

A high-angle, wide shot of the Golden Gate Bridge in San Francisco, California. The bridge's iconic orange-red towers and suspension cables are prominent, extending across the blue water of the bay. The sky is clear and blue. The bridge is filled with cars, and a small boat is visible in the water below.

2014

SAN FRANCISCO!

**LOMA Annual
Conference & Conferment**

San Francisco, California September 7-9, 2014

*Celebrate your
Achievements!*



2014 LOMA Annual Conference & Conferment



SAN FRANCISCO!

PROGRAM

Sunday, September 7, 2014

2:00 pm – 6:30 pm Registration

Welcome to the 2014 LOMA Annual Conference & Conferment! Pick up your official conference packet, name badge, excursion ticket(s), and onsite program. Choose your table location for the Conferment Banquet at this time.

4:30 pm – 6:30 pm Welcome Party *Hosted by LOMA Societies*

Be sure to arrive in San Francisco by 4:30 pm to participate in our opening reception! Enjoy fun games, fabulous food and drinks and the opportunity to meet other industry professionals during this lively party. Learn how LOMA Societies benefit their communities and our industry by visiting their exhibits. If you don't know anyone at the conference when you arrive, you surely will have new acquaintances at the end of this event!



SEPTEMBER 7-9, 2014

Monday, September 8, 2014

General Session with Continental Breakfast

8:30 am – 11:45 am **General Session
with Continental Breakfast**

Welcome

Jeffrey L. Hasty, FLMI, ACS
Senior Vice President, LOMA

Keynote Address

Teamwork – The Power of Partnership

The Passing Zone: John Wee and Owen More

Many speakers talk about teamwork. Jon and Owen perform it! Their success is proven, their talent unique, and nowhere else will you see such an exciting demonstration of the amazing things that can be accomplished when people work together.

The Passing Zone is a comedy duo who not only work together—their safety is in each other's hands! Every moment of this presentation is a clear example of collaboration between two people who have prepared, who rely on each other's strengths, who communicate, trust, and have fun cooperating. Their entertaining and inspiring performance uses big laughs, exciting stunts, and flawless teamwork, creating an unforgettable experience for any industry.

Throwing chainsaws, balancing on each others' shoulders while juggling flaming torches, and people juggling are all part of this Keynote Address that you'll never forget!



Execution IS the Strategy: How Leaders Create Maximum Results in Minimum Time



Laura Stack

As new designees, you've proven that you are ready for the next level of success! This session will teach you how to create more productive organizations by executing real-time strategic priorities. Laura believes a leader's biggest challenge isn't creating the strategy...it's executing the strategy. In today's business

culture, strategy and execution are part of the same process, because of the speed at which organizations need to change.

In this innovative session, you'll learn how to quickly drive strategic initiatives and get great results.

Noon – 2:00 pm

Lunch on your own

2:00 pm – 3:30 pm

Breakout Sessions

1. Social Media – for Business and for Fun

Social Media is one of the hottest phenomena in the history of business. The new broadcasting power of each individual and the new speed of "word of mouth" are changing the way people handle business, leisure, law enforcement, emergencies, and every other element of our lives. In this entertaining and powerful session, the presenter will show examples of the use of Social Media today, and ways it will transform our lives in the future.

2. Organizing Your Office and Your Life

Laura Stack

Do you get 200 e-mails every day? Do you feel like you're slowly drowning in a sea of paper? Does the sight of your messy office and overflowing in-box frustrate you? If so, this session is for you! In this age of downsizing and a do-more-with-less mentality, efficiency is more important than ever before. This session will help you stay on top of it all. You will gain scores of new tips and techniques for bringing order into your life, both personally and professionally!

Breakout Sessions continued on next page

Celebrate your Achievements!

3. How Do you Benefit from LOMA Membership Now That You Are an FLMI or FFSI?

Kathryn Brown, ALMI, PCS, AIRC
Senior Marketing Associate, LOMA

Learn about the vast array of over 100 products and services that LOMA offers to employees of LOMA member companies. Some of these benefits are free! Make sure that you are taking full advantage of your LOMA membership and the professional development opportunities we offer.

3:30 pm – 4:30 pm

Interactive Networking Activity: Trivia

Calling all Trivia Buffs! Join us Monday afternoon for a fun and interactive round of Trivia. Whether you're a trivia novice or an expert, you'll have a blast as you team up with fellow attendees for the chance to win fabulous prizes.

2:00 pm – 4:30 pm

Education Representative Workshop

Shannon Wortman, FLMI, PCS, AIAA
LOMA Registrar and Contact Center Manager

In our special session for LOMA Ed Reps, find out what's new at LOMA. Learn about the most current resources and tools available to help you in your role as Ed Rep. You will also have the opportunity to share experiences and network with your peers throughout the industry.

Monday evening: Dinner on your own

Restaurant suggestions will be available to help you experience the best of San Francisco!

