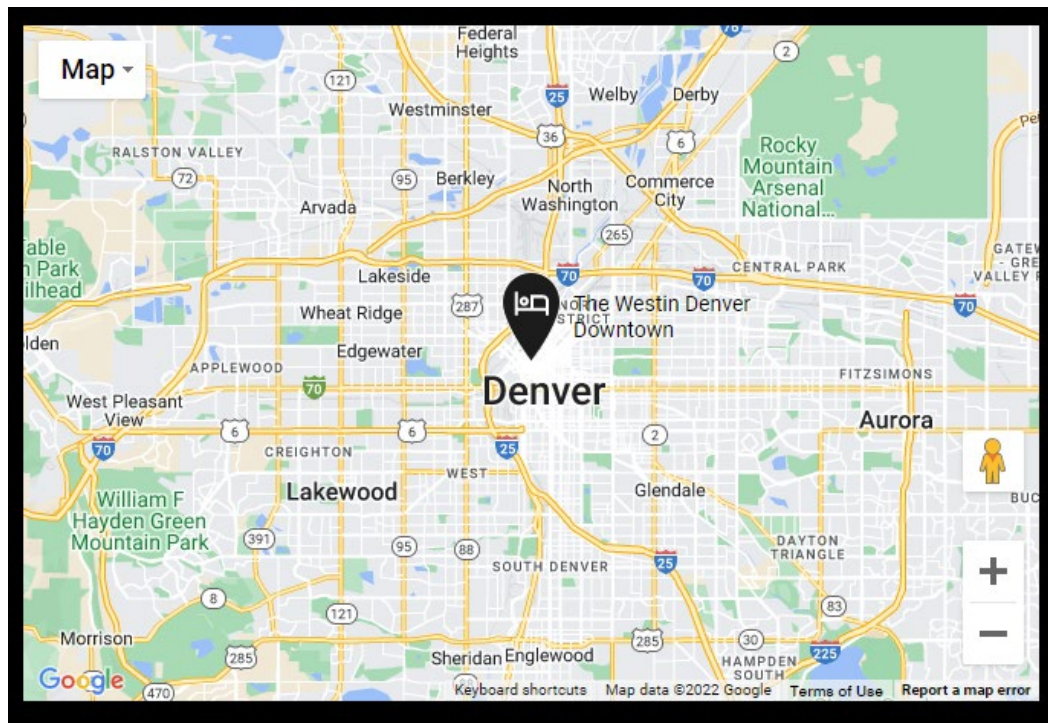


---

TOGETHER IN DENVER WITH OUR  
AUL AGENCY PARTNERS  
AUG 14<sup>TH</sup>-17<sup>TH</sup>

---



---

WESTIN DOWNTOWN DENVER

---



## SUNDAY, AUG 14<sup>TH</sup>

### Arrive Onsite

Join us in the lobby V bar between 4:00 pm - 6:00 pm for small bites and drinks.

Attire: Casual – Be comfortable, we know you travelled today.

---

## MONDAY, AUG 15<sup>TH</sup>

8:00 am - 9:00 am

**Breakfast - Located in AUL Meeting Room**

9:00 am - 9:30 am

**Welcome and Opening Message**

Paul McCarthy, SVP of Sales and Marketing

9:30 am - 10:00 am

**Dealer Presentation Tools**

Let's review the AUL Dealer Presentation Book. This easy-to use reference guide gives comprehensive visibility into all AUL product offerings, eligibilities, value propositions and coverages.

Paul Leary, National Accounts Manager

**15 Minute Break**

10:15 am - 12:15 pm

**Deep Dive into AULs Winning Products**

Learn the strengths of each product, how to position them and what their competitive advantages are. All attendees of this session will receive a useful easy-to-use product highlight sheet.

AUL Business Development Managers

12:15 pm - 1:30 pm

**Lunch**

1:30 pm - 2:30 pm

**AUL's Dealer Onboarding – The Customer Journey**

The AUL Account Executive Team aka Ext 450 will share with you the proper steps to successfully onboard your new important customer. They will review the ADL Portal (Agent, Dealer, and Lender), show you how to order AUL marketing collateral, and answer your most frequently asked questions.

