



DIVERSIFIED BENEFITS RESOURCE ASSOCIATION

EDUCATE • ADVISE • REALIZE

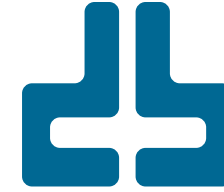
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ANNUAL MEETING

NOVEMBER 9-10, 2023

HOTEL INDIGO

2985 Avenue of the Stars  
Frisco, Texas

November 9 • Careington Headquarters  
November 10 • Dallas Cowboys Club



## DIVERSIFIED BENEFITS RESOURCE ASSOCIATION

### 2023 ANNUAL MEETING

#### THURSDAY • NOVEMBER 9TH • CAREINGTON HQ

8:00-9:00 AM	Breakfast and Welcome
9:00-9:45 AM	21st Century Rewards Program • Richard Skyba
9:45-10:30 AM	Launch Loyalty from Careington • Leesa Olson
10:30-10:45 AM	Break
10:45-11:30 AM	Advanced Winning Marketing • Jeff Selin
11:30-12:15 PM	Market Segmentation • Monisha Hatfield
12:15-1:00 PM	Lunch
1:00-1:50 PM	DR Best Practices • Rob Rosen & John Stoner
1:50-2:30 PM	Numerical Advantages of DR over Fee-based Dental Ray Martin
2:30-3:15 PM	Official Business Meeting DBRA Refocus on Sales/Marketing Officer Elections
3:15-3:30 PM	Break
3:30-4:15 PM	MLR Dental Regulation, What to Know & Expect Michael Fisher
4:15-4:30 PM	Recap of Day & Preview of Day 2 Strategy Meeting Richard Skyba
5:30 PM	Dinner at City Works The Star, Frisco, 3680 The Star Blvd, Ste 1300, Frisco, TX 75034



#### FRIDAY • NOVEMBER 10TH • COWBOYS CLUB GAME ROOM

##### **SALES & MARKETING SESSION**

9:00-9:45 AM	Future Focus: Discussion on Artificial Intelligence (group discussion)
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##### **DBRA STRATEGY SESSION**

- Strategy review
- Initial endorsed product list
- Commissions

Break: 11-11:15 AM

- Marketing Planning/Sales Packet/Elevator Speech
- Territories for Lead Generation
- Budget Planning

NOON-12:15 PM	Recap • Outgoing President: Richard Skyba
12:15-12:30 PM	Closing Statements • New President: Rob Rosen