

2026 LIC PRENEED FORUM

*Collaboration and the Latest
Insights for Preneed Success*



Hosted by TruStage
5910 Mineral Point Road, Madison, WI 53705
November 4 – 5, 2026

AGENDA

Rev. 9/23/2026

Wednesday, November 4, 2026

- 8:00 a.m. **Continental Breakfast Hosted by TruStage**
Carpools leave Springhill Suites at 7:30 a.m.
- 8:30 a.m. **Lighthouse Tour (Optional)**
The TruStage Events Team will showcase the Lighthouse, TruStage's LEED Gold-certified, sustainable, and inclusive workplace designed to foster collaboration and community engagement.
- 9:30 a.m. **Welcome to the 2026 LIC Preneed Forum, Hosted by TruStage!**
Fernand LeBlanc, President, Preplanning Solutions, TruStage. Dean Lambert, Exec. Director, LIC
- 10:15 a.m. **Adapting in Real Time: Lessons from Improvisation, Change, and Uncertainty**
John Loos and Andy Eninger, Pinquelton Group
Who says you can't laugh and learn?
LIC is ecstatic to address the topic of change, adaptation, and innovation through the experiences of acclaimed sketch and improv comedy duo Andy Eninger and John Loos. Eninger and Loos have founded the Pinquelton Group, which has helped Fortune 500 companies and other organizations apply the techniques of ideation, collaboration and storytelling to address challenges and uncertainty in business. Oh, this is gonna be FUN!
- 11:15 a.m. **Networking Break**
- 11:30 a.m. **The End Game: Consumer Preferences and Planning**
U.S. and Canada Industry/Consumer Research
Heather Kiteley, President & CEO, Guaranteed Funeral Deposits of Canada (GFD)
Gail Marquardt, VP Consumer Engagement, NFDA
- 12:30 p.m. **Networking Luncheon Hosted by TruStage**
- 1:30 p.m. **Preneed 2036: Hot Takes on What Comes Next**
Facilitated Discussion with Live Polling (
Dean Lambert, Executive Director, LIC
- 2:15 p.m. **Networking Break**
- 2:30 p.m. **Perspectives in Preneed: Insights from Carrier Executives**
Facilitator: Travis Harrelson, Business Development Manager, TruStage
Brian Young, FLMI, President and CEO, LCBA Life
Will Bischoff, Sr. Vice President, Strategic Markets, Homesteaders Life Company

Wednesday, November 4, 2026, continued

- 3:15 p.m. **What Your Actuary Wishes You Knew**
Syed Raza, President, Actuarial 360 Solutions
- 3:45 p.m. **Day 1 Closing Remarks**
Fernand LeBlanc, President, Preplanning Solutions, TruStage
Dean Lambert, Executive Director, LIC; Audrey Wittenburg, Director of Operations, LIC
- 4:00 p.m. **Sessions Adjourn for the Day**
- 6:00 p.m. **Hosted Networking Dinner**
Bus transportation from Springhill Suites at 5:30 p.m.

Thursday, November 5, 2026

- 8:00 a.m. **Continental Breakfast Hosted by TruStage**
Carpools leave Springhill Suites at 7:30 a.m.
- 8:30 a.m. **Perspectives in Preneed: Insights from Funeral Directors**
Facilitator: Dean Lambert, Executive Director, LIC
Panelists including Matt Gunderson, Vice President, Gunderson Funeral and Cremation Care
- 9:45 a.m. **Networking Break**
- 9:55 a.m. **Leading Change through Transformation**
Lisa Elliott, Lead Change Management Consultant, TruStage
- 10:40 a.m. **Networking Break**
- 10:50 a.m. **Highlights from the 2026 LIMRA/LIC Preneed Survey**
Audrey Wittenburg, Director of Operations, LIC
- 11:50 a.m. **Closing Remarks**
Fernand LeBlanc, President, Preplanning Solutions, TruStage
Dean Lambert, Executive Director, LIC
Audrey Wittenburg, Director of Operations, LIC
- 12:00 p.m. **Departures**