



# AGENDA

## Ongoing Convention Activities

### **Welcome!**

Welcome to the Gaylord Palms Resort & Convention Center in sunny Orlando, Florida where we will spend four days getting **re:energized** and **re:focused** to start experiencing new **RESULTS!** This is your opportunity for a **RE:NEWAL...** a fresh start to implement NEW business strategies, build and **re:store** valuable relationships and take the time to **re:reflect** on your goals and dreams while you plan for your future. This year's sessions and events are all about **YOU! Re:discover** your passion for your business while integrating NEW, proven strategies for continued success.

### **Registration & Information Desk**

Your first stop at Convention should be the Registration and Information Desk to pick up your welcome packet, Convention bag, name tag and Convention Agenda. You can find everything you need for a great Convention experience at the Registration Desk. This area is staffed throughout Convention, so feel free to stop by anytime and your Support Team will be happy to answer your questions.

### **Cyber Café**

While Convention is your opportunity to get away from your day-to-day routine and **re:focus** on your business, we know you still need to connect from time-to-time with clients and Suppliers throughout the event. For your convenience, a Cyber Café located in Sun 1-3 is available for you to connect to free WiFi. This is the perfect place to **re:charge** in a cozy setting while also **re:connecting** with your business *and* your fellow Proforma Family Members. You will also have access to a kiosk where you can order items directly from the Proforma Owner Store. A demonstration module and step-by-step guide to enrolling in marketing campaigns will also be available, so you will leave Convention knowing exactly how to sign-up for the marketing programs that interest you.

### **First-Time Attendees' Ambassadors Lounge**

If this is your first time attending a Proforma Convention & Family Reunion, we want to offer you a special "Welcome!" You will be paired with a seasoned Convention Support Team Member who will help you navigate your way through a successful event. From offering tours of the Convention meeting space to identifying which sessions best suit your interests; your First-Time Attendee Ambassador is available to answer all your questions. Use the dedicated Ambassadors Lounge inside the Cyber Café as an easy-to-find location to meet with your Ambassador and other first-time attendees!

### **Maximizing Your Convention Experience**

We want your Convention experience to be **re:markable** from start to finish. Stop by the Maximizing Your Convention Experience booth to learn how to make the most out of your time with us in Orlando. There are several helpful reference guides available at this booth – from a handy pocket Agenda with session and event information to lists of area restaurants and entertainment venues – this is your one-stop information resource. The Support Team Member at this booth can help make recommendations on which sessions you should attend based on your goals and interests for 2017 and beyond.

## [Technology Zone](#)

ProVision 2.0 is a \$10 million state-of-the-art technology platform that will make managing your day-to-day operations and order management processes easier than ever. Your Technology Team is hard at work developing this program to ensure it is the best system possible. Schedule an appointment at the Technology Zone to experience ProVision 2.0 for yourself during a live demo. This is your chance to get hands-on experience, offer feedback and get a glimpse of the exciting technology offerings yet to come!

## **The Success Theater**

You're the star of the show in the Success Theater! Sit back, **re:lax** and watch a short video celebrating the best-of-the-best in the Proforma Network. The Success Theater recognizes the accomplishments of Proforma's Owners and Sales Reps in a fun theater-like setting. This is the perfect spot to put your feet up between sessions and take in the impressive achievements of the Proforma Family over the past year.

## [The Virtual Re:ality Experience](#)

The possibilities are endless with this newest marketing trend: virtual **re:ality**. Prototype Advertising is hosting 30-minute demos of their virtual **re:ality** offerings, allowing you to experience first-hand this powerful technology. Not only will you gain an understanding of how VR works, but you will also hear creative ways you use VR to market and position your clients, as well as how to sell this exciting tool.

# Education Sessions

## Sunday, July 23

**1:00 PM**

**Registration Opens**

**2:00 – 3:30 PM**

### **Marketing Myth Busters: Debunking Common Marketing Misconceptions**

"Marketing is always expensive." "Social media is the only way to market to millennials." "Clients ignore email marketing." In this session, we'll debunk some of the most common marketing misconceptions and provide you with an overview of tools, resources and effective strategies you can implement into your business plan.

