

# **AGENDA**

## **Wednesday, March 3, 2010**

- 8:00 am **Breakfast & Registration**
- 9:00 am **President's Remarks**
- 9:30 am **Speaker: Ryan Fenley, Direct Connect**  
★ Saving on your credit card/debit card transaction fees
- 10:00 am **Keynote Speaker: Brian Lange, Perim Marketing**  
*Sponsored by Pepsi*  
★ Creative Revenue Sources  
★ Expense Savings Ideas/Strategies  
★ Effective Advertising & Marketing Strategies
- 12:00 pm **Luncheon** – Sponsored by Pepsi
- 1:00 pm **Afternoon Session: Brian Lange, Part Two**
- 3:30 pm Afternoon Session ends (2 ½ hour break)
- 6:00 pm **Cocktail Party/Silent & Live Auction**  
*Sponsored by Booth Tracker Software/E-SoftSys*  
★ Auction Begins at 7 pm, led by Ben Campen  
★ Golf Outing results announced
- 8:00 pm **Cocktail Party concludes**

