

CLASS 10 SESSION 1 AGENDA

February 16-18, 2020 | Hilton Garden Inn Nashville Vanderbilt

Day 1 – Sunday, February 16, 2020	Location:
4:00 p.m. to 6:00 p.m. – Commencement, Networking Social & Dinner Welcome to the MDA, Session Activities & MDA News, Stacey Schroeder, PMA Introductions & Opening Orientation by Forrest Large, MDA Lead Facilitator	
6:15 p.m. – Networking Social & Dinner	
Day 2 – Monday, February 17, 2020	Location:
8:00 a.m. – Continental Breakfast	
8:30 a.m. to 12:30 p.m. – Topic 1: <u>Planning Strategy & Business Models</u> <ul style="list-style-type: none"> Opening exercise, topic introduction & orientation What is Strategic Planning? Disciplines of Market Leaders Guest Speaker – Harold Cavallaro, Principal / Owner, CavCo Management Partners, LLC <ul style="list-style-type: none"> <i>Assessing Strengths, Weaknesses, Opportunities & Threats (SWOT)</i> <i>Communicating the Plan to Subordinates</i> 	
12:30 p.m. to 2:00 p.m. – Lunch/Extended Break Time	
2:00 p.m. to 6:15 p.m. – Topic Two: <u>Business Law – Contracts, Accounts, Terms & Conditions</u> <ul style="list-style-type: none"> Opening exercise, topic introduction & orientation Business Law – Commerce, Merchandising, Contracts & Sales Areas of Legal Concern, Difficulty, Uncertainty & Misunderstanding Guest Speaker – Bob Wolford Esq., Business and Restructuring Attorney, Miller Johnson <ul style="list-style-type: none"> <i>Determining Goods, Services, Compensation/Costs & Terms of Agreement</i> <i>Understanding Contractual Legal Issues</i> <i>Product Liability – Product Recall</i> <i>Business Law – Updates, Changes, Trends & Open Q&A's with Bob</i> 	
6:15 p.m. – Social & Dinner	Saltine (The Delta Room) 1918 West End Ave., Nashville (Restaurant is located ¼ mile from hotel)

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Day 3 – Tuesday, February 18, 2020	Location:
8:00 a.m. – Continental Breakfast	
<p>8:30 a.m. to 12:30 p.m. – Topic Three: <u>Attracting, Retaining and Engaging Talent</u></p> <ul style="list-style-type: none"> • Speaker – Stacey Schroeder, Workforce Development Director, PMA <ul style="list-style-type: none"> ○ Topic introduction, orientation & opening exercise <ul style="list-style-type: none"> ▪ Creating your talent strategy and plan ▪ Attracting great talent ▪ Selecting the right people for your company ▪ Retaining and engaging talent to drive results ▪ Checking in to ensure long-term success 	
<ul style="list-style-type: none"> • 12:30 p.m. – Conclusion of Session <ul style="list-style-type: none"> ○ Wrap-up, next steps and program evaluation 	Have A Safe Trip Home!