*Support Center Presenters: Kendra Smith and Danny Trizio*

*Owner Presenters: Steven Flaughers and Brandon Kennedy*

### **How to Identify and Penetrate Your Accounts Most Re:ceptive to Growth**

Work smarter, not harder. In this session, you will learn strategies for narrowing your focus to accounts that are primed, ready and **re:ceptive** to growth. You will hear real examples of how your fellow Owners have created targeted account lists and created plans for how to penetrate these accounts, resulting in \$1 million program opportunities!

*Support Center Presenter: Greg Armstrong*

*Owner Presenter: TC Berry*

### **Operations: Best Practices for the Best Re:sults**

**Session repeats Monday at 7:30 AM**

Operational challenges are inevitable for all businesses. A panel of your peers will share their experiences with common operational issues and how they have overcome them. Learn simple processes and procedures to help your business run more smoothly and allow you to focus on growing your sales.

*Support Center Moderators: Damon Del Rosario and Elizabeth Korun*

*Owner Panelists: Bill Byrne, Dennis Funk, Danette Gossett and Steve Raucher*

**4:00 – 5:30 PM**

### **Re:assess Your Priorities: Focus on Delegation and Accountability**

Most business owners started their business because they wanted independence, but too much of a good thing can be unhealthy. We need other people to help us achieve our next level of

success, primarily through delegation and accountability. During this panel discussion, you will hear how your fellow Owners have learned to identify the wealth building activities they need to focus on, and how to “let go” of the rest. Our panelists for the afternoon will also share how they use an accountability system to ensure they are tapping into the advice, opinions and encouragement they need to maximize their **re:sults**.

*Support Center Moderator: Tom Rizzi*

### **5:30 – 7:00 PM**

#### **Re:connect: Team Building Activity and Welcome Reception**

There is a reason we call it your Convention & *Family Reunion*. The **re:relationships** you build with your fellow Owners and Sales Reps will last a lifetime. There is no other group of like-minded industry professionals more supportive of your success than those you will find right here at Convention. During this high-energy, fun team building activity, you will **re:connect** with old friends and get to know some new people better. Be sure to offer a warm welcome to our First-Time Attendees who can be identified by their white lanyard!

*Location: Sun Ballroom*

## **Monday, July 24**

### **7:00 AM**

#### **Registration Opens and Breakfast**

### **7:30 – 8:30 AM**

#### **A Look Under the Hood at List Development Re:search for Targeted Marketing**

Whether you are prospecting, creating top-of-mind awareness or cross-selling current clients, a targeted, focused list is essential for success. Allow your Marketing and Business Development Teams to guide you in identifying best practices for pinpointing qualified contacts and building the right lists for the right campaigns.

*Support Center Presenter: Danny Trizio*

*Owner Presenter: Rich Bewley*

#### **Operations: Best Practices for the Best Re:sults**

*Session repeated from Sunday at 2:00 PM*

Operational challenges are inevitable for all businesses. A panel of your peers will share their experiences with common operational issues and how they have overcome them. Learn simple processes and procedures to help your business run more smoothly and allow you to focus on growing your sales.

*Support Center Moderators: Damon Del Rosario and Elizabeth Korun*

*Owner Panelists: Bill Byrne, Dennis Funk, Danette Gossett and Steve Raucher*

#### **Co-ops: Combining Re:sources to Cut Customer Costs and Build Value**

Every year, millions of advertising dollars go unclaimed. Help your clients maximize their marketing opportunities while growing your sales through co-ops! By strategically partnering with companies that align with their brand, your clients can utilize cooperative advertising to reduce their marketing costs and build brand value. We will show you how to identify natural partnerships within your client base and how to best access print and promotional product budgets dedicated to cooperative advertising.

