



FOR IMMEDIATE RELEASE

May 1, 2018

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NAILBA 37 Opening General Session Keynote Speaker: Lou Holtz

(Fairfax, Va.)—The National Association of Independent Life Brokerage Agencies (NAILBA) announces that the Opening Keynote Speaker during their 37th Annual Meeting, NAILBA 37, will be “the greatest motivator of our time,” legendary football coach and broadcaster, Lou Holtz. NAILBA 37 is scheduled November 1-2, 2018 at the Gaylord Palms Resort and Convention Center in Orlando, Florida. During the Opening General Session, which will be supported by a generous sponsorship from Symetra, Holtz will deliver, “Game Plan for Success,” a message that transcends athletics. It resonates—even to those who aren't sports-minded. The focus is on people and the values that make relationships (and organizations) excel.

The NAILBA Annual Meeting (NAILBA 37) brings together high-level representatives from brokerage general agencies, life insurance carriers, and insurance industry vendors.

NAILBA 2018 Chairman Jeffrey Mooers praised Holtz’s career saying, “Our membership and our industry are facing great challenges now, and Lou Holtz’s experience with turning challenges into opportunities for success will bring exactly the energy we need to the refreshed NAILBA Annual Meeting.”

Dan LaBert, NAILBA CEO, concurs. “Lou’s message reaches the very heart of what makes independent brokerage so essential to the life insurance space: relationships and values. We’re delighted he will be joining us to help our community focus on our new Annual Meeting.”

[LaBert shares his enthusiasm for the New NAILBA in a video here.](#)

A complete schedule of events including program details and more will be released in summer 2018. Registration for NAILBA’s Annual Meeting is limited to NAILBA members, exhibitors, sponsors, and members of the trade press to encourage meaningful interaction and networking. General information

about the meeting including opportunities to exhibit and sponsor can be found at www.nailba.org/nailba37.

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The National Association of Independent Life Brokerage Agencies (NAILBA) is the premiere insurance industry organization promoting financial security and consumer choice through the use of independent brokerage distribution. NAILBA serves as the national association of life, health, and annuity insurance distributors. For more information visit www.nailba.org.