

Wednesday, June 21, 2017

**DAY ONE**

8:00 - 9:00 AM	Continental Breakfast	
8:00 - 9:00 AM	Registration	
9:00 - 9:10 AM	Introduction	<b>Josie Herndon &amp; Nanette Zumwalt</b>
9:10 - 9:30 AM	Welcome	<b>Butch Glover / Cumberland Heights</b>
9:30 - 10:35 AM	SESSION	<b>Miles Adcox</b> "BENEATH THE SURFACE"
10:35 - 10:45 AM	BREAK	
10:45 - 11:50 AM	SESSION	<b>Colleen Munkel</b> "SPREADING THE WORD: <i>how to effectively position your organization's new programs for success</i> "
11:50 - 12:00 NOON	BREAK	
12:00 - 1:05 PM	SESSION	<b>Ruth Ann Rigby</b> "THE POWER OF CONNECTION"
1:05 - 2:30 PM	LUNCH - BBQ	
2:30 - 3:35 PM	SESSION	<b>Ramona Cruz-Peters:</b> "SOCIAL MEDIA MARKETING: <i>successful strategies that deliver</i> "
3:35 - 3:45 PM	BREAK	
3:45 - 4:50 PM	SESSION	<b>Nanette&amp; Judith:</b> "THE NEW ADMISSIONS FRONTIER: <i>critical areas for assessment and from the first call</i> "
4:50 - 5:00 PM	BREAK	
5:00 - 6:05 PM	SESSION	<b>Patty Evans:</b> "MARKETING 101: <i>how to become the best of the best</i> "
6:15 PM	DINNER AND LIVE ENTERTAINMENT – provided by Cumberland Heights	

Thursday, June 22, 2017

**DAY TWO**

8:00 - 9:00 AM	Continental Breakfast	
8:00 – 9:00 AM	Registration	
9:00 - 9:15 AM	Welcome / Housekeeping	<b>Josie Herndon &amp; Nanette Zumwalt</b>
9:15 - 10:20 AM	SESSION	<b>Bob Ferguson</b> <i>“ETHICS: navigating the gray area in today’s industry”</i>
10:20 - 10:30 AM	BREAK	
10:30 - 11:35 AM	SESSION	<b>Lori Jean Glass</b> <i>“BRAND PROMISE: the Heartbeat of your company”</i>
11:35 - 11:45 PM	BREAK	
11:45 - 12:50 PM	SESSION	<b>Josie Herndon:</b> <i>“EVENT PLANNING: success in producing the best for your guests”</i>
12:50 – 2:15 PM	LUNCHEON	
2:15 – 3:20 PM	SESSION	<b>Mark Oerther</b> <i>“RAPPORT: the other R word”</i>
3:20 – 3:30 PM	BREAK	
3:30 – 4:35 PM	SESSION	<b>Sara Remaley &amp; Whitney Duhaime</b> <i>“ENHANCING UTILIZATION REVIEW PROCESS: maximizing use of residential treatment insurance benefits”</i>
4:35 PM	CLOSE	