

2009 Program Schedule

JANUARY 15, 2009

“Envision Your Most Successful Year Yet”
FACILITATED BY TERESA THOMAS-CARROLL

JANUARY 22, 2009

“Marketing Financial Services
In The 21st Century”
FACILITATED BY RAVYA TAGHAVI

FEBRUARY 19, 2009

“Developing Your Personal Brand”
FACILITATED BY TENA KROUSE

MARCH 12, 2009

“Positive Momentum”
FACILITATED BY LIVEDYNAMITE

MARCH 19, 2009

“Generating Extraordinary Sales Through
Simple, Inexpensive Marketing”
FACILITATED BY MARIBETH KUZMESKI

APRIL 16, 2009

“How to Identify Your Ideal Client
(& How It Will be a Key to Your Success)”
FACILITATED BY AMY ZASTROW

MAY 14, 2009

“Breaking the Barriers To Success:
For Women Advisors”
FACILITATED BY MARIBETH KUZMESKI

MAY 21, 2009

“Long Term Care: Don’t Scare Them,
Prepare Them”
FACILITATED BY KAREN HENDERSON

JUNE 18, 2009

“Leading From Within: Women As Leaders
in Their Lives and Businesses”
FACILITATED BY BARBARA WISNOM

JULY 16, 2009

“De-Clutter Your Leadership”
FACILITATED BY MAI MOUA, PHD.

SEPTEMBER 10, 2009

“Bring It To Life!”
FACILITATED BY LIVEDYNAMITE

SEPTEMBER 17, 2009

“De-Mystifying the Web For Financial
Services Professionals”
FACILITATED BY RAVYA TAGHAVI

OCTOBER 22-24, 2009

National WIFS conference, San Antonio, TX

NOVEMBER 12, 2009

“Inspired Goal Setting”
FACILITATED BY TENA KROUSE

NOVEMBER 19, 2009

“Creating a Referral Explosion”
FACILITATED BY MARIBETH KUZMESKI

REPORT OF THE WIFS PROFESSIONAL DEVELOPMENT TEAM

The WIFS Professional Development Team developed the guidelines and standards for 2009 WIFS programs. Based on WIFS members’ responses to our national survey, a Request for Proposals (RFP) was developed and widely disseminated. We received several excellent proposals from facilitators and trainers, several of whom have presented at MDRT. The facilitators chosen for 2009 were evaluated based on their

expertise in delivering training to diverse audiences. Our final schedule of programs is listed here for your reference.

A brief description of the 2009 program facilitators is listed on the reverse.

All programs will be delivered via webinar and will be available for downloading from the WIFS website: for WIFS members unable to participate in a live session.

Thank you to the dedicated WIFS members who helped make this impressive programming schedule possible:

- Kathleen Godfrey, Chair
- Barbara Donelin
- Angelia Fritter
- Patricia Murray
- Jennifer Vickerman

Respectfully submitted,

Kathleen Godfrey
Chair, Professional Development Team

2009 Program Facilitators

TERESA THOMAS-CARROLL is the owner of the Purple Crayon Factory, which provides unique, refreshing sessions for participants to reflect and creatively think through their personal and professional goals and dreams. Teresa is the director of Minnesota Women in Networking. She creates motivating environments and works primarily with women in business.

RAVYA TAGHAVI has worked in the financial services industry and has 15+ years experience in marketing communications. Her company, Pixel and Type LLC, is dedicated solely to the marketing needs of financial services professionals.

TENA KROUSE has over 16 years of marketing and training experience. She operates Y Not Now, LLC, a marketing management and consulting firm. She has been an adjunct professor of marketing and business at Strayer University, and has also worked as a licensed financial professional.

LIVEDYNAMITE helps companies create healthy environments where people fully engage, awaken to their full potential, and feel appreciated so that both employees and businesses continue to thrive, expand and achieve more. LiveDynamite's client list includes Hormel Foods, Macy's, Ameriprise Financial, Coldwell Banker, and the University of Minnesota.

AMY ZASTROW, The KICK BUTTSM Business Mentor, is the owner of Success Architects—Business Coaching and Consulting. Amy has spent her career helping business people become more successful. She specializes in working with entrepreneurs to build their business and their lives.

MARIBETH KUZMESKI is the owner of Red Zone Marketing, LLC and works with the nation's most successful, million dollar financial advisors and agents to assist them in growing and systematizing their practices. She has authored four books and has been a speaker at MDRT. She has been featured in hundreds of publications including *Business Week*, *Entrepreneur*, *National Underwriter* and *Registered Rep*.

KAREN HENDERSON founded the Long Term Care Planning Network after experiencing—first hand—what long term care can do to families, and what a lack of planning can do to one's personal, professional and financial life. Karen has delivered over 300 seminars to diverse audiences and was a speaker at the 2008 MDRT conference.

BARBARA WISNOM has been leading groups of all sizes for over 25 years. Barbara is a senior business executive and an expert in excellence. No matter how you define success, her bold approach moves you beyond comfort zones, defines the playing field, and creates sustainable results.

MAI MOUA, Ph.D. is President of Leadership Paradigms, Inc., an organization focused on transforming personal and organizational leadership. She has consulted and worked with nonprofit, private and government agencies, and has presented on the topic of leadership to international audiences in the U.S., Canada, Europe and the Middle East.