Penney Aronoff, Account Executive

Patrick Hoover, Account Executive

2:30 pm - 2:45 pm

**A Tool for Retention! The AUL Visa® Reward**

Use the AUL Visa® card to incentivize your dealership personnel and sell more VSCs.

Melissa Murphy, Account Executive

2:45 pm - 3:15 pm

**Guest Speaker from APC**



For over 20 years, APC's core competency has been marketing and selling service contracts for many of the largest OEM's, automotive dealer groups, financial institutions and administrators in the country.

Bob Seal, Divisional VP –West of Automotive Product Consultants

3:15 pm - 3:45 pm

**Managing the Account**

Reviewing, Training, and Relationships.  
Paul McCarthy, SVP of Sales & Marketing

3:45 pm - 4:45 pm

### Open Discussion and Q&A with the AUL Team

#### Day-One Closing Words

Paul McCarthy, SVP of Sales & Marketing

5:30 pm

### Dinner at Tamayo Restaurant & Comedy Show at Comedy Works

Meet at Tamayo Restaurant for delicious meal followed by a 7:30 Comedy Performance by [Nimesh Patel at Comedy Works](#). Both locations are short walks from the hotel and from each other.

Tamayo by Chef Richard Sandoval at 1400 Larimer Street  
Comedy Works Downtown at 1226 15<sup>th</sup> Street

---

## TUESDAY, AUG 16<sup>TH</sup>

8:00 am - 9:00 am

### Breakfast in the AUL Meeting Room

9:00 am - 9:15 am

### Welcome Back! And, Day-One Recap

Paul McCarthy, SVP of Sales and Marketing

9:15 am - 10:15 am

### NIADA CPO and Carketa



Janeen Arnao, National Sales Director of Carketa

Paul Leary, National Accounts Manager

10:15 am - 11:15 am

### Profit Participation Programs

Come and learn how to evaluate which of the seven profit programs AUL has to offer is the best fit for your dealer and how to read our retro statement!

Rebecca Silvia, Profit Participation Manager

Abbie Crowe, Profit Participation Associate

11:15 am - 12:00 pm

### 2022 Lender Opportunities

The AUL Lender Opportunities can be very meaningful. Bryan will update you with what's new and how AUL has the right VSC solutions for those opportunities.

Bryan Nieves, VP of National

12:00 pm - 12:30 pm

### Guest Speaker Ryan Kobbe, National Sales Manager from United Auto Credit



Overcoming the Dealer Objection by Finding a New Benefit.

12:30 pm - 1:30 pm

### Lunch

1:30 pm - 1:45 pm

### The AUL Claims Experience

For over 30 years' AULs been known for our one-of-a-kind claims experience. We are excited to share with you some new capabilities like SMS texting and the easy-to-use AUL e-claims platform.

Paul McCarthy, SVP of Sales and Marketing

Paul Leary, National Accounts Manager

1:45 pm - 2:00 pm

**AUL Marketing Update**

Let's talk about the AUL brand and how to use our tools to both support the sale and educate your dealers and contract holders. This will include AUL in the News, Collateral, Awards, A+ Brand Reputation, Digital Tools and more....

Jacqueline Swank, Director of Marketing

2:00 pm - 2:30 pm

**Utilizing Technology in Your Agency**

In this presentation we will review how technology can help you grow your brand, service your clients, and increase your business.

Matt Brady, Business Development Manager

2:30pm - 3:00 pm

**How to Win Big Accounts**

SVP of Sales & Marketing, Paul McCarthy

3:00pm

**Final Closing Words**

SVP of Sales & Marketing, Paul McCarthy

6:30 pm

**Closing Celebratory Dinner at Ocean Prime. The restaurant is a short walk from the hotel**

Ocean Prime at 1465 Larimer Street