



INSURANCE & FINANCIAL
SERVICES, INC.

"HELPING BUILD WEALTH"®

HBW PRESS RELEASE

For Immediate Release: July 18, 2011

Media and Public Inquiries: Dave Wheeler (800) 473-3856, ext. 147

HBW Insurance & Financial Services, Inc., is proud to announce ~

Three Powerful Keynote Speakers at This Year's Business Development Conference – August 7-10, 2011

Simi Valley, California – Final planning is in progress on the upcoming event which all HBW associates are urged not to miss!

- **Keynote Ardavan Mobasheri**, Chief Economist-AIG Global Economics. Ardavan will be absolutely fascinating, particularly from an international perspective as AIG is worldwide.
- **Keynote MJ Durkin** is considered by many to be a prospecting master and list building machine. Can his techniques aid you in recruiting more reps? Well, MJ Durkin is one of the most sought-after speakers and experts on the topic of prospecting and booking face-to-face appointments. He is widely known as "North America's Prospecting Coach," and has been a keynote speaker and presenter at some of the largest sales training conventions in the world. MJ Durkin has been recognized among some of the top sales trainers in the world with his direct style of prospecting, which has become like a guide to help transform a person's approach to prospecting in their businesses. He has been a top trainer for years with many Fortune 500 companies ranging from traditional corporate structures to network marketing companies.
- **Keynote Don Spini**, author of *60 Seconds To Yes*, will share with us his superstar experience and techniques he used to become recognized as one of the best in sales. Don Spini CEO/Founder of Team Pro Force, a sales training organization focused on training sales Superstars. "Top Seller Magazine" says Don's training program is "the best sales training ever". We, at HBW, were so impressed with Don and his training that we are pre-empting our AVP Training School following the Business Development Conference and offering a full day with Don on Wednesday August 10th. We strongly urge you to extend your stay one extra day to participate in this game changing training experience.
- **General Sessions** with exciting, motivating, knowledgeable speakers.
- **Breakout Sessions** featuring HBW's Partner Companies.
- **Hierarchy Sessions** – Meet and learn from others on your team!
- **Exhibit Sessions** with 30+ companies offering the industry's latest technology, tools, and trends to help you GROW YOUR BUSINESS!
- Sunday evening **Welcome Reception** for all registered attendees. Enjoy some social time with HBW Associates from all over the country, as well as our valued sponsors.

To register for the conference as soon as possible for the best tuition price, go to www.hbwinc.com and click on Events. A Spouse is welcome for only a \$20 additional cost. Planet Hollywood is offering a special room rate for HBW, so reserve your room now via the [HBW-Planet Hollywood room reservation web page](#) and get a \$25 discount upon check-out. A limited number of rooms are available at the special rate, so reserve your room early.

About HBW and its Affiliate Companies – HBW is an independent financial marketing organization that specializes in needs-based services. HBW provides a wide variety of life insurance products, fixed and fixed-indexed annuities, debt elimination, investment advisory services offered through HBW Advisory Services LLC, and mutual funds and variable products offered through HBW Securities LLC. All associates must be properly licensed to represent any of the above.