



**DAY ONE**  
**Wednesday, April 18, 2018**

8:00 - 8:30 AM	Continental Breakfast	
8:00 - 8:30 AM	Registration	
8:30 - 9:00 AM	Welcome & Introductions	<b>Josie Herndon &amp; Brandi Bradbury</b>
9:00 - 10:15 AM	SESSION	<b>Derek Daley: <i>Beneath the Surface: connect to your story to find an Authentic Passion that results in successful results</i></b>
10:15 - 10:30 AM	BREAK	
10:30 - 11:45 AM	SESSION	<b>Elizabeth Irias: <i>The Initial Auth Call: establishing medical necessity right out of the gate</i></b>
11:45 - 12:00 NOON	BREAK	
12:00 - 1:15 PM	SESSION	<b>Robbin Mooney: <i>Marketing Etiquette 101</i></b>
1:15 - 2:30 PM	LUNCHEON	
2:30 - 3:45 PM	SESSION	<b>Greg Rosenbaum &amp; Mark Oerther: <i>Keys to Quality Admissions</i></b>
3:45 - 4:00 PM	BREAK	
4:00 - 5:15 PM	SESSION	<b>Holly Daniels: <i>Outreach Optimization: the marriage of Program Development and Business Development</i></b>
5:15 - 5:30 PM	WRAP UP AND CLOSE DAY ONE	

*\*evening free to enjoy Nashville experience*



DAY TWO  
Thursday, April 19, 2018

8:00 - 8:30 AM	Continental Breakfast	
8:00 - 8:30 AM	Registration	
8:30 - 9:00 AM	Welcome / Housekeeping	<b>Josie Herndon &amp; Brandi Bradbury</b>
9:00 - 10:15 AM	SESSION	<b>Mike Neatherton:</b> <i>The Sustainable Differentiator: how your company culture is making (or breaking) the success of your business</i>
10:15 - 10:30 AM	BREAK	
10:30 - 11:45 AM	SESSION	<b>Candace Bruce:</b> <i>Intake: from Competence to Exemplary</i>
11:45 - 12:00 NOON	BREAK	
12:00 - 1:15 PM	SESSION	<b>Kelly Farrell:</b> <i>Make a Promise. Then Keep It!</i>
1:15 - 2:30 PM	LUNCHEON	
2:30 - 3:45 PM	SESSION	<b>RuthAnn Rigby:</b> <i>Event Planning: how to plan and effectively coordinate successful events for Admissions and Marketing that drive business.</i>
3:45 - 4:00 PM	BREAK	
4:00 - 5:15 PM	SESSION	<b>Beck Gee-Cohen:</b> <i>Inclusive Admissions and Marketing for the LGBTQ community</i>
5:15 - 5:30 PM	CLOSE	