*Support Center Presenter: Greg Armstrong*

### **8:30 – 10:00 AM**

#### **General Session with Greg Muzzillo: RE:NEW Your Passion. RE:NEW Your Life.**

New vision. New ideas. New energy. Proforma, it's time to **RE:NEW**! Join Greg Muzzillo, Founder of Proforma, as he delivers a motivating keynote presentation to help you **re:activate** your passion and excitement for your business. We all know that we have to infuse new strategies, relationships and inspirations into our lives and businesses from time to time. These new beginnings are opportunities for new growth and even greater success. Take this time to get **re:energized** and **re:focused** for **NEW RESULTS!**

*Presenter: Greg Muzzillo*

*Location: Sun Ballroom*

**10:00 – 11:00 AM**

**5 Second Club**

5... 4... 3... 2... 1... Go! Based on the inspirational concept developed by Mel Robbins, motivational speaker and CNN legal and social commentator, the 5 Second Club will forever change the way you look at making improvements in your life and business. In this session, you'll discover proven techniques for removing the fear, anxiety and hesitation we often face when trying to make positive changes. Use the strategies you learn in this session in your Mastermind Groups to encourage, motivate and push each other toward life-changing transformations.

*Support Center Presenters: Tom Rizzi and Tony Zayas*

**A Tactical Approach to Client Retention**

As the saying goes, the best clients are the ones you already have. Unfortunately, most Owners and Sales Reps will typically lose 10-15% of your business every year from normal business attrition. Be proactive in retaining your best clients! By intentionally developing tactics to preserve your client list, you can mitigate those attrition rates and instead experience sales growth.

*Support Center Presenter: Greg Armstrong*

*Owner Presenters: Marti Roy and Terri Tolmack*

**The 5 W's of Marketing Campaigns**

Who, What, When, Why... WINS! With a wide range of award-winning marketing programs to choose from, it can be overwhelming to identify which programs are best for your business goals. This session will give you a step-by-step guide to exactly which programs you should be implementing in your marketing plan, and how. We will provide an overview of each marketing campaign, leaving you with an action plan for **re:energizing** your sales through strategic marketing programs.

*Support Center Presenters: Maura Neundorfer and Danny Trizio*

*Owner Presenters: Holly Spillers*

**11:00 AM – 12:00 PM**

**Re:gain Control: Drive the Sales Cycle, Don't Just Ride It**

The print and promo sales cycle typically has five main stages — prospecting, quoting, initial orders, the “good times” and then flat or declining sales. This session will teach you how to **re:gain** control of this cycle and drive it, rather than just ride it. You'll learn how to prospect more effectively, make the quoting stage less about price and more about value, ensure customer satisfaction with the first few orders and use your momentum to maximize customer relationships.

*Guest Presenter: Dave Fellman, President of David Fellman & Associates*

**Re:structure Your Major Account Program Implementation**

Congratulations, you've won the deal! Now what? Learn the ins and outs of implementing a major account from the operational side of the business. This session is packed full of tips for making sure your next major account is profitable and overcoming common challenges your fellow Owners have faced during the rollout and management of large programs. You will leave with a checklist of things to consider before, during and after the sale to keep cash flow running smoothly.

*Support Center Presenters: Elizabeth Korun and Michelle McCafferty*

*Owner Presenters: Mike Durkee and Kelly Stone*

**Re:aching Millennials: A How-To Guide on Marketing to the Next Generation**

Every generation has its own unique impact on the business world and millennials are no different. These young adults, born between 1980-2000, are now the largest generation and have an estimated \$1.3 trillion in buying power. It's critical to understand how they perceive the world and the tools they use to navigate their business decisions. Building on the Generational Selling session at the Planning Retreats, this session will examine the customer service experience millennials expect and how you can easily adapt to increase your sales with this demographic.

