NEW YORK LONG-TERM CARE BROKERS, LTD.

NEW YORK & NATIONAL LONG-TERM CARE BROKERS
1ST Quarter Training Schedule 2010
(all times are Eastern Time unless otherwise noted)

NATIONAL LONG-TERM CARE BROKERS, LLC

Date & Times	Exp. Level*	Topic	Instructor
Thursday January 7, 2010 2:00 – 3:00 PM	**B**	**No Class Scheduled**	
Thursday January 14, 2010 2:00 – 3:00 PM	**I**	**The Pension Protection Act – The Good, The Bad, The Ugly?** • *An overall look at where we were and where we are* • *What are the sales opportunities?*	**Bob Vandy, CLU, ChFC, LUTCF, CLTC** ***V.P., Marketing*** ***NY/NLTCB***
Thursday January 21, 2010 2:00-3:00 PM	**B/I**	**Mutual of Omaha's Product Strengths under PPA** • *recent changes* • *opportunities*	**John Ferroni** ***Regional VP*** ***Mutual of Omaha***
Thursday January 28, 2010 2:00-3:00 PM	**B**	**Marketing Through Social Networks–Worth The Time?** • *how does it work?* • *how to position and sell it!*	**Paul Silva, CLU, ChFC** ***Life & DI Support Specialist*** ***NY/NLTCB***
Thursday February 4, 2010 2:00-3:00 PM	**B**	**"It's all about Marketing!" - *how NY/NLTCB can Help!*** • *our home grown and third party resources* • *how to use those resources to write more LTCi & other lines!*	**Brian O'Connell, CLTC** ***Marketing Support Specialist*** ***NY/NLTCB***
Thursday February 11, 2010 2:00PM-3:00PM	**B/I**	**Structuring an Appropriate LTCi Plan** • *back by popular demand!* • *How to "build" the right LTCi policy* • *When traditional? Partnership? Hybrid?*	**Melissa Frasier, CLTC** ***LTC Brokerage Director*** ***NY/NLTCB***
Thursday February 18, 2010 2:00-3:00 PM	**B**	**A "Financial Scenarios" Refresher** • *from the software creator!* • *How to use it to write more LTCi!*	**Louis G. LaBash** ***President*** *Financial Scenarios, LLC*
Thursday February 25, 2010 2:00-3:00 PM	**I**	**Effective Multilife Marketing!** • *practical sales and marketing ideas to improve your revenue* • *cultivating your book of business for more sales*	**Jeannie Knapp, CLTC** ***Director of Multilife Marketing*** *NY/NLTCB*
Thursday March 4, 2010 2:00–3:00 PM	**B**	**Using the Pension Protection Act to Make More Sales** • *linked benefit & annuity sales* • *how about more traditional LTCi sales?!*	**Joe Maru** ***Annuity Sales Manager*** *NY/NLTCB*
Wed. – Thurs. March 10 - 11, 2010	**B/I**	**NY/NLTCB "LTCi Sales Academy"** • ***product, underwriting, Medicare, Medicaid, sales process and more…!*** • ***Onsite only – NO WEBINAR broadcast due to length***	
Thursday March 18, 2010 2:00-3:00 PM		**Creative Ways to Save on LTCi Premiums** • ***Back by popular demand!*** • ***Making the most of discounts and more!***	**Matt Gaul** ***LTC Brokerage Support Specialist*** ***NY/NLTCB***
Thursday March 25, 2010 2:00 – 3:00 PM	**B**	**An LTC Partnership Review** • ***What you need to know to make more LTCi sales!*** • ***Original and newer "DRA state" plans***	**Bob Vandy** ***V.P., Marketing*** ***NY/NLTCB***

Each Session (unless otherwise noted) is Slated to be Available Via Webinar as well as "Live"

** "Experience Level" legend – B = Beginner; I = Intermediate; A = Advanced*

Call Brian O'Connell at 518.371.5522 or 800.695.8224 (ext 132) or email Brian @ boconnell@nyltcb.com to register for a class.