

# 2019 FBMA Summer Education Conference

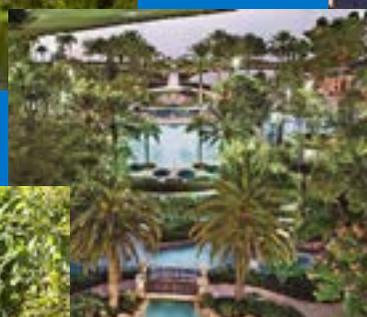


## 2019 Summer Education Conference

### JW Marriott

4040 Central Florida Parkway

Orlando, FL 32837



### Thursday, June 6 (Continued)

Host Cocktail Reception

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

Plated Dinner

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

Texas Hold'em Poker Tournament

7:45 p.m. to 9:30 p.m.



Join us for a night of fun at our annual Texas Hold'em Poker Tournament. We will have a professional Pit Boss and remember, no money changes hands at the tournament. Your ante is included in the registration fee. Who knows? Maybe Lady Luck will smile on you!



### Friday, June 7

Everett Cupit Memorial Golf Tournament Registration

8:00 a.m. to 8:30 a.m.

Everett Cupit Memorial Golf Tournament

8:30 a.m. to 12:30 p.m.

The Ritz-Carlton Golf Club®, Orlando, Grande Lakes provides golfers with an experience not typically found in Florida. In designing The Ritz-Carlton Golf Club, Orlando, Grande Lakes, two-time British Open Champion Greg Norman and his team put special emphasis on preserving the area's well-balanced ecosystem, thriving with ponds, wetlands, live oaks, and cypress heads. The result is a breathtakingly beautiful course enhanced by rare natural elements. Wide fairways, strategically placed hazards, generous landing areas, and subtly contoured greens provide a challenging but fair test of a golfer's abilities.



Golf Awards Lunch

1:00 p.m. - 3:00 p.m.

Program Ends

To make hotel reservations and receive the \$149 room rate, call (800) 266-9432 by May 15, 2019.

# 2019 FBMA Summer Education Conference

## Wednesday, June 5

**FBMA Board of Directors Meeting**

**2:30 p.m. to 5:00 p.m.**

**Host Cocktail Reception**

**5:30 p.m. to 6:00 p.m.**

**Plated Dinner**

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

**Night Golf Tournament**

**8:00 p.m. to 10:00 p.m.**

When the sun goes down, there is no need to put your golf clubs away. Join us as the JW Marriott flips on the lights to create an atmosphere of fun and excitement. Night Golf will bring a more competitive spirit out of everyone in our group!



## Thursday, June 6

**Continental Breakfast**

**9:00 a.m. to 9:30 a.m.**

**Built to Flourish® Winning in a World of Upheaval and Uncertainty**

**9:30 a.m. to 12:00 p.m.**

*(Presented by Randy Pennington)*

Are you prepared for the seismic shifts redefining business, communities, and individual life? Will you be relevant in a world transformed by rapid change, technological advances, and globalization?

Flourish® shares seven unique behaviors and competencies that must be mastered to stay ahead of change, add value to customers, and sustain a cohesive, focused culture.

Randy is author of the award-winning books Results Rule! and Make Change Work. His insights have appeared in Fast Company, Entrepreneur, the New York Times in numerous newspapers and many professional/trade association journals, and as a contributor to the Huffington Post.



His expertise has made him a respected guest commentator with appearances on CNN, PBS, Fox News, the ABC Radio Network, and the BBC.

Randy's background is a unique blend of line, staff, and consulting experience ranging from hourly employee to senior management. He holds a Bachelors and Masters Degree in Psychology and has completed Postgraduate work in Organization Administration and Management.

**Buffet Lunch**

**12:00 p.m. to 2:00 p.m.**

**Delivering World Class Customer Service: Lessons From the Mouse**

**2:00 p.m. to 4:30 p.m.**

*(Presented by Danny Snow)*

Customers have more choices than ever, with the result that most products and services are increasingly seen as commodities. So, in today's market, what can an organization do to stand out from the crowd? Differentiating your service is the key to attracting and retaining customers – while driving bottom line results.

Danny was born into a true Disney family. He and EVERY member of his immediate family worked for Walt Disney World at some point in their careers, learning what it takes to create a loyalty-driving customer experience. Danny took the service principles he learned at Disney to his work at other organizations, quickly earning the reputation of "customer service champ."

After earning his MBA in Business, Danny became the Director of Marketing for Snow & Associates, Inc. where he helped grow the family business from a startup into one of the top customer service speaking/training companies in the world. His role has brought him into contact with leaders of organizations around the globe, assisting them in making decisions that impact their companies' futures.



As a speaker, Danny helps organizations achieve their goals related to customer service, employee development, and leadership. His presentations are designed to be highly entertaining, while sharing business principles that can be immediately applied.

*Schedule continued on next page.*

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