



We're the One!
People Service Future

American Equity & Irwin Financial Group Producer Forum West Des Moines, IA

OCTOBER 14TH & 15TH 2010

Wednesday, October 13th: Arrive in Des Moines, Iowa.

Thursday, October 14th:

8:30am



- Meeting begins at American Equity Home Office
- **Ron Grensteiner, President** will share the American Equity Company Story along with our current agent incentive programs. This includes an opportunity to own a piece of our American Success Story and help with your marketing expenses.



- **Stephen Way, President of Irwin Financial** and other key speakers will share the direction and future of IFG. They will discuss marketing, new sales ideas and incentives for 2011.



- **Wendy Waugaman, CEO**, will discuss company financials & product pricing. She will share a presentation used with institutional investors. We will also discuss the proposed Rule 151A.

5:15pm

- Depart for Dinner at exclusive Members Only Des Moines Club. Enjoy fine dining with a great view of downtown and the Des Moines skyline. This is an excellent opportunity to network with your fellow producers and AEL senior management.

Friday, October 15th:

8:00am



- Meeting begins at American Equity Home Office
- **Brian Maschka, South Central Regional Director**, will cover detailed information on products and how to illustrate the products to best meet the needs of your clients.



- **Kirby Wood, Vice President & National Marketing Director**, will discuss our top notch product line including our Retirement Gold. He will also show you why our enhanced Lifetime Income Benefit Rider is better than others in our industry, offering clients TWO choices! Plus, he will give sales and prospecting ideas that multi-million dollar producers have shared with us!

12:30pm - Depart for airport.

Registration Deadline: September 21ST

**Contact Irwin Financial
to sign up TODAY!**

877-282-1118

Agenda