*Support Center Presenter: Tony Zayas*

*Owner Presenters: Jeff Brooke and Steven Flaughers*

**12:00 – 2:00 PM**

**Technology Lunch: An Inside Look at the Re:formation of Proforma's eCommerce Solution**

Technology is driving the force in the print and promotional products industry today. Those at the forefront of this new wave of these hi-tech advancements will see **re:markable** results. That is why Proforma has invested in creating Proforma ProStores to give our Owners an unfair

advantage. Join Proforma's Chief Executive Officer Vera Muzzillo, Chief Technology Officer Brian Carothers and Senior eCommerce Sales Engineer Hiren Patel, as they share their focus and continued vision for this technology platform designed to empower you to continue growing your business.

*Support Center Presenters: Vera Muzzillo, Brian Carothers, Hiren Patel and the Proforma Technology Team*

*Location: Sun Ballroom*

## **2:00 – 3:00 PM**

### **Turn Actionable Major Account Insights into Hidden Proforma Advantages**

What if you knew exactly what clients loved most about working with Proforma... would that take some of the guesswork out of your positioning and pitches? Based on years of experience and feedback from major account wins, we will share with you the elements of the Proforma model that are most attractive to large clients. You'll leave with unique and attractive ways to position and leverage the power of Proforma to turn prospects into customers, and customers into loyal clients and major accounts!

*Support Center Presenters: Michelle McCafferty and Tony Zayas*

### **Your Exit Strategy Part I: Estate Planning Essential Documents**

**\*Consider also attending "Your Exit Strategy Part II" on Monday at 3:00 PM to learn more.**

Failing to plan is planning to fail. Start your estate planning now to give yourself and your family peace-of-mind that your assets are secure. In this session, you will learn the basics on estate planning from a leading business expert. From what documents you need (living will, durable health care, power of attorney and more) to selecting adequate insurance for yourself, your family, your business and your employees, you will leave this session prepared to take the necessary action to protect your estate.

*Guest Presenter: Brian O'Neill, Tucker Ellis, LLP*

### **M&A Roundtables: Re:think Your Approach to Mergers & Acquisitions**

In this interactive roundtable session, you will learn proven strategies your fellow Owners have used to identify, negotiate and secure Merger & Acquisition opportunities. We will discuss the three most frequently asked questions when pursuing a merger and/or acquisition, and hear directly from your peers on how they have successfully added meaningful and significant growth to their business through M&A. You will come away with tips for gaining the confidence and trust of merger and/or acquisition prospects so you can personalize an M&A strategy that works best for you.

*Support Center Presenters: Chris Arvay, Derek Boyer and Jason Pindzia*

*Owner Roundtable Hosts: Pratt Pande, Vivek Narola and Julie Rafeedie Haar*

## **3:00 – 4:00 PM**

### **Re:focus and Leave this Room with a Plan for the Rest of the Year**

You probably started this year with a sales goal, but did you have a detailed plan for achieving it? Are you where you need to be at this point in the year? If you're not — or if you're not sure — you won't want to miss this session. Dave Fellman, author and sales trainer, will help you **re:focus** on your goals and develop a plan to make them a reality. We'll dig deep into strategies for getting more value from current customers through the power of influence, testimonials and **re:errals**. We'll also discuss how to prospect for your next major customer. And most importantly, Dave will show you how to set **re:asonable** and measurable benchmarks so you'll always know if you're on track to meet your goals.

*Guest Presenter: Dave Fellman, President of David Fellman & Associates*

### **Your Exit Strategy Part II: Tips and Techniques for a Smooth Transition**

**\*We recommend attending "Your Exit Strategy Part I" on Monday at 2:00 PM, prior to attending this session.**

The **re:ality** is all good things must eventually come to an end. In this session, we'll look at how you can ensure a smooth transition out of your business. Whether you retire, sell your business, endure an unexpected injury or financial hardship, it's imperative that you are prepared for whatever the future may hold. It's never too early to start planning your exit strategy, so attend this session for easy-to-understand tips and techniques to ensure the transition of your business, and your legacy, isn't left to chance.

