



**TAHU**  
**POWER OF THE PAST**  
**FORCE OF THE FUTURE**

**TAHU 30<sup>TH</sup> ANNUAL CONVENTION \* Omni at the Colonnade \* San Antonio, TX \***  
**May 2-4, 2018**

2018 marks our 30<sup>th</sup> year and we will be rolling out the red carpet as we celebrate this important milestone in our organization. The convention theme this year is “Power of the Past - Force of the Future” and we celebrate the strength of our membership, how we have navigated healthcare reform and continue to move forward and position our success for the next 30 years. We will kick off the fun on Wednesday evening with a **Welcome Event/Meet and Greet at The Rustic** located in **The RIM**. Thursday, we will begin the day with **CE breakouts** followed by lunch in the exhibit hall and the opening general session with **Keynote Speaker, Jeremiah Desmarais**, author of “**SHIFT: 201 Instant-Action Proven Marketing Strategies to Sell More Insurance and Financial Products**”, who is a **23-time award-winning financial marketer, TED Speaker and Philanthropist** who has been featured on **Forbes, CNN and Worth**. On Friday, we will have a half day with two additional industry speakers, **Janet Trautwein, CEO, National Association of Health Underwriters** and **Misty Baker, ACA Certified, Director of Compliance, BenefitMall**, and more time to spend with exhibitors and sponsors.

**Wednesday, May 2, 2018**

10:30a - 1:30p TAHU Executive Committee Meeting  
2:00p - 6:00p TAHU Board Meeting  
6:00p – 10:00p Welcome Event – The Rustic (located in The RIM)

**Room Location**

Sam Houston  
Colonnade  
17619 La Cantera Pkwy

**Thursday, May 3, 2018**

7:00a - 10:00a Exhibit Decorating Company Setup  
8:30a - 4:00p Registration Desk Open  
8:30a – 9:45a Chapter Leadership for Awards, Legislative, Media, Membership, Prof Development  
10:00a - 12:00p Continuing Education Breakouts (3 tracks each with one topic each hour):  
**Track 1:** Individual Insurance Market & Medicare Market (10a-11a: Mike Smith, The Brokerage “Major Medical Mess” (Prov 32637, Course 111993); 11a-12p: Sean Willingham, Medicare Man Insurance Services “Medicare & Group: Should I Stay or Should I Go 2.0” (Prov 32408, Course 112070)  
**Track 2:** Group Benefits Compliance Track (10a-11a: Carolyn McNairy, TASC “Panicked Employers and Painful Penalties-What Now?” (Prov 32408, Course 111028); 11a-12p: Todd Archer, HealthSCOPE Benefits “Self-Funding of Health Benefits” (Prov 32408, Course Pending)  
**Track 3:** Agency Development Track (10a-11a: Heidi Rasmussen and Tonia Degner, Freshbenies “5 Steps To Resuscitate Your Marketing”; 11a-12p: Lisa Collins, Prime Pay “Agency Development”)  
10:00a – 12:00p Exhibitor Move-In  
12:00p - 1:45p Lunch with Exhibitors  
2:00p - 3:00p OPENING CEREMONIES: Color Guard, Installation of TAHU 2018-2019 Officers, 2018 Annual Membership Meeting – Meet TAHU’s Lobbyists: Mike and Shannon Meroney  
3:00p – 4:00p KEYNOTE SPEAKER: Jeremiah Desmarais, Agency Growth Academy, labeled as “One of the Greatest Marketing Minds in the Financial Industry”, an Insurance and Financial Marketing Consultant; Author: “SHIFT-Digital Marketing Secrets of Insurance Agents and Financial Advisors”  
4:00p - 5:30p Happy Hour with Exhibitors/Sponsors  
6:30p - 7:00p Presidents Reception  
7:00p - 12:00a Hollis Roberson Award Dinner & Dance

Grand Ballroom  
Grand Ballroom Foyer  
La Joya Ballroom  
Bolo’s PDR  
La Joya Ballroom  
Colonnade AB  
Grand Ballroom  
Grand Ballroom  
La Joya Ballroom  
La Joya Ballroom  
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La Joya Ballroom

