



2008 Sales Congress Agenda

Make It Happen!

Wednesday, May 14, 2008 - Registration	
7:30 am to 8:30 am	Check-in and Registration
Wednesday, May 14, 2008 – Sales Congress Program	
7:30 am to 8:30 am	Visit Exhibitors and Continental Breakfast
8:30 am to 8:45 am	Welcome-Presentation of Colors-National Anthem
8:45 am to 9:40 am	Keynote Address: 1 Hour CE Dan Seidman, Sales Autopsy <i>"Ethical Business-Building Practices"</i>
9:45 am to 10:30 am	Break-Visit Exhibitors
10:30 am to 10:40 am	Utah Department of Health: Dianna Evans Utah HIP: Tomi Jean Ossana, Executive Director
10:40 am to 11:35 am	Keynote Address: 1 Hour CE Greg Dattilo, Dattilo Consulting, Inc.: <i>"Arming Agents for Health Care Reform"</i>
11:35 am to 12:15 pm	Break-Visit Exhibitors
12:15 pm to 1:15 pm	Lunch-UAHU Presentations & Business
1:15 pm to 2:00 pm	Break-Visit Exhibitors
2:00 pm to 2:55 pm	Keynote Address: 1 Hour CE Rebecca Lockhart, Utah Representative: <i>"Your Role with Utah's Health Care Reform Bill"</i>
3:00 pm to 3:15 pm	Closing Remarks
3:15 pm to 4:00 pm	Carrier & UAHU Gift & Drawings

Ethical Business-Building Practices

Dan Seidman, Sales Autopsy



Dan Seidman is an authority on ethical business-building practices for the financial services industry. His monthly columns in insurance trade magazines reach almost 2 million readers.

This program is structured on understanding the basis whereby consumers make decisions and matching communications to their needs, rather than the reps' need to pitch and sell products.

Dan is a World Master's athlete with two gold medals playing on the U.S. basketball team. He has been designated "One of the Top 12 Sales Coaches in America". Dan's creativity, wit and wisdom are revealed in two wild products, *The Sales Comic Book* and *Revenge of the Reps*, a video game. His newest book *Sales Autopsy* (a Barnes & Noble #1 business best-seller) reveals, from 600+ selling blunders, the top strategies that distinguish world class sales professionals from everyone else who sells. *Selling Power Magazine* selected the Sales Autopsy training program as a finalist in its 2006 *Sales Excellence Awards*. Dan's programs include a "confession session" where those brave enough to share their most embarrassing sales moment will win fabulous prizes.

Arming Agents for Health Care Reform

Greg Dattilo, CFP, CEBS



Greg Dattilo, a longtime analyst and commentator on the U.S. health care system, has served for more than 30 years as an employee benefits consultant and is the founder of two successful firms, offering health insurance coverage to thousands across the nation.

A Certified Financial Planner, Dattilo earned the designation of Certified Employee Benefits Specialist (CEBS) in 1993 from the University of Pennsylvania's Wharton School of Business. Earlier, he received his bachelor's degree from the University of Wisconsin-Stout, Menomonie, Wis. Dattilo was named a Fellow of the International Society of Certified Employee Benefits Specialists in 1995.

A frequent lecturer on insurance and health care issues, Gregory is the chief executive officer of Dattilo Consulting, Inc., and ClientServ, LLC, both located in Minneapolis, Minnesota. Dattilo Consulting offers comprehensive benefits planning services to a wide range of companies and organizations, while ClientServ provides support and administrative services to Dattilo Consulting and other benefits firms.

He is the founder of the Minnesota Employers' Roundtable, which he served as president, and is a member of the National Association of Insurance and Financial Advisors, and the National Association of Health Underwriters. Dattilo is regularly engaged in the health care policy debate as an advocate of free markets. Greg co-authored, with Dave Racer, *Your Health Matters: What you need to know about U.S. health care* (Alethos Press LLC, 2006), and *FACTS: Not Fiction: What really ails U.S. health care* (Alethos Press LLC, 2007).

Your Role with Utah's Health Care Reform Bill

Rebecca Lockhart, Utah House Representative



Representative Becky Lockhart (R) has served 5 terms in the Utah House of Representatives. She earned a BS in Nursing from BYU in 1991 and spent 7 years working in Labor and Delivery and Women's Health before entering politics.

She is the Vice-Chair of the Executive Appropriations Committee from the House and serves on the Education and Law Enforcement and Criminal Justice Standing Committees. She also is a member of the Transportation, Environmental Quality, and National Guard Appropriations Sub-Committee. Her main areas of focus during her tenure have been in Health Care and Transportation.

Her goals for health care focus on market based and consumer driven reforms. She has received numerous awards from business and industry organizations as well as various advocacy groups. She and her husband Stan have three children and live in Provo. When she has free time she enjoys reading, quilting, and home improvement projects.