*Guest Presenter: Brian O'Neill, Tucker Ellis, LLP*

### **Re:cruiting Roundtables – Keys to Building a Phenomenal Sales Team**

According to Albert Einstein, the definition of insanity is doing the same thing over and over and expecting different results. In this interactive roundtable session, you will learn new **re:cruiting** strategies you can immediately implement to start getting better results *now*. You'll hear directly from your fellow Owners on how they successfully source, interview, compensate, educate, and coach their sales teams so you can create a system that works for you.

*Support Center Presenters: Chris Arvay, Jason Pindzia and Derek Boyer*

*Owner Roundtable Hosts: Mike Durkee, Kevin MacKinnon and Andy Mealor*

### **4:00 – 5:00 PM**

#### **Re:energize Your Clients by Becoming an Idea Machine and Super Connector**

Ideas and **re:lationships** are two powerful, yet underutilized, currencies that anyone can begin leveraging for business growth. Find out exactly how your fellow Proforma Owners and Sales Reps have **re:energized** their growth strategies by using out-of-the box ideas that set themselves apart from their competition. You'll hear how becoming a "Super Connector" can help you start securing and penetrating large, successful accounts.

*Support Center Presenter: Tony Zayas*

*Sales Representative Presenter: Jeff Grippando*

#### **Re:al Talk – Women Business Owners Get Honest About Entrepreneurship**

All Convention attendees are encouraged to attend this dynamic panel discussion where several of Proforma's top female Owners will give you an inside look at what it's really been like for them to build, grow and manage their businesses. From embarking on entrepreneurship to managing business and personal **re:lationships**, these women will share the good, the bad and the ugly of their experiences as business owners. You won't want to miss the down-to-earth perspectives from our panelists who range from those just getting established in their business to successful industry veterans. Get ready for some **re:latable** straight talk that will inspire you to make your goals a **re:ality**.

*Support Center Moderators: Deanna Castello and Kendra Smith*

*Owner Panelists: Melinda Durkee, Julie Rafeedie Haar, Nicole Merkle and Kelly Stone*

#### **Re:boot your Product Searches with ASI's New ESP Enhancements**

A representative from Advertising Specialties Institute (ASI) will share exciting new enhancements to ESP – your go-to resource for identifying the perfect products for your clients. With more than one million promotional products in its database, ESP is the industry's most effective sourcing tool. Attend this session to learn how ASI continues to improve the functionality of this powerful platform to help you stay competitive in today's marketplace.

*Guest Presenter: Ryan Law, ASI's Executive Director, Distributor Services*

### **5:00 – 6:30 PM**

#### **Re:engage: Support Center Roundtables and Cocktail Reception**

Mingle from table to table meeting with key Support Center Team Members as they explain how their specific areas of expertise and service can assist you in **re:newing** your business strategies. More than twenty Team Members representing various Support Center resources will be on hand to help you determine how you can best match Proforma's tools and programs with the goals you have set for your business. You will leave armed with everything you need to **re:power** your business!

*Support Center Moderator: Deanna Castello*

*Location: Sun Ballroom*

### **6:30 PM**

#### **Open Night: Meet at Wreckers Sports Bar**

Located next to the South Beach Pool and Coquina Lawn, Wreckers Sports Bar's rustic atmosphere is the perfect setting for a night of networking, camaraderie and FUN! This two-story bar and restaurant features a 37-foot sports screen and more than 50 HDTVs. Come catch a game or just catch up with friends as you enjoy some hot food and cool drinks during this informal gathering.

**Tuesday, July 25**

**7:30 AM**

**Registration Opens and Breakfast**

**7:30 – 8:30 AM**

**Re:energize Your Clients' Brands with Creative Packaging**

First impressions matter. Offer your clients packaging solutions that will exceed their expectations by earning exceptional results. You will hear case studies about creative applications of custom packaging, learn to identify opportunities to sell packaging and understand how these unique packaging designs and solutions can help you stand out from your competition.

