



FOR IMMEDIATE RELEASE

DATE: May 2, 2007

**SENIOR MARKET ADVISOR EXPO ANNOUNCES SPEAKERS:  
SARANO KELLEY, ADVISOR OF THE YEAR FINALISTS, AND  
SCOTT HALFORD TO KEYNOTE EVENT**

*Centennial, Co. (May 2, 2007)* – Senior Market Advisor Expo 2007, hosted by WiesnerMedia Financial Group, announced its keynote lineup today, which includes Sarano Kelley, the 2007 *Senior Market Advisor* magazine Advisor of the Year Finalists Roundtable, and Scott Halford.

Senior Market Advisor Expo features two-and-a-half days of presentations and educational sessions that cover current issues advisors face, essential sales and marketing tools and actionable strategies to succeed in today's senior market. Senior Market Advisor Expo will be held August 22-24, 2007 at the Wynn Las Vegas.

“This year's expo is back with a line-up that's better than ever,” said Jen LaFlam, publisher of *Senior Market Advisor*. “We are featuring an impressive group of speakers, and our content has never been stronger, with keynotes, panels, and educational sessions aimed at training and mentoring insurance advisors.”

**Sarano Kelley**, renowned speaker and motivational coach, will kick-off the Expo with his lively, humorous; call-to-action presentation focused on innovative methods that will help advisors double their business. He is scheduled to speak on Wednesday, August 22 at 1 p.m.

**Advisor of the Year Finalists**, All five finalists for this year's *Senior Market Advisor* Advisor of the Year award will be on hand for this wide-open roundtable discussion. Advisors will learn what sales techniques worked for these top producers, how their success can help them grow their own business, and more. The roundtable discussion will take place on Thursday, August 23 at 10:15 a.m.

**Scott Halford**, Emmy award winning communications expert, will show advisors how to become more valuable to their clients and how to become a shortcut for clients by

learning how to save them time and money. His keynote is on Friday, August 24 at 11:15am.

For more information or to register to attend the Expo, visit [www.SeniorMarketExpo.com](http://www.SeniorMarketExpo.com) or call 888-880-8218.

Senior Market Advisor Expo is sponsored by *Senior Market Advisor* magazine, a monthly publication that provides marketing and sales resources for the industry's top advisors who serve the senior market.

#### ABOUT WIESNERMEDIA FINANCIAL GROUP

WiesnerMedia Financial Group is the leading, independent source for information on sales, marketing and best practice techniques for insurance, financial, banking and benefits brokers and advisors. WiesnerMedia Financial Group publishes four magazines: *Bank Advisor Magazine*, *Benefits Selling*, *Boomer Market Advisor* and *Senior 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, WiesnerMedia Financial Group annually produces two leading industry events: Benefits Selling Expo and Senior Market Advisor Expo. For more information, go to <http://www.WiesnerMedia.com>.

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