



AGENDA

Monday, May 11

8:00am – 5:00pm	Conference Registration	West Registration
9:00am – 12:30pm	Blueprint for Success University	Divide I
9:00am – 12:30pm	Blueprint Mastery	Divide II
9:00am – 12:30pm	Blueprint Sales University	Louis Stratta
12:30pm – 1:45pm	Welcome Luncheon & Member Meeting	West Ballroom
1:45pm – 2:30pm	*10 Best Marketing Tips Panel <i>Steve Feinberg, Carl Corneliuson, Craig Carr</i>	Main Ballroom
2:45pm – 3:30pm	*Strategies for Retaining Your Staff Panel <i>Vince Howard, Brian Paulson</i>	Main Ballroom
3:30pm – 3:45pm	Session Break	
3:45pm – 5:20pm	Roundtables <i>5 tables, 5 topics, 15 minutes</i>	
	<ul style="list-style-type: none"> ▪ Best Practices for Using Online Recruiters to Hire <i>Stephanie Kimak</i> Divide I ▪ Converting After the Fact Payrolls to Live Payroll <i>Steve Sykes & Angie Greene</i> Divide 2 ▪ Pre-qualifying Prospects and How to Tell You're Not a Fit <i>Deborah Goff</i> Louis Stratta ▪ Using a Sales Agenda to Help Your Sales Presentations <i>Brian McGinn</i> Champions ▪ Using Outlook to Decrease Inefficiencies <i>Steve Wick</i> Cheyenne Bailey 	
3:00pm – 5:00pm	Exhibitor Set-Up	West Ballroom

*Denotes Recorded Session



AGENDA

Tuesday, May 12

8:00am – 9:00am	Breakfast	West Ballroom
9:00am – 10:30am	*PresentationMastery - Chuck Bauer	Main Ballroom
10:30am – 10:45am	Session Break/Exhibitor Showcase	Main Foyer
10:45am – 12:15pm	*Competitive Advantages – Chuck Bauer	Main Ballroom
12:15pm – 1:45pm	Luncheon	West Ballroom
1:00pm – 1:30pm	Sponsor Demonstration	Crystal Room
1:45pm – 2:30pm	*A: How and Why to Use PASBA Website Practice Stats <i>Stephanie Kimak & Tom Bowman</i> B: Online Sales Presentations and Meetings <i>Steve Feinberg, Donna Bordeaux, Jeff Mathews</i>	Main Ballroom Crystal Room
2:30pm – 2:45pm	Session Break	Main Foyer
2:45pm – 3:30pm	A: Financial Services: Is it a Fit for Your PABSA Practice <i>Steve Simons, Bert Doerhoff</i> *B: Preventing Buyer’s Remorse: The First 90 Days <i>Ed Hastreiter</i>	Crystal Room Main Ballroom
3:30pm – 3:45pm	Session Break	Main Foyer
3:45pm – 4:30pm	A: Social Media <i>Juli Martin & Leah Roadrunner</i> *B: Consulting: When To Charge and How Much <i>Matt Patrick</i>	Crystal Room Main Ballroom
5:00pm – 6:30pm	Association Reception & Exhibit Showcase	West Ballroom



AGENDA

Wednesday, May 13

8:00am – 9:00am	Breakfast	West Ballroom
7:30am – 9:00am	Past PASBA Presidents' Breakfast	Suite
9:00am – 10:20am	Breakouts: Large Practice Breakout Medium Practice Breakout Small Practice Breakout Blueprint for Success University Blueprint Mastery Blueprint Sales University	Divide Gaylord Cheyenne Bailey Champions Academy/Carnation Louis Stratta
10:20am – 10:40am	Session Break/Exhibitor Showcase	West Ballroom
10:40am – 12:00pm	Breakouts: See Above	
12:00pm – 1:30pm	Luncheon	West Ballroom
12:30pm – 1:00pm	Sponsor Demonstration	Champions
1:00pm – 1:30pm	Sponsor Demonstration	Louis Stratta
1:30pm – 2:50pm	Breakouts: See Above	
2:50pm – 3:10pm	Session Break/Exhibitor Showcase	West Ballroom
3:10pm – 4:30pm	Breakouts: See Above	
6:00pm	Awards Dinner	Lake Terrace/Fountain Room



AGENDA

Thursday, May 14

7:30am – 9:00am	PASBA Board Breakfast Meeting	Gaylord
8:00am – 9:00am	Breakfast	West Ballroom
9:00am – 10:15am	*Best Practices to Keep Clients Happy <i>Rick Dopuch, Barb Gay, Eric Swick, Kurt Rickhoff</i>	Main Ballroom
10:15am – 10:30am	Session Break/Exhibitor Showcase	Main Foyer
10:30am – 11:45am	*Live Payroll Sales Presentation <i>Malvina Massler & Ruby Hernandez</i>	Main Ballroom
11:45am – 12:00pm	Meeting Wrap-Up/Fall Conference Suggestions <i>Tom Bowman, Kim Bryant</i>	Main Ballroom
12:00pm – 1:00pm	Boxed Lunch – Sit Down or To Go	Main Foyer