*Supplier Partner Presenters: Jacqueline Plant, Label Art and Randy Hearley, JP Graphics*

*Owner Presenters: Tracy Troy*

**Lower Shipping Costs and Maximize Profits with ProFreight**

If you're not utilizing Proforma's ProFreight program, you are leaving money on the table. Find out how you can significantly lower your shipping costs by taking advantage of the exclusive partnerships Proforma has with UPS, FedEx, ShipTransportal and Group Transportation Services. Attend this session to learn more about the exciting enhancements to this ProAdvantage program that have been implemented in the past year.

*Support Center Presenters: Dirk Hiney and Rich Merunski*

*Owner Presenter: Bill Hageman, Terri Tolmack and Brian & Laura Wiedenmann*

**Cashflow Interactive Workshop**

Managing your cash flow is one of the most critical components of monitoring the growth of your business. Your Operations Team has created a customizable Cash Flow Model, which is a powerful budgeting tool to assist you with examining your current financial position, aiding in the decision making for your business forecast and realizing your business growth potential. In this interactive session, we will walk through real-life scenarios in which implementing the Cash Flow Model would help you be more prepared to achieve your financial goals.

*Support Center Presenter: Elizabeth Korun*

*Owner Presenter: Peter Palermo*

**8:30 – 10:00 AM**

**Jack Canfield Keynote Presentation – Get Re:energized and Re:focused for NEW RESULTS**

NOW is the time to **re:gain** control of your life, **re:define** your personal mission and learn practical steps for **re:training** your brain to attract the right people, resources and opportunities for your business. Jack Canfield, *New York Times* best-selling author of *The Success Principles*, will deliver a powerful message to help you get **re:motivated**, **re:engaged** and ready to make 2017 your best year yet. As America's #1 Success Coach, Jack's principles of doing the right wealth-building activities at the right time will DOUBLE or even TRIPLE your sales.

*Guest Presenter: Jack Canfield*

*Location: Sun Ballroom*

**10:30 – 11:30 AM**

**Using Technology and Creativity to Win and Grow Relationships**

This session is packed full of examples of how your fellow Owners and Sales Reps are thinking out-of-the-box to strengthen client **re:relationships** and win more business. From utilizing the latest technology available to build the client micro-sites to setting client presentations to music, you will hear strategic, unique and fun ideas that you can incorporate into your business for **re:peatable** success.

*Support Center Presenters: Greg Armstrong and Michelle McCafferty*

*Owner Presenters: Brandon Kennedy and Rich Mitchell*

**Re:duce Your Risk: The Ins and Outs of Credit Insurance**

Protect your business from unexpected client non-payment issues. Proforma has partnered with Coface Insurance North America to provide Credit Insurance coverage on all Owners' receivables, at no charge to you. Learn everything you need to know to **re:duce** your risk and ensure your credit insurance claims are quickly and successfully processed.

*Support Center Presenter: Damon Del Rosario*

*Guest Presenter: Jennifer Garvey, Coface*

*Owner Presenter: Steve Raucher*

### **Re:cognition and Incentive Programs**

There is a wealth of opportunity in offering loyalty, incentive and **re:cognition** programs to your clients. Hear how your fellow Owners have partnered with our Supplier Partners to implement profitable programs with long-term returns. You will learn how you can automate these large programs to increase your **re:venue** for years to come.

*Supplier Partner Presenter: Jim Kilmentis, Hinda Incentives*

*Owner Presenter: George Klare*

### **11:30 AM – 12:30 PM**

#### **A New Re:sponse to What They Say When They Aren't Saying "Yes"**

Customers and prospects are pretty predictable in terms of the objections they throw at us. From the prospect who tells you that he's "too busy to talk" to the customer who tells you that your price is too high, there really aren't that many things they say when they're not saying "yes." That means we can plan for those objections with *creative, differentiating re:sponses*. Let everyone else wimp out and ask to be considered as a backup when a buyer says, "I'm happy with my current supplier." This session will teach you a more assertive and effective approach to **re:sponding** to common objections.

