

Agenda & Schedule

Wednesday Apr. 6

Time	Topic
12:00-5:00 pm	Exhibitor Setup Ballroom Hallway
1:00-5:00 pm	Registration & Compliance Table Ballroom Hallway & Riverview Lobby
2:00-3:45 pm	Panel & Welcome Program, Sponsored by Horner & Shifrin Money, Money, Money Panel Bosin 1 & 2 <i>Moderated by Nelsie Henning SFS Architecture</i> <i>Panelists: Jason Gregory Downtown Wichita</i> <i>Michael L. Short Stifel, Nicolaus & Company</i> <i>Gary Oborny Occidental Management, Inc.</i> <i>Mike Zamrzla U.S. Senator Jerry Moran</i>
5:30-7:00 pm	Welcome Reception at Hutton, Sponsored by Olsson <i>111 N. Sycamore</i>
7:00 pm	Dinner on Your Own

Thursday Apr. 7

Time	Topic
7:30-8:30 am	Registration & Breakfast Food in Atrium, Seating in Bosin 1 & 2
8:30-10 am	Opening Keynote Bosin 1 & 2 Break the Achievement Addiction: Diminish Stress by Redefining Success on Your Terms <i>CJ McClanahan</i>
10:00-10:30am	Break and Visit with Exhibitors Ballroom Hallway

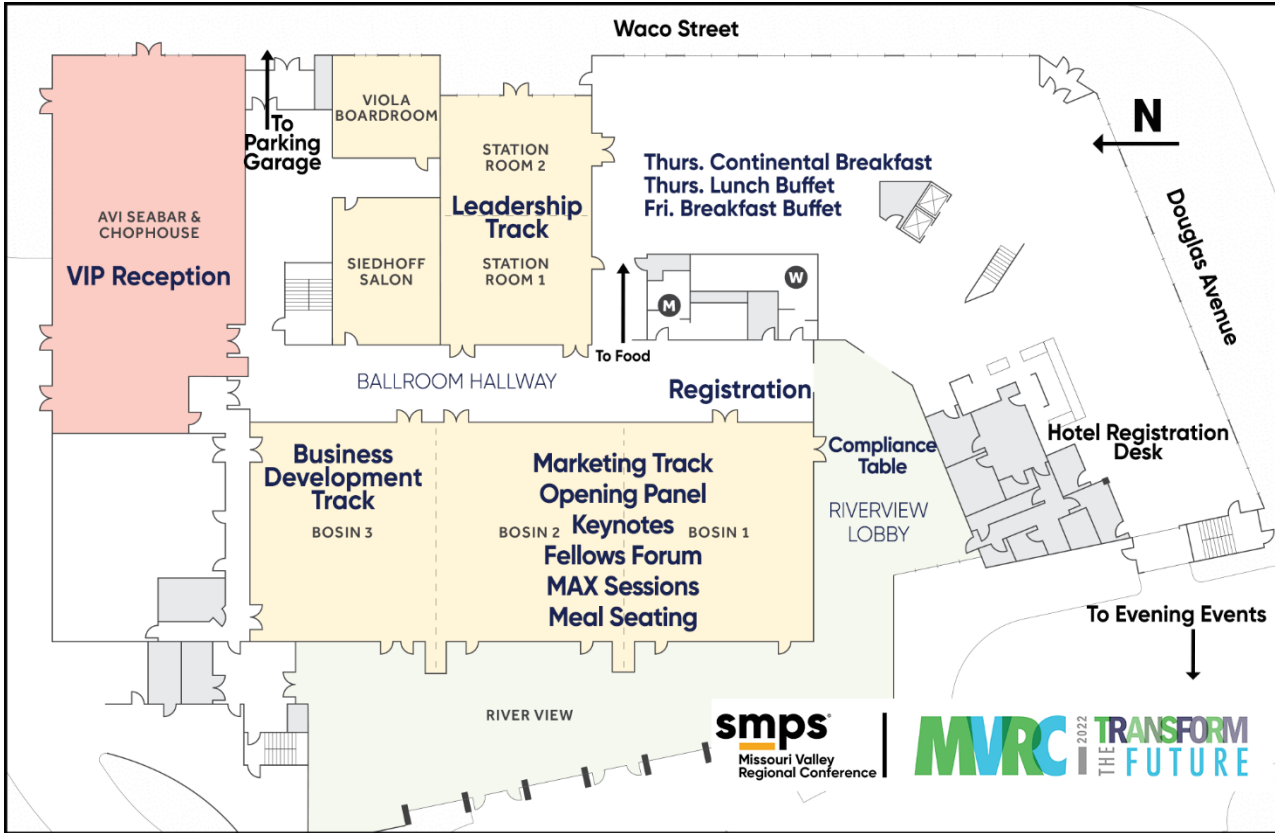
<p>10:30-11:45am</p>	<p>Breakout Sessions</p> <p>Marketing Bosin 1 & 2 How Market Research Can Influence Your Strategy <i>Sarah Kinard The Flamingo Project</i></p> <p>Business Development Bosin 3 Hi-Viz Leadership: Business Development Through Speaking, Community and Content <i>Jennifer Szambecki Hutton</i></p> <p>Leadership Station Room 2 Marketing Like Silicon Valley: How Agile Methods Improve Operational Effectiveness <i>Craig Park, FSMPS, Assoc. Catalyst Factor</i></p>
<p>12:00-1:15 pm</p>	<p>Lunch with Fellows Forum Bosin 1 & 2 (Assigned Seating – Check the Number on Your Badge) <i>Holly Bolton; Frank Lippert; Donna Corlew; Craig Park; Gabe Lett; Barbara Shuck</i> Find food buffet in Atrium, Seating in Bosin 1 & 2</p>
<p>1:30-2:45 pm</p>	<p>Breakout Sessions</p> <p>Marketing Bosin 1 & 2 Don't Have a Database? Learn How to Automate Your Content with Spreadsheets – Even Project Sheets, Org Charts and Resumes With Photos <i>Julie Shaffer, CPSM Shaffer Creative LLC</i></p> <p>Business Development Bosin 3 Show Your Business Development Value <i>Moderator: Tim Pile Building Controls and Services, Inc.</i> <i>Panelists: Nelsie Henning SFS Architecture</i> <i>Michael Benck, CPSM Alvine Engineering/IP Design Group</i> <i>Mackenzie Carolan Linbeck Group, LLC</i></p> <p>Leadership Station Room 2 Reshaping the CEO <i>Donna Corlew, FSMPS, CPSM C*Connect</i> <i>Frank Lippert, FSMPS, CPSM GO Strategies, LLC</i></p>
<p>2:45-3:15 pm</p>	<p>Break and Visit With Exhibitors Ballroom Hallway</p>

