LIC Home Service and Marketing Committee Meeting
Hosted by Kemper Life | St. Louis, MO | July 19 – 21, 2022

Recommended Hotel: DoubleTree St. Louis – Westport, 1973 Craigshire Road, St. Louis, MO 63146

Meeting Location: Kemper Life, 12115 Lackland Drive, St. Louis, MO 63146

AGENDA & ADVANCE ATTENDEE LIST

Tuesday, July 19, 2022

5:45 p.m.   Meet in DoubleTree lobby for shuttle/carpools to Westport Social

6:00 p.m.   **Reception/Dinner Hosted by Kemper Life**
                 Westport Social, 910 W Port Plaza Drive, St. Louis, MO 63146

Wednesday, July 20, 2022

8:15 a.m.   *Meet in DoubleTree lobby for carpools to Kemper*

8:30 a.m. CT   **Continental Breakfast at Kemper Life** (Remote Participant Webex Check-In)

9:00 a.m. CT   **Welcome from Kemper Life & Attendee Introductions**

10:00 a.m. CT   **Hot Topics in Marketing and Home Service:**
                 Facilitated Discussion with Live Polling
                 Topics include: Agent Recruitment, Effect of Inflation on Sales/Collection/Retention,
                 Effect of Pandemic on Recruiting & Sales, Telesales, Senior Market, Technology, Growth
                 Strategies, and Trends in Products and Distribution

12:00 p.m. CT   **Networking Luncheon**

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1:00 p.m. CT   **Update on Kemper Life's Marketing and Operations Initiatives**
Dick Miller, CLU, ChFC, Chief Agency Officer, Kemper Life
Jose Galiano, VP Operations, Kemper Life

2:00 p.m. CT   **Reconsidering Your Market Challenges with New Data Sources**
Justin Baker, Sr. Director, Life Underwriting Strategy, LexisNexis Risk Solutions
Scott Rhinehart, Sr. Manager, Life Distribution Strategy, LexisNexis Risk Solutions

What business problems keep you up at night? Are your business challenges different than those of your peers or others in the industry? In this session, we will highlight and discuss many of the problems the industry faces not only in underwriting, but across the life policy continuum and how the use of the right data at the right time can improve your outcomes. We'll share some insights and best practices, as well as invite discussion and sharing in this interactive session.

3:00 p.m.   **Adjourn for the Day**

5:45 p.m.   *Meet in DoubleTree lobby for carpools to Granite City*

6:00 p.m.   **Networking Dinner**
Granite City Food & Brewery, 11411 Olive Blvd., Creve Coeur, MO 63141

Thursday, July 21, 2022

8:15 a.m.   *Meet in DoubleTree lobby for carpools to Kemper Life*

8:30 a.m. CT   **Continental Breakfast at Kemper Life** (Remote Participant Webex Check-In)

9:00 a.m. CT   **COVID and Mortality Insights**
Micah Canaday, VP Data & Analytics, US Mortality Markets – Pricing, RGA

10:00 a.m. CT   **Customer Journey: Bringing Together Distribution & Policyholders**
Thomas Phillips, US Director of Underwriting Innovation and Integration, thinktum

Join Thomas Phillips, thinktum's US Director of Underwriting Innovation and Integration, to discuss how tech innovations can enhance the customer journey, therefore optimizing digital distribution.

Through the storytelling of recent partnerships, you will discover how technology can bring nearly absolute precision via built-in and AI-driven hyper-personalization, placing companies in the best position to succeed.

In addition to the impact of such improvements, you will find out how overall business can benefit from extensive industry expertise. You will also learn how transparent communication and a cultural fit between partner organizations allow for even more effective implementation.

11:00 a.m.   **Adjourn**

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ADVANCE ATTENDEE LIST
As of July 18, 2022

American National Insurance Co. - Hoyt Strickland Jr., LUTCF, Executive Vice President
American National Insurance Co. - Wayne Smith, FLMI, ACS, Senior Vice President
Breathe Life - Jeff Brauner, Director of Sales
Columbian Financial Group - Garry Langston, LUTCF, Regional Vice President
Epoq - Clifford Cohen, Business Development Director
Equisoft - Michael Zelesnik, Vice President of Insurance Services for the US Market
Government Personnel Mutual Life - Jay Moyer, ChFEBC, LLIF, Vice President - Director of Marketing
Kemper Life - Dave Clark, FLMI, LUTCF, Regional Vice President
Kemper Life - David Beck, RVP
Kemper Life - David Holley, Division Vice President
Kemper Life - Dick Miller, CLU, ChFC, Chief Agency Officer
Kemper Life - Doug Dixon, Director Agency Administration
Kemper Life - James Carraway, LUTCF, Region Vice President
Kemper Life - Jason Panchenko, Regional Vice President
Kemper Life - Jose Galiano, VP Operations
Kemper Life - Lyman Moffatt, RVP
Kemper Life - Matt Graham, VP - Sales Operations
Kemper Life - Michael Wheeler, LUTCF, Divisional Vice President
Kemper Life - Rachelle Knau, AVP Policy Administration
Kemper Life - Saud Khan, MBA Leadership Rotation
Kemper Life - Terry Robbins, Regional Vice President
KSKJ Life - April Sleyko, Vice President, Marketing and Sales (Remote Participant)
LexisNexis Risk Solutions - Barb Gangware, Vertical Account Manager
LexisNexis Risk Solutions - Justin Baker, Senior Director, Life Vertical Market (Remote Participant)
LexisNexis Risk Solutions - Scott Rhinehart, LUTCF, Sr. Manager, Strategy & Innovation - Life (Remote)
Liberty Bankers Insurance Group - Todd Stone, SVP, HS Division
LIC - Audrey Wittenburg, ALMI, ACS, Associate Director (Remote Participant)
LIC - Jeff Shaw, CLU, ChFC, Executive Director
Management Research Services. (MRS) - Chad Gracey, Vice President of New Business Development
National Slovak Society/NSS Life - Greg Felton, National Sales Director (Remote Participant)
RGA - Micah Canaday, VP, Data & Analytics
Security National Life - Claude Grisham, LUTCF, Sales Manager
Security National Life - Greg Halcomb, District Manager
Security National Life - Jason Richardson, LUTCF, ALMI, Vice President of Home Service Companies
Security National Life - Rob Keller, LUTCF, Regional Manager
thinktum - Thomas Phillips, Director
Trilogy Actuarial Solutions - Amy Phillips, Partner