*Guest Presenter: Dave Fellman, President of David Fellman & Associates*

#### **Re:ignite Your Account Approach with MVPLP Enterprise Programs**

Working in conjunction with some of Proforma's valued Supplier Partners, we'll uncover key opportunities to strategize with our MVPLPs to win and service large accounts. Leverage valuable partnerships that can help you close big deals by moving past transactional, product-based selling to become a single source solutions provider for your clients' challenges.

*Supplier Partner Presenter: Chris Platt, Hit Promotional Products and Tim Clark, Keystone Millbrook*

*Owner Presenter: Mike Lazzari*

#### **Re:evaluate How You Look at Direct Mail: An Easy and Profitable Boost to Your Business**

Brian Dinley, Co-Owner of Proforma Communications Group, recently shared with members of the Support Team, "It's too bad more Proforma Owners don't engage in direct mail – it's pretty easy. We've essentially built the base of our business on it and it opened the door for us to build a few of our company stores." How does he do it? Join us as Brian, a Multi-Million Dollar Club Member, shares his tips for starting the direct mail conversation and leveraging the right resources to provide complete solutions – from printing to kitting and mailing – that lead to profitable program business and long-term client partnerships.

*Support Center Presenter: Michelle McCafferty*

*Owner Presenter: Brian Dinley*

### **12:30 – 2:00 PM**

#### **Proforma Show & Grow Panel Luncheon: A NEW Program for Leveraging Supplier Expertise**

We are excited to introduce Proforma Show & Grow, a brand new program designed to pair up Proforma Owners and Sales Reps with Supplier Partner Reps to grow sales through direct client interaction. Hear from a panel of beta testers of Proforma Show & Grow as they share the opportunities they've uncovered by meeting with clients alongside our Supplier Partners. These meetings allow you to collaborate with product and idea experts to grow your sales together!

*Support Center Moderator: Tom Rizzi*

*Owner Presenters: Brenda Angelini and Tim Meffert*

### **2:00 – 3:00 PM**

#### **Getting Started: A Roadmap for Business Success**

***\*This session is recommended for Owners and Sales Reps who have been with Proforma for fewer than five years.***

Whether you are new to the industry or just new to Proforma, this session will help you navigate your way to business success. This session will **re:veal** the secret of how your fellow Owners have been able to achieve million and multi-million dollar sales and how you can too. You will learn valuable tips on how to best utilize Proforma's tools and resources, as well as how to increase your overall productivity and creativity.

*Owner Presenter: Linda Martinelli*

#### **Re:tail Inspired Apparel Trends for Millennials**

**Re:tail** trends are a driving force behind today's corporate apparel market. With the multitude of fabric and decorating options now available, millennial buyers are rightfully selective when it comes to fit, style and color of their corporate apparel. Learn the trends and styles you should be presenting to modernize your offerings and impress your clients with custom styles for today's fashion-forward and sophisticated workforce.

*Supplier Partner Presenter: Megan Zezzo, S&S Activewear*

*Owner Presenter: Kimble Bosworth*

### **Re:sponsible Selling: What You Need to Know About Product Safety**

It seems like nearly every week there is a new product being **re:called** in our industry. Do you know the extent that you are **re:sponsible** for the products you provide to your clients and their supply chain? This session will breakdown the complex safety standards for different states, products and industries so you come away with specific steps to immediately protect your clients and your business from unsafe products.

*Support Center Presenter: Greg Armstrong*

### **3:00 – 5:30 PM**

#### **MVPLP/PLP Idea Showcase**

With more than 300 Supplier Partners on hand and committed to your success, this is the best opportunity for you to see, touch and experience the creativity and power of Proforma's Supplier Partner Network. Walk the tradeshow floor and **re:discover** product and service offerings from longstanding Supplier Partners and see the NEW ideas to the industry. You will find everything you need right here in the industry's largest private Supplier exhibition to **re:energize** the marketing products, services, ideas and solutions you present to your clients.

