

Wednesday, December 4		
2:30 – 4:30 pm	TRSA Marketing & Sales Committee Meeting	Magnolia Room (2nd Floor)
3 – 7 pm	Registration	Ballroom Foyer (1st Floor)
5 – 6 pm	Welcome Reception	Grand Ballroom Salon D (1st Floor)
Thursday, December 5		
7 – 8 am	Breakfast	Grand Ballroom Salon D (1st Floor)
7 am	Registration	Ballroom Foyer (1st Floor)
8 – 8:50 am	Welcome by Marketing & Sales Committee Keynote: Emotional Intelligence: The Secret Sauce of Intuition, Influence, and Income Joel Landi, Founder of The Performance Group and author of Rewired	Grand Ballroom Salon E (1st Floor)
9 – 9:45 am	Marketing, Sales, and the Digital Age Chriss Carsello, Sales Manager and Emily Hauber, Marketing Manager, CITY Clean and Simple	Grand Ballroom Salon E (1st Floor)
9:45 – 10:15 am	Networking Break – Book signing with Joel Landi	Ballroom Foyer (1st Floor)
10:15 – 11 am	The Importance of Marketing Environmental Sustainability Robert Sroufe, Ph.D., Murrin Chair of Global Competitiveness at Duquesne University's #1 Ranked MBA Sustainability Program	Grand Ballroom Salon E (1st Floor)
11:10 am – 12 pm	Great Ideas Swap: Stories from the Trenches Facilitator: Andy Feldman, Senior Vice President of Sales, Omni Solutions East	Grand Ballroom Salon E (1st Floor)
12 Noon – 1 pm	Lunch	Grand Ballroom Salon D (1st Floor)
1 – 1:50 pm	Processing Innovation: Developing Internal SOPs to Align with New Products Tyler Fowler, President, M+A Matting	Grand Ballroom Salon E (1st Floor)
2 – 3:15 pm	Strategic Partnership: Serving Your Customer's Customer Aldy Keene, Loyalty Research and Wiz Wyatt, Rourke & Company	Grand Ballroom Salon E (1st Floor)
3:15 – 3:45 pm	Networking Break	Grand Ballroom Salon D (1st Floor)
3:45 – 4:45 pm	Closing Panel: State of the Markets Mark Lewis, Corporate Sales Manager, Dempsey Uniform and Linen; Emily Hauber, Marketing Manager, CITY Clean and Simple; and Kris Smith, Business Development and Marketing Manager, Health Mats Company; Moderator: Jerry Martin, VP of Sales & Marketing, Prudential Overall Supply	Grand Ballroom Salon E (1st Floor)
5 pm	Load Bus for Networking Event	Hotel Entrance
5 – 8 pm	Busch Gardens Networking Event	