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FOR IMMEDIATE RELEASE

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Fairfax, Virginia—The National Association of Independent Life Brokerage Agencies (NAILBA) has announced its keynote speakers for **FOCUS 2003**, the organization's technology conference and showcase. The theme of this year's FOCUS program is leveraging technology and marketing to build business. The event will be held in Dallas, Texas on May 14-16 at the Fairmont Dallas hotel.

On Thursday, May 15 Dr. Thomas Hayes, professor of marketing at Xavier University's Williams College of Business, will enlighten attendees with a presentation titled *Evolving Paradigms in Service Quality*. This session will explore best practices for delivering quality service in today's competitive marketplace and the resulting impact on customer satisfaction and loyalty.

On Friday, May 16 renowned insurance industry consultant, Michael McKenna, will delve into the subtle changes that have significantly impacted how agencies drive their businesses in a program titled *The New Key Success Factors for Brokerage General Agencies*. Drawing upon his expertise as a strategic planner for large and mid-sized financial service firms, McKenna will share real-life business challenges and proven solutions.

In addition to these two keynote presentations, FOCUS highlights include the inaugural offering of LIMRA's Patriot Act training and certification course, a CEO panel discussion, a cutting-edge technology showcase with demonstrations, plus a number of networking opportunities.

For more information about FOCUS, contact Laurie Tritsch Hawes at 703-383-3081 or ltritschhawes@nailba.org. Registration information and additional details are available at www.nailba.org.

The National Association of Independent Life Brokerage Agencies (NAILBA) is a nonprofit trade association with 300 member agencies in the US and Canada, representing 100,000 producers who deliver more than one billion dollars in first-year life insurance premium annually. NAILBA is dedicated to fostering the growth of its member agencies by providing educational resources, industry standards and a collective voice for legislative and regulatory efforts. Each of

NAILBA's members commits to a statement of responsibilities to ethically and responsibly serve their clients' best interests. For more information about NAILBA, visit www.nailba.org.