

2009 BBTC Owner/GM - May 4

Mon	TOPIC - RED TRACK	Room
	7:15am: Breakfast 7:30am-7:55am: Welcome	Assembly
7:55am	Meet the Lucky 777 Exhibitors	Egyptian H
8:15am 8:45am	AS1: Contingency Planning for Mild, Moderate, Extreme Changes AS2: Rate Your Competitors' Value Components.	Snyder Health
9:20am 9:50am	AS3: Demographics: Finding Opportunity in a Slow Economy AS4: Land & Building? To Own or Not to Own: That is the Question.	Snyder Health
10:30am 11:00am	AS5: Components of Well Organized Goals and Objectives AS6: Organize and SHARE (w/staff) Fair & Flexible Organizational Charts	Snyder Health
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	M1: Ways to Diversify & Maximize Your Advertising Dollars M2: Help Your Managers Create a Marketing Plan, the SCT Approach	Snyder Health
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	M3: Tracking your Customers M4: Learn to Read your Clients' Minds	Snyder Health
3:35pm 4:05pm	PS1: Job Analysis: How it Benefits Your Business Success PS2: Avoiding the Red Flags of Hiring, Downsizing & Firing	Snyder Health
	4:40pm-5:00pm: Announcements	Egyptian H
	7:00pm-10:30pm FREE BBTC SLOT TOURNAMENT AND PRIZES	Egyptian H

Mon	TOPIC - BLUE TRACK	Room
	7:15am: Breakfast 7:30am-7:55am: Welcome	Assembly
7:55am	Meet the Lucky 777 Exhibitors	Egyptian H
8:15am 8:45am	FINS1: Rate your Financial Literacy FINS2: Financial Industry Ratios: How Does Your Business Stack Up	Caddy Solutions
9:20am 9:50am	FINS3: Pricing Strategies (compared to Substitute Services) FINS4: Contract yourself AS a space supplier: Use your drywall & cubic footage to the max	Caddy Solutions
10:30am 11:00am	FINS5: Identify Essential National, Regional & Local Economic Forecasts FINS6: Financial Trends Findings (2009 CAC Surveys)	Caddy Solutions
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	FACS1: Space Allocation & Maximization FACS2: Space Productivity & Class Flow	Caddy Solutions
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	FACS3: Space Maintenance—From the Client's Point of View FACS4: Facility Manager Job Description	Caddy Solutions
3:35pm 4:05pm	RM1: Advance Clients/Employee Legal Defense Plans RM2: Safety Awareness and Insurance	Caddy Solutions
	4:40pm-5:00pm: Announcements	Egyptian H
	7:00pm-10:30pm FREE BBTC SLOT TOURNAMENT AND PRIZES	Egyptian H

2009 BBTC Owner/GM - May 5

Tue	TOPIC - RED TRACK	Room
	7:15am: Breakfast 7:30am-7:55am: Juggling 101: Family, Job, Personal Life	Assembly
7:55am	Meet the Lucky 777 Exhibitors	Egyptian H
8:15am 8:45am	FIN7: Diversify Your Offerings to Encourage Growth FIN8: Understanding How Clients View Competitive (Substitute) Products	Snyder Health
9:20am 9:50am	FIN9: Cutting Costs Across the Board without Cutting Assets FIN10: Price Strategy Game Plan: Do Your Clients Value You?	Snyder Health
10:30am 11:00am	RM3: Recognize Your Current and Long Term Liabilities RM4: Financial Risk—Keep Your Chin High Above the Water	Snyder Health
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	DS1: Best Places to Incorporate Technology Into Your Business DS2: Specific Technology Money Savers: How to Choose the Best Vendors for Your Company	Snyder Health
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	PS7: Tricks to Hiring the Best of the Best PS8: Management Training Made Easy	Snyder Health
3:35pm 4:05pm	PS9: Finding & Tracking Professional Development for Your Managers PS10: The Owners Hat Versus The Managers Hat: Where to Draw the Line	Snyder Health
	4:40pm-5:00pm: Feedback Forms and “Unify Your Assets”	Egyptian H
	5:30-6:30pm: Eagles Club Reception	Fusia Lounge