*Location: Exhibit Hall*

### **6:30 – 9:30 PM**

#### **Children's Party**

Children ages 4 – 12 are invited to attend a special Moana-themed party while the rest of the Proforma Family gathers for the Awards celebration. Moana will play on the big screen as the children enjoy a FUN indoor beach party with games, activities and dinner under the supervision of certified babysitters in a safe and secure environment. Please register in advance for your children to attend.

### **6:30 – 7:00 PM**

#### **The Annual Proforma Awards Reception**

After a full day of sessions and learning, it's time to **re:lax** and begin our annual celebration! We'll start our evening with a lively cocktail party before entering the Grand Ballroom for the Awards Dinner. This reception will set the tone for a night of **re:cognitions**, merriment and FUN!

*Location: Sun Lobby*

### **7:00 – 9:30 PM**

#### **The Annual Proforma Awards Dinner**

Congratulations to every member of the Proforma Family on another **re:markable** year! Your contributions have led to the ongoing growth and success of our organization. This is your time to enjoy all of your hard work in 2016 with the camaraderie and festivities of the Annual Proforma Awards Dinner. The top achievements of your fellow Proforma Owners, Sales Reps and Supplier Partners will be highlighted as we celebrate into the night.

*Location: Sun Ballroom*

## **Wednesday, July 26**

### **7:30 AM**

#### **Registration Opens and Breakfast**

### **8:00 – 10:00 AM**

#### **Re:invent Your Offerings at the Supplier Partner Breakfast and Roundtables**

One of the most personal and interactive opportunities you have to network with your valued Supplier Partners is during this Supplier Partner Roundtable event. Enjoy open dialogue with key

Suppliers as you move around the room learning about the latest trends in the industry. You will hear how Proforma's Gold, Platinum and Titanium Level Sponsors can help you earn more sales by implementing their products and services into complete marketing and business solution programs.

*Location: Sun Ballroom*

### **10:00 AM – 12:30 PM**

#### **MVPLP/PLP Idea Showcase**

With more than 300 Supplier Partners on hand and committed to your success, this is the best opportunity for you to see, touch and experience the creativity and power of Proforma's Supplier Partner Network. Walk the tradeshow floor and **re:discover** product and service offerings from longstanding Supplier Partners and see the NEW ideas to the industry. You will find everything you need right here in the industry's largest private Supplier exhibition to **re:energize** the marketing products, services, ideas and solutions you present to your clients.

*Location: Exhibit Hall*

### **12:30 – 2:30 PM**

#### **Owner Roundtables: Idea Sharing to Re:activate Your Creativity**

A wealth of information, sure to spark new and creative ideas for how you can grow your business, awaits you at the Owner Roundtables Luncheon. Covering a wide variety of topics that fall under each of the Four Pillars of Success (Earning more customers, selling more to current customers, hiring and managing Sales Reps and Mergers & Acquisitions), your fellow Owners and Sales Reps will share their best successes and toughest challenges to leave you with valuable insights to **re:charge** your business.

*Moderator: Tony Zayas*

*Location: Sun Ballroom*

### **2:30 – 3:00 PM**

#### **Re:cap: Putting All the Pieces Together**

That's a wrap! Let's spend some time together **re:capping** everything you've learned over the past four days and mapping out how you will turn your business plan into an action plan. We'll **re:view** your next steps for implementing the NEW strategies you picked up this week as we close out another successful Convention. This high energy **re:cap** will ensure you leave Convention **re:energized, re:focused** and ready to achieve new **RESULTS!**

*Presenter: Doug Kordel*

### **5:00 PM**

#### **[Farewell Celebration at SeaWorld](#)**

Let's gather one last time to close out the 2017 Proforma Convention & Family Reunion with some fun at SeaWorld! The Farewell Celebration will mark the end of our time together for now, but it is just the beginning as you embark on implementing the strategies and ideas you've learned over the past four days into your business plan. Enjoy dinner and entertainment before heading into the park to see majestic sea animals, experience thrilling rides and more!

*Location: SeaWorld*