

2014 PMPA MANAGEMENT UPDATE CONFERENCE

February 21 - 23, 2014
The Cosmopolitan of Las Vegas – Las Vegas, NV

THURSDAY 2/20	FRIDAY 2/21	SATURDAY 2/22	SUNDAY 2/23
8:00 a.m. Finance Committee Meeting	7:00 am – Buffet Breakfast 8:00 – 9:30 am Dan Thurmon – MotivationWorks <i>Off Balance on Purpose</i> 10:00 – 11:30 am Jonathan Wolske – ZAPPOS Insights <i>Create Fun and a Little Weirdness and Deliver Wow Through Customer Service</i>	8:00 – 9:30 am – Plated Breakfast John Guzik and Omar Nashashibi The Franklin Partnership <i>More Than Just a Bill on Capitol Hill: How Laws Really Happen</i> 10:00 – 12:00 pm Ryan Millar – Partners in Leadership <i>The Oz Principle – Accountability</i>	7:30-8:30 am – Continental Breakfast 8:30 – 10:00 am William Strauss – Chicago Federal Reserve Bank <i>Economic Outlook - 2014</i> 10:00 am - Adjourn
Board/Finance Lunch	Buffet Lunch 11:30 – 12:30 pm	Plated Lunch 12:00 – 1:00 pm	
1:00 – 5:00 p.m. Board Meeting 4:00 – 5:00 p.m. Update Committee Meeting	12:30 – 2:00 pm Ron Karr – Karr Associates <i>Lead, Sell or Get Out of the Way</i> BREAKOUT SESSIONS 2:30 – 4:00 p.m. ❖ John Wirtz – Pinpointe Marketing <i>How to Jumpstart Your Business Development Program</i> 2:30-3:30 pm AND 3:45-4:45 pm ❖ A J Sweatt <i>Capitalizing on Change: Marketing to Manufacturing in a Social World</i> ❖ Jay Hawreluk <i>Unraveling the Mystery of People - Wired Culture: Message Sent/Received</i>	BREAKOUT SESSIONS 1:00 – 3:00 pm ❖ Ryan Millar – Partners in Leadership <i>Accountability: The Cultural Transition Process</i> 1:00 – 2:30 pm ❖ John Wirtz – Pinpointe Marketing <i>Visioneering – How to Land Whale-Sized Contracts</i> 1:00 – 2:30 pm ❖ Miles Free and Rob Kiener - PMPA <i>PMPA Has What?</i> Afternoon/Evening On Your Own	
Reception 5:00-6:30 p.m.	Reception 5:00-6:00 p.m.		