

SA4 Conference Agenda 2017

Wednesday, November 8, 2017

Time	Event	Location
5:00pm – 7:30pm	Registration	Hotel Lobby

Thursday, November 9, 2017

Day 1 General Events

Time	Event	Location
10:00am – 1:00pm	Registration	Hotel Lobby
6:30pm – 8:30pm	Welcome Reception Sponsored by BluePay	Reunion EF

Day 1 Conference Sessions

Reunion ABCD

Time	Session	Presenter
1:00pm – 1:15pm	Opening Remarks	John Caldwell, Jonathan Pototschnik
1:15pm – 2:30pm	Future Proof: How to Survive (and Exploit) the Biggest Threats Coming in the Next 5 Years	Jonathan Pototschnik
2:30pm – 2:40pm	--- Break ---	
2:40pm – 3:35pm	What's New in SA?	John Caldwell
3:35pm – 4:20pm	Back to the Future – A New Look at Automations	Mike Callahan
4:20pm – 4:30pm	--- Break ---	
4:30pm – 6:00pm	Branding Secrets of the Fortune 500: How to Create a Profitable “Brand Strategy,” Even if you Own a Small Business	Re Perez

Friday, November 10, 2017

Day 2 General Events

Time	Event	Location
7:00am – 9:00am	Breakfast	Reunion EF
8:30am – 5:30pm	Lounge/Meet and Greet Area	Pegasus A
12:00pm – 1:00pm	Lunch	Reunion EF

Day 2 Support Lab

Time	Event	Location
7:30am – 6:15pm	<ul style="list-style-type: none"> General Use Questions on SA Meet and talk with our sponsor, BluePay Conference Testimonials and Interviews 	Pegasus B

Day 2 Conference Sessions

Track 1 – Reunion ABCD

Time	Session	Presenter
9:30am – 10:45am	Strategy Beats Raw Effort: How to Crush Your Growth Plateau	Jonathan Pototschnik, Jason Cupp
10:45am – 11:00am	--- Break ---	
11:00am – 12:00pm	Predict the Future? How to Build Accurate Cash Flow Projections	John Caldwell
12:00pm – 1:00pm	Lunch	
1:00pm – 1:45pm	The Top 3 “Biggest Badasses” of 2017 Service Autopilot Academy	Jonathan Pototschnik, Andrew Pototschnik
1:45pm – 2:00pm	--- Break ---	
2:00pm – 2:45pm	Simple is Best: Why Your Complex Business Model is Choking Your Growth	Chris Sims
2:45pm – 3:00pm	--- Break ---	
3:00pm – 3:45pm	Simple Numbers: Profit + Purpose = Impact --- Break During Session---	Greg Crabtree
3:45pm – 4:30pm		
4:30pm – 4:45pm		
4:45pm – 5:45pm		
5:45pm – 6:00pm		

Track 2 – Reunion GH

Session	Presenter
Become a Package Pro: Best Practices for Packages in Service Autopilot	Scott Howard
Your Roadmap to Better “Project Management” in Service Autopilot	Brian Minter
--- Break ---	
Get Answers Now! Q&A with SA Trainers	Scott Howard, Brian Minter, Chris Volpe
Lunch	
--- No Session ---	
--- Break ---	
Empower Your Employees: Pay for Performance, Not Longevity	Martha Woodward
--- Break ---	
What is “Kanban?” Discover the Simple Formula that will Boost Your Team’s Productivity	Ty Crockett
The Speed of Trust: How to Quickly Earn the Trust of Your Employees and Clients	Brandon Brown
--- Break ---	
Two Simple Automations that Will Make Your Life Easier (and More Profitable)	Chris Volpe
--- Break ---	

6:00pm-6:15pm	Awarding of SA Academy Prize	Jonathan Pototschnik, Andrew Pototschnik
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--- No Session ---	
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Saturday, November 11, 2017

Day 3 General Events

Time	Event	Location
7:00am – 9:00am	Breakfast	Reunion EF
8:30am – 5:30pm	Lounge/Meet and Greet Area	Pegasus A
12:00pm – 1:00pm	Lunch	Reunion EF
6:30pm – 11:30pm	After Party – Limited Availability – Advance Reservations	Meet at Trinity Crossing on Lobby Level. Must be ready by 6:30pm

Day 3 Support Lab

Time	Event	Location
7:30am – 5:15pm	<ul style="list-style-type: none"> General Use Questions on SA Meet and talk with our sponsor, BluePay Conference Testimonials and Interviews 	Pegasus B

Day 3 Conference Sessions

Track 1 – Reunion ABCD

Time	Session	Presenter
9:30am – 10:15am	Your 12 Month Marketing Plan	Andrew Pototschnik
10:15am – 10:30am	--- Break ---	
10:30am – 11:15pm	Money on the Table: Why “Customer Loyalty” Could Make the Biggest Impact on Your Revenue	Jay Ablian
11:15am – 12:00pm	How to Fire Your Worst Customers	Jim Evans
12:00pm – 1:00pm	Lunch	
1:00pm – 1:45pm	Work Yourself Out of a Job: Creating a Profitable Business that will Thrive without Your Daily Involvement	Jonathan Pototschnik
1:45pm – 2:00pm	--- Break ---	
2:00pm – 3:15pm	Finding Good Employees and Developing Them for the Future	Jason Cupp
3:15pm – 3:30pm	--- Break ---	
3:30pm – 4:30pm	Get Hypnotized!	The Erick Kand Comedy Hypnosis Show
4:30pm – 4:45pm	--- Break ---	
4:45pm – 5:30pm	Ask Us Anything! Final Q&A with John and Jonathan	John Caldwell, Jonathan Pototschnik

Track 2 – Reunion GH

Session	Presenter
Workshop: Need a New Employee Handbook? Get it Done Right Here, Right Now --- Break During Session---	Jason Cupp
Lunch	
How to Combine Tags and Email to Rapidly Sell More Work	Joe Hrbacek
--- Break ---	
How to Focus Your Entire Team’s Energy on Achieving Your Vision	Ryan Chipman
--- Break ---	
--- No Session ---	

5:30pm – 5:45pm	Conference Prizes	
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