

For Immediate Release

**Introducing the Two-Week Multi-Lines
“Main Street” Producer School**

AUSTIN, TX (March 5, 2009) – THE NATIONAL ALLIANCE SCHOOL FOR PRODUCER DEVELOPMENT is launching a new producer training program in Nashville, Tennessee, June 7-19, 2009. The *two-week* “Main Street” Producer School has been adapted from The National Alliance’s 28 previous three-week schools, to accommodate the ever-changing marketplace and current needs and financial constraints of today’s agents.

At the Main Street School, producers and account executives will learn to sell and write multiple lines of coverage, and topics will include “main street” commercial, risk management, employee group benefits, and personal lines. “This is the ‘Ultimate Producer Stimulus Package’ for agents and their agencies,” said William T. Hold, Ph.D., CIC, CPCU, CLU, President of The National Alliance. “The Main Street School is taught by highly successful actively practicing agents who have successfully coached thousands of new and experienced producers for 10+ years.” During the total immersion Producer School, role-plays and drills will help students learn to avoid common pitfalls and become productive members of their agency’s sales teams in record time.

The Main Street Producer School will be held at the Insurors of Tennessee Association Training Center. The registration fee of \$2,500 includes materials, instruction, two online courses, 1 ½ days of training for sales managers, and 12 follow-up webcasts. For additional information go to www.TheNationalAlliance.com or call 800-633-2165.

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