



# Spring Break Schedule

## Friday, March 24

**7 to 8:30 a.m.**  
Breakfast

**7:30 a.m.**  
Registration Desk Opens

**8:30 to 8:45 a.m.**  
Opening Comments

**8:45 to 9:45 a.m.**  
Keynote Address: Surprise Special Guest

**9:45 to 10:30 a.m.**  
Exhibits Open

**10:30 to 11:15 a.m.**  
Educational Session: Bob Goldberg, BTA

**11:15 to 11:45 a.m.**  
Exhibits Open

**11:45 a.m. to 12:30 p.m.**  
Educational Session: Jack Duncan, BEI Services

**12:30 to 2:15 p.m.**  
Lunch

**2:15 to 3:15 p.m.**  
Educational Session: Gil Cargill, Cargill Consulting Group

**3:15 to 4 p.m.**  
Exhibits Open

**4 to 5 p.m.**  
Educational Session: Larry Levine, Dealer Marketing

**5 to 7 p.m.**  
Welcoming Reception (Exhibits Open)

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## Saturday, March 25

**7 to 8 a.m.**  
Continental Breakfast

**8 to 8:45 a.m.**  
Educational Session: Mark Hart, ACDI

**8:45 to 9:15 a.m.**  
Exhibits Open

**9:15 a.m. to 10 a.m.**  
Educational Session: Lindsay Kelley, Prospect Builder

**10 to 10:30 a.m.**  
Exhibits Open

**10:30 to 11:15 a.m.**  
Educational Session: Ed McLaughlin, Innovolt & Valderus

**11:15 to 11:30 a.m.**  
Closing Comments & Exhibitor Prize Drawings

**Noon to 2 p.m.**  
Lunch on Your Own

**2 p.m. to Close**  
Disney Theme Parks