**Friday, May 4, 2018**

7:30a – 12:00p Registration Desk Open  
7:30a - 8:30a Continental Breakfast with Exhibitors  
8:45a – 9:40a GENERAL SESSION: Janet Trautwein, CEO, National Association of Health Underwriters, “Washington Update” (Prov 32408, Course 111678)  
9:45a – 10:45a GENERAL SESSION: Misty Baker, ACA Certified, Director of Compliance, BenefitMall, “Health Insurance for Today’s Broker” (Prov 32408, Course 111918)  
11:00a – 12:00p Break with Exhibitors/Sponsors: Exhibitor Prize Drawings  
12:00p- Convention Close/Exhibitor Breakdown

Grand Ballroom Foyer  
Grand Ballroom  
La Joya Ballroom  
La Joya Ballroom  
Grand Ballroom  
Grand Ballroom

**COME JOIN US \* NETWORK \* GET 2-4 HOURS OF CE \* HAVE FUN!**

*“An anniversary is a time to celebrate the joys of today, the memories of yesterday, and the hopes of tomorrow.” - Unknown*

If you are interested in exhibiting and/or sponsoring an event, email us at [admin@tahu.org](mailto:admin@tahu.org).

Complete the registration form or register online at [www.tahu.org](http://www.tahu.org).



# TAHU

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## INDIVIDUAL REGISTRATION FORM

Name and Designations \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Are You A TAHU Member? Yes/No \_\_\_\_\_ If yes, list local chapter \_\_\_\_\_

**Other Attendees (If With the Same Company-See Agency Bundled Fees Below):**

Name and Designations \_\_\_\_\_ Email Address \_\_\_\_\_

Name and Designations \_\_\_\_\_ Email Address \_\_\_\_\_

**Convention Registration Fees (do not include Wednesday night event or Hollis Roberson Awards Dinner):**

	Early Bird*	Early Bird*	Late Reg	Late Reg
	Member	Non-Member	Member	Non-Member
Full (Thursday <b>AND</b> Friday)	\$190	\$270	\$225	\$305
One-Day (Thursday <b>OR</b> Friday)	\$130	\$210	\$165	\$245
	<b>2+ Members/Same Agency</b>		<b>5+ Members/Same Agency</b>	
One-Day (Thursday OR Friday) Agency Bundle:	\$110 per person		\$99 per person	

\*Early Bird Registration deadline is **Monday, April 23, 2018**. If you join TAHU at the convention, we will honor the member registration rate.  
\*\*SGS Designation Holders receive a 10% discount off TAHU Convention Registration fees only.

Convention Registration Fee (from above) Less Applicable Discounts \$ \_\_\_\_\_  
**Wednesday, May 2: Welcome Event at The Rustic, \$50 per person** # of tickets \_\_\_\_\_ \$ \_\_\_\_\_  
**Thursday, May 3: Hollis Roberson Awards Dinner, \$60 per person** # of tickets \_\_\_\_\_ \$ \_\_\_\_\_  
**TOTAL \$ \_\_\_\_\_**

Payment Information:  MasterCard  Visa  American Express  Discover  Check Enclosed (Payable to TAHU)  
 Charge my credit card in the amount of \$ \_\_\_\_\_ as follows. Fax to 844/274-3238 or email to [admin@tahu.org](mailto:admin@tahu.org)  
 Mail to: TAHU, PO Box 266682, Houston, TX 77207-6682

Cardholder Name \_\_\_\_\_ Cardholder Billing Address (Include City/St/Zip) \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code (3-4 digits) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date \_\_\_\_\_

**Hotel Information:** Please make your reservations directly with the Omni at the Colonnade in San Antonio online at <https://www.omnihotels.com/hotels/san-antonio/meetings/tahu-2018-convention> or call 800-THE-OMNI, and indicate that you will be attending the TAHU Convention. **Reservations must be made no later than April 16, 2018 to receive the preferred group rate of \$129.00.** **Cancellation Policy:** Conference registration cancellations received in writing prior to April 1, 2018 will receive a refund less a 20% service fee. No refunds for cancellations will be made after this date.