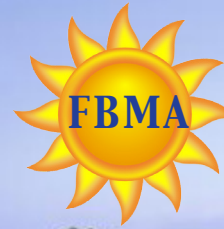


THANK YOU TO ALL OUR SPONSORS!



2017 Summer
Education Conference
July 20-21

Something New

Awaits On The Horizon

Arnold Palmer's Bay Hill Club & Lodge
9000 Bay Hill Boulevard

Orlando, FL 32819

FBMA Summer Education Conference

Thursday, July 20

“Kiss Your Customer”

(Latrobe 1 & 2)

1:00 p.m. to 3:00 p.m.

Andy's flagship keynote program is based on his award-winning book **“Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships”**. Andy's “business humor with a purpose” philosophy provides the ultimate “*learn through laughter*” experience for attendees. Andy takes attendees on a journey through the highs-and-lows world of relationship-building, utilizing the clever irony between business and romance. He also shares examples from Fortune 500 companies to entrepreneurs on how to make **AMAZING** connections, drive repeats & referrals, and implement **MEMORABLE** strategies to overcome that one dangerously dissatisfied customer. Andy's creative approaches to proven principles impact sales and improve customer loyalty immediately, while also leaving a mark on our personal lives. Enjoy this entertaining, inspirational, and impactful program!

Cookie Break

(Latrobe 1 & 2)

3:00 p.m. to 3:30 p.m.

“Leadership Lessons from H-O-L-L-Y-W-O-O-D!”

3:30 p.m. to 5:30 p.m.

Andy creatively uses the magical imagery of Hollywood to help leaders **DEVELOP** and **EMPOWER** their associations--while defeating succession planning crisis--in this challenging era of having to “Do More With Less”. That's right, **LEARN** and be **ENTERTAINED** from actual license-protected scenes from movies such as The Devil Wears Prada, The Iron Lady, Apollo 13--and even Frozen and Star Wars! This unique program also cites the latest research from Harvard Business Review, Deloitte, and Glassdoor to provoke **REAL** organizational change from every attendee. Powerful leadership principles are based on Andy's latest book **“Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire.”** Andy's interactive program provides attendees with not only a memorable *multi-media experience*, but also with immediate “take-home” action items to help develop future leaders in today's new economy.

Andy Masters, MA, CSP is an award-winning author and international speaker based in Orlando who has written 5 books, earned 4 degrees, and has presented hundreds of business and personal development programs. He has been featured on several major media outlets, including LifeTime Television, PBS, Investor's Business Daily, and Leadership Excellence magazine. Andy achieved Distinguished Graduate honors at Webster University, earning an M.A.-Human Resources Development, and another M.A.-Marketing. Andy has received the prestigious “CSP” award/designation of the National Speakers Association (NSA), the highest international recognition for professional speakers, in which only 10% of over 5,000+ speakers worldwide have achieved.



Presenter: Andy Masters

Host Reception

(Latrobe 1 & 2)

6:30 p.m. to 7:00 p.m.

Sunset Dinner

(Latrobe 1 & 2)

7:00 p.m. to 9:00 p.m.

Friday, July 21

Everett Cupit Memorial Golf Tournament Registration

(Bay Window)

8:00 a.m.

Everett Cupit Memorial Golf Tournament

(Bay Hill Championship)

8:30 a.m.

Golf Tournament Awards Luncheon

(Palmer Terrace)

1:30 p.m.

\$119 Room Rate!

Free Parking!

No Resort Fee!



9000 Bay Hill Boulevard
Orlando, FL 32819

Make your reservations today by calling Arnold Palmer's Bay Hill Club & Lodge at 407.876.2429 or visit FBMA.org by June 19, 2017.