



International Association of Insurance Professionals
2017 Region V Conference
Hosted by Missouri Council of IAIP

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The Embassy Suites • Kansas City Plaza

Keynote Speakers



Cara A. Kirsch

Cara is a motivated and dynamic senior sales executive offering 20 years of expertise in all facets of sales and account management, business development, client relationship development and project management. Her proven ability to develop strategic alliances, motivate high performing sales teams and execute organizational marketing initiatives is an asset to SilverStone Group. In her role as Vice President of the Group division, Cara focuses on new business sales and building relationships with clients and prospects.

“Building a Brand Called You”

Nike, Target, Beyoncé...do you recognize these brands? What is your personal brand? What do people think or say when they hear your name? What characteristics do you bring to your business relationships? The answer to these questions has everything to do with your personal brand, which is all about who you are and what you have been known for.

Karel Murray, CSP

"The Great and Powerful ah! Think Forward and Get Remarkable"

Regain perspective and forego fear! Rapidly shifting attitudes, loyalties, and expectations have made clarity of purpose more important than ever. Gather memorable insights from stories of the world of bagel shops, and reality TV. It's Find the Great and Powerful 'Ah' moment in your life and act on it. This is the time to:

- Feel Good about yourself and the work you do
- Think Forward about meeting new business realities
- Laugh until your face hurts

Our attendees will walk away with the attitude of bravery when wanting to explore and build new elements of their business, be able to list and implement strategies that work successfully for their specific personality and business traits while focusing on client engagement, make the personal and career decisions that are impactful and authentic which will in turn enrich their relationships and overall career satisfaction, speak knowledgeably on local market conditions with consumers, be able to analyze what makes a person remarkable personally as well as in their careers through a review of Fast Company Magazine "In Search of the Purple Cow" by Seth Godin, determine how they can become remarkable in their service delivery and career reputation through personal commitment to build a highly ethical, consumer based business, define what makes someone personally remarkable--as well as professionally remarkable, list ways to become remarkable in service delivery and career reputation through personal commitment to build a highly ethical, membership based business, list the 4 ways to avoid failure and 4 steps to a successful career on the road to "Remarkable."

