



FOR IMMEDIATE RELEASE

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BENEFITS SELLING EXPO ANNOUNCES SPEAKERS: TONY DORSETT, SCOTT HALFORD AND SARANO KELLEY TO KEYNOTE EVENT

Centennial, Co. (Jan. 11, 2007) – Benefits Selling Expo 2007, hosted by Wiesner Financial Media, announced its keynote lineup today, which includes Tony Dorsett, Scott Halford and Sarano Kelley.

Benefits Selling Expo features three days of presentations that provide sales and marketing tools, techniques, trends and motivation for employee benefits brokers. Benefits Selling Expo will be held March 21-23, 2007 at the Fairmont Dallas at 1717 N. Akard St, Dallas.

“This year's conference is back with a line-up that's better than ever,” said Tamara Patterson, publisher of *Benefits Selling*. “We are featuring an impressive group of speakers, and our content has never been stronger, with keynotes, panels, and educational sessions aimed at helping employee benefits brokers better serve their clients.”

Sarano Kelley, motivational speaker and life coach, will kick-off the Expo with his high-energy speech focused on how to get motivated and use the skills you already have to succeed in all aspects of your life. He is scheduled to speak on Wednesday, March 21 at 1 p.m.

Scott Halford is a seasoned speaker who specializes in how to navigate change. His keynote on Thursday, March 22 at 10:15 a.m. will offer new perspectives on how to view change as a catalyst, not a barrier.

Tony Dorsett, former Dallas Cowboy, will close the conference by drawing on his experiences on the gridiron to illustrate how to set goals and succeed. Dorsett is scheduled to speak on Friday, March 23 at 11:15 a.m.

For more information or to register to attend the conference, visit www.BenefitsSellingExpo.com or call 888-880-8218.

Benefits Selling Expo is sponsored by *Benefits Selling* magazine, a monthly publication that provides marketing and sales resources for the industry's top benefits brokers.

ABOUT WIESNER FINANCIAL MEDIA



Wiesner Financial Media is the leading, independent source for information on sales, marketing and best practice techniques for insurance, financial and benefits advisors. Wiesner Financial Media publishes three magazines: *Benefits Selling*, *Senior Market Advisor*, and *Boomer Market Advisor*. ProducersWEB.com, the leading industry web portal, and Advisors Data Source, a data-services division, are also included in the division. In addition, Wiesner Financial Media annually produces two leading industry events: Benefits Selling Expo and Senior Market Advisor Expo.

For more information, go to www.wiesnerpublishing.com.

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