Tuesday, September 9, 2014

8:30 am – 10:00 am **General Session with Continental Breakfast**

Lessons in Leadership from the Flight Deck



Carey Lohrenz

As the first female F-14 Fighter Pilot in the U.S. Navy, Carey Lohrenz knows what it takes to win in one of the highest pressure, extreme environments imaginable.

In 1994, when Carey "Vixen" Lohrenz was deployed to the USS Abraham Lincoln, there were fewer than 5 female aviators on a ship of 5000 male crew members. Facing uncharted

waters in an intensely male-dominated environment, Lohrenz learned vital lessons in leadership that followed her into the corporate world. The most successful leaders share a common foundation of principles used from the flight deck to the front office. Carey shares the fundamentals that helped her win in the cockpit at Mach 2, and can help you win in business.

This highly popular leadership presentation will challenge, inform, and inspire you to elevate your performance.

The Levity Effect

Scott Christopher

Scott Christopher is co-author of the best-selling book "The Levity Effect: Why It Pays to Lighten Up".

The main focus of his laugh-a-minute lectures is sharing how levity, humor and becoming more of a 'people person' can help you excel in business and at home. Scott has been an actor, comedian, TV host and morning radio personality, and practices what he preaches by presenting meaningful data, research, case studies and stories in a relaxed, interactive, hilarious environment.



SAN FRANCISCO!

**10:15 am – 5:15 pm Tuesday Excursion:
Discover San Francisco!**

Included with your registration

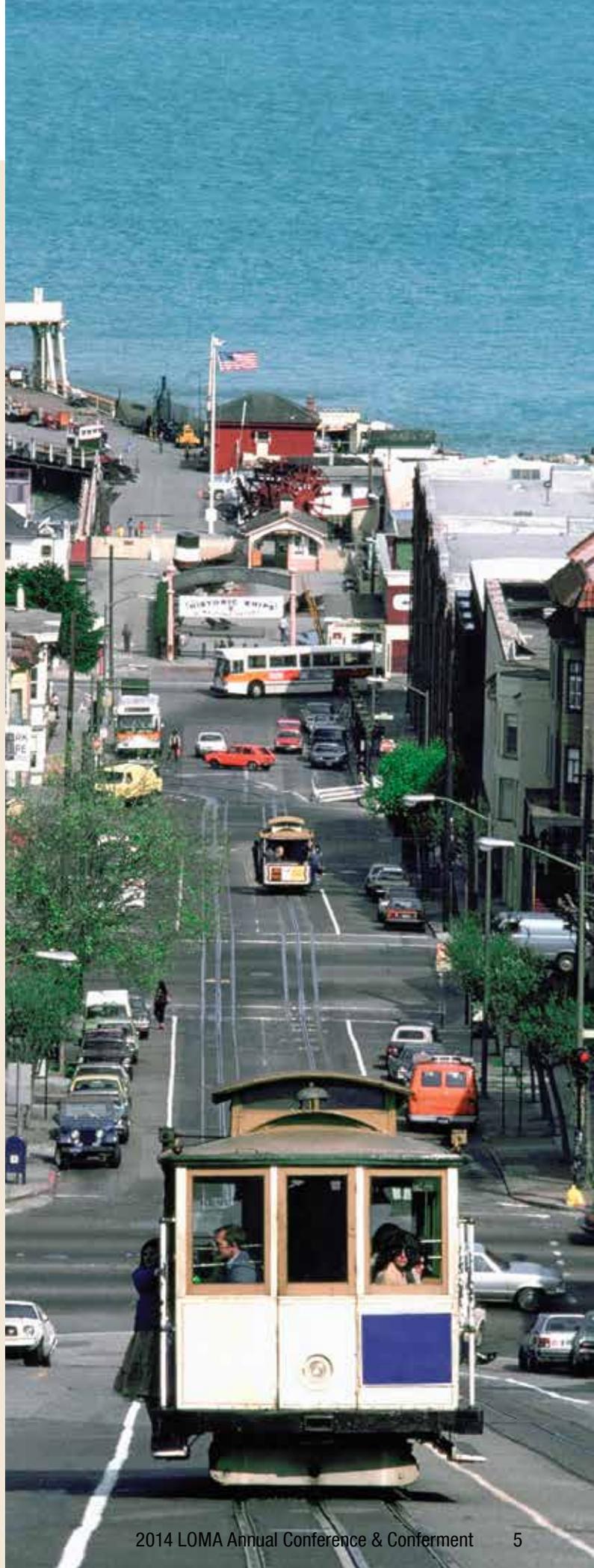
Hop on/off Bus Tour of San Francisco with Your Choice of Admission to one Museum

Professional tour guides will take you on a fun-filled journey through the vibrant neighborhoods of San Francisco such as North Beach, Chinatown, Fisherman's Wharf, Union Square, the Embarcadero and historic areas of the City by the Bay. You will have the freedom to "hop on and hop off" at designated stops and catch the next bus to continue your Excursion. Each motor coach will have an expert local guide giving commentary along the way and answering any questions you may have.

