9:30 am – 12:30 pm	GAME DAY!	3	Game Day Enthusiasts: Mike D'Orlando, Robin Federici, Marshall Katz,
		12:30 pm	Lunch-to-GO		