



#### Thursday

- 2-2:30PM - Chairman's Address, Ray Shaw
- **2:30-4:30PM - How To Organize Record-Setting Sales Blitzes (a train-the-trainer program), Andrea Sittig-Rolf**
- 4:30-5:30PM - Creative Selling Panel, James MacGregor and Angel Cicerone to lead

#### Friday

- 8:30-9:45AM - Time Management for Sales Managers, Joy Baldrige
- 9:45-10AM - Break
- 10-11AM - Training Best Practices Panel, Kate Herman and Sherri Wells to lead
- 11AM-Noon - Creating Effective Motivation Programs, Joy Baldrige
- Noon-1PM - Lunch
- 1-2PM - Bizjournals.com Update, Tim Bradbury and Mike McAfee
- 2-3PM - Changing the Sales Culture, Joy Baldrige
- 3-3:15PM - Break
- 3:15-4:15PM - Team Building
- 4:15-5PM - Leading With Passion, Scott Bemis

#### Saturday

- 8:30-10AM - Innovation and Risk-Taking, Kevin Carroll, Nike
- 10-10:15AM - Break
- 10:15AM-Noon - HR Update, Tom Wood
- Noon-2PM - Lunch & Ad Director Breakout Groups
- 2-3PM - Classified Update, Judy Kelner
- 6:15PM - Group Photo at the Westin
- 6:30-9PM - Awards Dinner at the Westin