

# MARCH GENERAL MEETING

Invite a  
colleague to  
the meeting

**Thursday, March 11, 2010**  
**Embassy Suites • 100 Capitol Mall, Sacramento**

**11:00 - 11:50 am** Choose from 1 of 2 Table Topics

## A Brief History of Health Insurance in America...How did we get here?



**Brad Davis**

From Blue Cross hospital insurance in the 30's, to Medicare in the 60's, to Clinton's folly in the 90's we will discuss how employer-based health insurance evolved and how you can turn the current "crisis" into an opportunity.

## The Psychology of the First Interview Factfinder



**Ron Adams, CLU, CEP, CWP**

There is no magic incantation at the end of a client interview that turns your prospect into a client/policyholder. The close begins with an effective first-interview factfinder. Position yourself to score with these tips and strategies.

**12:00 noon** Lunch Served

**12:15 - 1:15 pm** Keynote Speaker



**John A. Davidson, LUTCF, FSS**

NAIFA Past President and current Congressional Candidate

## The Gathering Storm, it is Starting To Rain

The Regulatory environment for the insurance Industry just got tighter (we are the most heavily regulated industry in America already) and with the Federal Government needing revenue now more than ever before, we must be ever vigilant regarding the rapid changes happening every day.

John Davidson's life is a true reflection of the American Dream. As a successful, self-made businessman, a recognized industry leader, and a dedicated community volunteer, he brings integrity, vision, and passion to all his endeavors. John is the Founder and President of Davidson Insurance and Financial Services, Inc. based in Thousands Oaks, California. After distinguishing himself as a local, state, and national industry leader for 25 years, John was elected in 2006 to serve as President of NAIFA.

Cost: \$30

**Reservations Required by Monday, March 8th**

Thank you to our  
meeting sponsor  
**PRINCIPAL FINANCIAL GROUP**

### MARCH 11<sup>th</sup> GENERAL MEETING RESERVATION FORM

Please return to NAIFA Northern California, P.O. Box 2698, Lodi, CA 95241  
PHONE: 209-339-4651 • FAX: 209-339-8273 • TOLL FREE: 877-706-2432 • EMAIL: kimmetz@naifanorcal.org

Name \_\_\_\_\_ Phone # \_\_\_\_\_ Email \_\_\_\_\_

Yes, I will attend the General Luncheon Meeting

The cost to attend is \$30.

**Reservations required by 10:00 am on Monday, March 8.** Cancellations not made by 10:00 am on Monday, March 8 must be honored.

Method of Payment:  Check  MC  VISA  American Express

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_