



Preliminary Agenda

All events will be held in the Phoenix Convention Center
except for the Opening & Closing Parties.

Saturday, November 6

7:00 a.m.—5:00 p.m.	STAFDA Registration	Outside Halls 1-4
7:00 a.m.—6:00 p.m.	Exhibitor Move-In	Halls 1-4
9:00 a.m.—4:00 p.m.	Golf Outing	Troon North

Sunday, November 7

7:00 a.m.—6:00 p.m.	STAFDA Registration	Outside Halls 1-4
7:00 a.m.—5:00 p.m.	Exhibitor Move-In	Halls 1-4
9:00 a.m.—Noon	Economic Update Alan Beaulieu, Institute for Trend Research (w/continental breakfast, 8:30—9:00 a.m.) Lunch on Own	
1:00—4:30 p.m.	Four Concurrent Educational Workshops <i>(Programs run 1:00—2:30, break from 2:30—3:00, repeat 3:00—4:30)</i> 1. Build an Online Marketing Machine — Bob DeStefano 2. Differentiate Your Distribution Co. — Dr. Bill McCleave 3. How to Win the Battle on Price — Tom Reilly 4. Credit & Banking Insights Panel <i>(The panel program runs three hours — it doesn't repeat following the break)</i>	
1:00—3:00 p.m.	Spouse/Companion Program	
6:30—9:30 p.m.	STAFDA's Rollin' to Rawhide Opening Party	Rawhide

Monday, November 8

7:00 a.m.—6:00 p.m.	STAFDA Registration	Halls 1-4
8:00—8:30 a.m.	General Session Seating	North Ballroom
8:30—11:00 a.m.	General Session: State-of-the-Industry Addresses — Robert Devers , STAFDA President; Max "Andy" Johnson , president, Mar-Mac Wire, Inc. ; Keynote Speaker: Sarah Palin Lunch on Own	
12:00—6:00 p.m.	Trade Show	Halls 1-4
Evening	Open to Associate Hospitality	

Tuesday, November 9

8:00 a.m.—3:00 p.m.	STAFDA Registration	Outside Halls 1-4
8:00 a.m.—5:00 p.m.	Spouse/Companion Tours	Depart Main PCC Entrance
9:00 a.m.—3:00 p.m.	Trade Show Lunch on Own	Halls 1-4
5:00—6:30 p.m.	Closing Party	Sheraton Phoenix Ballroom
3:00 —11:45 p.m.	Exhibitor Move-Out	Halls 1-4

Wednesday, November 10

7:00 a.m.—Noon	Exhibitor Move-Out	Halls 1-4
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