

## WEDNESDAY, MAY 15 | THE CLUB AT BAREFOOT BEACH

4:30 pm - 6:30 pm

Opening Reception

## THURSDAY, MAY 16 | BONITA BAY CLUB

8:00 am - 9:00 am

Registration: North Foyer

Breakfast: Hearth Room

Sponsor Showcase: Vista &amp; Hearth Rooms

Registration, Networking Breakfast &amp; Sponsor Showcase

9:00 am - 9:15 am

Ballroom

Welcome &amp; Introductions

MDASF President, Jennah Martinez

9:15 am - 9:30 am

Ballroom

Innovation, Integrity &amp; Initiative—The Bonita Bay Club Way

Fred Fung, General Manager/CEO, Bonita Bay Club

9:30 am - 10:30 am

Ballroom

Be a 'POWERED ON' Membership Professional

James Cronk, Founder of Golf Industry Guru

10:30 am - 11:00 am

Break: Hearth Room

Sponsor Showcase: Vista &amp; Hearth Rooms

Morning Refreshment Break &amp; Sponsor Showcase

11:00 am - 12:15 pm

Ballroom

StoryTelling for Clubs

Ed Heil, Partner, StoryTeller Media + Communications

12:15 pm - 1:30 pm

Lunch: Hearth Room

Sponsor Showcase: Vista &amp; Hearth Rooms

Networking Lunch &amp; Sponsor Showcase

1:30 pm - 3:00 pm

Ballroom

Panel Discussion: WHAT'S NEXT IN CLUB TECH

Moderator: Jeff Buck, Club Properties

Sean Bleyl, MembersFirst | Trevor Coughlin, Jonas /Clubhouse Online

Cody Harrison, Clubessential | Robin Michael, Northstar

3:00 pm - 3:30 pm

Break: Hearth Room

Sponsor Showcase: Vista &amp; Hearth Rooms

Afternoon Refreshment Break &amp; Sponsor Showcase

3:30 pm - 5:00 pm

Ballroom

KEYNOTE PRESENTATION: Choices Create Champions

Dale Smith Thomas, International Motivational Speaker

5:00 pm - 5:15 pm

Ballroom

Closing Comments

MDASF President, Jennah Martinez

5:15 pm - 6:15 pm

Fireside Room

Networking Cocktail Hour

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