Some of the famous sights you will see up close will include the Transamerica Tower, Coit Tower, the famed Painted Ladies, the Ferry Building and the iconic Golden Gate Bridge. You will also have an admission ticket to explore your choice of one of the City's most popular museums: **California Academy of Sciences, de Young Fine Arts Museum or Exploratorium.** After a day in this amazing city, you are sure to find a special place in your heart for San Francisco!

Alcatraz Island – one of San Francisco's Favorite Tourist Attractions

Due to the huge popularity of the Alcatraz Island tour, the officials who manage the attraction will not sell more than 60 tickets to a group per departure. Since we are expecting around 800 people to attend the LOMA Annual Conference, we will not be able to offer this as an option for your excursion. If you are interested in visiting Alcatraz, we suggest you schedule a trip on Sunday before the conference begins at 4:30pm or any other free time you have before or after the conference. You can purchase tickets online: <http://www.alcatrazcruises.com/> or by calling 415-981-ROCK (7625). The departure pier is within a 15 minute walk from the hotel.



SAN FRANCISCO!

5:30 pm – 7:00 pm **Photo Session for all new FLMI's and FFSI's**

Commemorate your LOMA conferment with a complimentary professional photograph taken with your guest, or a member of the LOMA executive team. The photos will be distributed after the conferment dinner and entertainment.

7:00 pm **Celebrate your achievements!**

New designees of all LOMA programs are the focus of the evening and are honored during this gala event. In addition to the conferment ceremony, you will enjoy a special dinner and an evening of entertainment. Be sure to wear your dancing shoes and cocktail attire.

Due to the professional nature of this event, we respectfully reserve the right to admit only Registered Attendees and their Registered Adult Guests to the Conferment Ceremony and Banquet.

Wednesday, September 10, 2014

Depart for home with wonderful memories—or stay to continue enjoying San Francisco!



SEPTEMBER 7-9, 2014

MEETING DETAILS

Registration & Fees

Register by August 14, 2014

LOMA Members: \$770
LIMRA (not LOMA) Members: \$890
Non-Members: \$1,010
Educational Representatives: \$450
Society Officers: \$490
Guests: \$325

Register after August 14, 2014

LOMA Members: \$820
LIMRA (not LOMA) Members: \$940
Non-Members: \$1,060
Educational Representatives: \$500
Society Officers: \$540
Guests: \$325

Guest Policy

Registered Guests (displaying a conference Guest Badge) are invited to attend all functions. We encourage your guest to join you at the general sessions as well as the social functions. General sessions and breakout presentations are relevant and enlightening for all adults. Guests who have not properly registered and received a name badge will be denied entry to all LOMA Annual Conference functions.

A guest cannot be a new designee receiving their conferment during the Conference.

Due to the business nature of the LOMA Annual Conference, guests must be 14 years of age or older—it is a LOMA policy that children under the age of 14, including infants, will not be allowed admission to any of the conference functions including but not limited to the conference social functions, educational sessions, excursions, and the conferment and banquet. Please plan for child care accordingly.

**Ask your Educational Representative
if your company is a member of LOMA.**

Refund policy

All cancellations and refund requests must be received in writing. These requests carry a US\$100.00 administrative charge. Full refunds minus the administrative fee will be granted on written requests received no later than ten business days before the meeting. No refunds will be granted if the request is received within ten business days of the meeting. If for any reason a meeting is cancelled, the Conference Organizers will refund the total registration fee. However, the Conference Organizers will not be responsible for any travel, hotel accommodations or other costs incurred. Cancellation requests should be submitted to meetings@loma.org.

Hotel Information

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, California 94111

Hotel Reservations

The Special group rate is \$249 per night, single or double, plus tax (currently 15.5%, subject to change).

Note: for the dates of September 4-7, 2014 the rate is reduced to \$219 per night, plus tax. To receive the discount, call Hyatt Reservations at 1-888-421-1442 or 415-788-1234. Please ask for the Hyatt Regency San Francisco and mention the LOMA rate.

Conferment Eligibility— LOMA Policy

To be eligible for conferment, students must complete a LOMA designation by August 31 of that year. Please refer to your organization's conferment coordinators for company-specific requirements.

Attire

The dress code for the conference is business casual. Attire for the conferment is a coat and tie for men; dressy (dress or pant suit) for women.

For more information

LOMA Meetings
Tel: 1-800-275-5662, ext. 5 or 770-984-3714
Fax: 770-984-6419
E-mail: meetings@loma.org

Register online at www.loma.org/events!

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
ATLANTA, GA
Permit No. 2523



2300 Windy Ridge Pkwy.
Suite 600
Atlanta, GA 30339-8443
www.loma.org
Return Service Requested

2014 SAN FRANCISCO!

**LOMA Annual
Conference & Conferment**
San Francisco, California September 7-9, 2014

**Register by
August 14 and save!
www.loma.org/events**