3:15-4:30 pm	<p>Breakout Sessions (and Exhibitor Tear-Down)</p> <p>Marketing Bosin 1 & 2 Driving Growth With Digital Marketing: 10 Steps to Create a Digital Marketing Program <i>Lindsay Diven, CPSM Full Sail Partners</i></p> <p>Business Development Bosin 3 How to Use Neuroscience, Client Personas and Empathy Mapping to Stand Out <i>Sarah Kinard The Flamingo Project</i></p> <p>Leadership Station Room 2 Change-Proofing Your Marketing Department: How to Take Back Control of Your Time and Prevent Burn-Out <i>Allison Tivnon Middle of Six</i></p>
5:30-8:30 pm	<p>Dinner and Cocktails at Odd Fellow Hall, Sponsored by Tapa Companies <i>930 S. Douglas Ave., Ste. 1</i></p>

Friday Apr. 8

Time	Topic
7:30-8:30 am	<p>Breakfast Find food in Atrium, Seating in Bosin 1 & 2</p>
8:30-9:45 am	<p>MAX Sessions Bosin 1 & 2</p> <p>Stop Pivoting, You Are Making Me Dizzy <i>Jan Flesher, PMP T.Y. Lin International Group</i></p> <p>A Farm Kid's Journey to A/E/C Marketer <i>Donna Corlew, FSMPS, CPSM C*Connect</i></p> <p>Specializing in Doing It All <i>Christina Beaird, CPSM, LEED Green Associate Professional Engineering Consultants</i></p>
9:45-10:00 am	<p>Break</p>
10:00-11:15am	<p>Keynote Session Bosin 1 & 2</p> <p>The Four (and a Half) Steps to Unlocking Passion and Overcoming Mediocrity <i>Danielle Gray DG Marketing Company</i></p>
11:15-11:30 am	<p>Door Prizes and Closing Bosin 1 & 2</p>

Hotel Map



**Map to Hutton
(Welcome Reception)
111 N. Sycamore**

**Map to Odd Fellow Hall
(Thursday Evening Dinner)
930 S. Douglas Ave., Ste. 1**

