

**BSA Annual Forum 2017
Schedule of Events**

Hilton Austin
Austin, Texas
Wednesday, September 6 – Thursday, September 7, 2017

Wednesday, September 6

8:00 a.m. - 11:30 a.m. BSA Standards Council Meeting *(Invite Only)*
Meeting Room 400/402

9:00 a.m. - 12:00 p.m. BSA Board of Directors Meeting *(Invite Only)*
Meeting Room 404

7:00 a.m. - 4:00 p.m. Registration
Salon AB Foyer

12:00 p.m. - 1:00 p.m. Welcome Luncheon & Networking
Salon C, 4th Floor

1:15 p.m. - 1:45 p.m. Opening Remarks & Industry Update
Salon AB, 4th Floor

Speaker: Barry Lane, BSA Board President, Avery

1:45 p.m. - 2:45 p.m. LinkedIn: What You Need to Know to Propel the Business Outcome You Care About

Speaker: Brian Tietje, Director Global Accounts, LinkedIn

- The LinkedIn Platform what you need to know
- LinkedIn best practices to get noticed (Both company and Personal)
- Bring your LinkedIn/Social media questions!

2:45 p.m. - 3:00 p.m. Break
Salon AB Foyer

3:00 p.m. - 4:30 p.m. The Dealer Sales Rep Dilemma
Salon AB, 4th Floor

How to train, motivate and collaborate with dealer sales reps.

Moderator: Ron Zuzovsky, The ReSource Group

Panelists:

- Michael Brown, Essendant
- Jeff Chase, Officewise Furniture & Supply
- Rocky Cox, Buddy Brown & Associates

- Jennifer Prejean, Tejas Office Products, Inc.

5:30 p.m. - 7:00 p.m. Welcome Reception & Networking (includes cocktails & hors d'oeuvres)
Salon C, 4th Floor

7:00 p.m. Dinner on your own

Thursday, September 7

8:00 a.m. - 8:45 a.m. Individual Breakfast Breakouts

- Wholesalers Breakfast (Meeting Room 414)
- Manufacturers and Manufacturer Reps Breakfast (Salon D, 4th Floor)
- Buying Groups, Affiliates, Non-Members, Spouses, Guests Breakfast (Salon E, 4th Floor)

9:00 a.m. - 10:00 a.m. The Mike & Mike Show
Salon AB, 4th Floor

Mike & Mike give us their perspective on new strategies and initiatives to remain relevant, competitive and profitable in today's changing marketplace.

Speakers:

- Mike Gentile, Independent Stationers
- Mike Maggio, TriMega Purchasing Association

10:00 a.m. - 10:15 a.m. Break
Salon AB Foyer

10:15 a.m. - 11:30 a.m. Progressive Dealer Marketing
Salon AB, 4th Floor

What manufacturers, wholesalers and manufacturer representatives need to know.

Moderator: Vonnie Provinzino, 3M

Panelists:

- George Wood, Greenwood Office Outfitters
- Andrew Morgan, Red Cloud Content
- Bonnie Johnson, Perry Office Plus

11:45 a.m. - 1:00 p.m. Legends Luncheon: David Fasbender
Salon D, 4th Floor

Honoring BSA 2017 Legend of the Industry award recipient, David Fasbender, Senior Vice President Sales/Marketing, Retired from Smead Manufacturing Co.

1:15 p.m. - 2:45 p.m. It's Complicated!
Salon AB, 4th Floor

Where are we in today as an industry? What are the major unknowns that keep us awake at night?
How do we strategically prepare for the future? What does this all mean?

Speaker: Mike Rowsey, Harbinger National

2:45 p.m. - 3:00 p.m. Break

Salon AB Foyer

3:00 p.m. - 4:30 p.m. Industry Town Hall

Salon AB, 4th Floor

The Industry Town Hall is back by popular demand!

Moderators:

- Casey Avent, Smead Manufacturing Co.
- Nick Aronis, Vanguard Sales Group

6:00 p.m. - 9:30 p.m. President's Reception & Dinner

Salon AB Foyer and Salon AB, 4th Floor

- Honoring BSA's 2017 Lifetime Achievement Award winner, Jimmy Godwin, Owner/CEO, FSI Office
- Honoring BSA's 2017 Leadership Award winner, Jim O'Brien, Executive Vice President, Operations at S.P. Richards Co.

10:00 p.m. Conference Concludes