Tue	TOPIC - BLUE TRACK	Room
	7:15am: Breakfast 7:30am-7:55am: Juggling 101: Family, Job, Personal Life	Assembly
7:55am	Meet the Lucky 777 Exhibitors	Egyptian H
8:15am 8:45am	AS7: Stop the Bleeding! When to Call in an Expert AS8: How to read Balance, Cash Flow, P & L Sheets: Make Them Work for You.	Caddy Solutions
9:20am 9:50am	AS9: Eliminate Time Wasters and Allocate the Minutes you save M5: Cultivating Non Profit & Community Relationships	Caddy Solutions
10:30am 11:00am	M6: Brand, Copyright, Trademark: What it Means to Your Business Future. M7: E Coupons! Designs that Work & Cost nothing to Implement!	Caddy Solutions
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm	M8: Selling 101: Buyer Power & How to Close a Sale!	Caddy Sol
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	PS3: Pros and Cons of Transparent Book Keeping (by Department) PS4: Nurture Departmental Entrepreneurship	Caddy Solutions
3:35pm 4:05pm	PS5: How to Unify Your Managers & Really Listen to your Staff PS6: Rate Your Moments of Truth as an Owner	Caddy Solutions
	4:40pm-5:00pm: Feedback Forms and “Unify Your Assets”	Egyptian H
	5:30-6:30pm: Eagles Club Reception	Fusia Lounge

2009 BBTC Office Managers - May 4-5

Mon	TOPIC	Room
	7:15am: Breakfast 7:30am-7:55am: Welcome	Assembly
7:55am	Meet the Lucky 777 Exhibitors	Egyptian H
8:15am 8:45am	OFF-1: Understanding Your "Moment of Truth " at the Front Line OFF-2: Getting Everyone onboard the Customer Service Commitment	Money Movers
9:20am 9:50am	OFF-3: Establishing Customer Service Objectives OFF-4: Monitor & Track Customer Needs, Service & Satisfaction	Money Movers
10:30am 11:00am	OFF-5: Factors Contributing to Customer Dissatisfaction: Find the Value in anirate Customer OFF-6: Establishing a Customer Grievance System	Money Movers
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	OFF-7: The Front Office Staff Job Description OFF-8: Selection of & Training the Right Front Line Support Staff	Money Movers
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	OFF-9: Delegation of Duties: Training Front Line Support Staff To Meet Expectations OFF-10: Teaching your support staff Strong Communication Skills	Money Movers
3:35pm 4:05pm	OFF-11: Annual Office Goals and How to Get a Raise! OFF-12: Professional Development: Where to Look	Money Movers
	4:40pm-5:00pm: Announcements	Egyptian H
	7:00pm-10:30pm FREE BBTC SLOT TOURNAMENT AND PRIZES	Egyptian H

Tue	TOPIC	Room
	7:15am: Breakfast 7:30am-7:55am: Juggling 101: Family, Job, Personal Life	Assembly
7:55am	Lucky 777 Exhibitors Prize Drawings	Egyptian H
8:15am 8:45am	OFF-13: Rate the Physical Appearance of Your Office OFF-14: Reduce Office Money Wasters	Money Movers
9:20am 9:50am	OFF-15: Using Technology to Smooth Your Path: OFF-16: Financial, Enrollment, Staff, Clients, Special Events	Money Movers
10:30am	OFF-17: Comparative Information, Ad and Website Analysis	Money Movers
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	OFF-18: Presenting the Promises Your Company Must Deliver OFF-19: Multiple Benefits of a Facility Tour	Money Movers
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm	OFF-20: Selling 101: Buyer Power & How to Close a Sale!	Money Movers
3:35pm 4:05pm	OFF-21: Tracking Promotional Campaign Results OFF-22: Managing an Amazing Pro Shop!	Money Movers
	Feedback Forms : Closing Remarks "UNIFY Your Assets"	Egyptian H
	5:30-6:30pm: Eagles Club Reception	Fusia Lounge

2009 BBTC Program Managers- May 4-5

Mon	TOPIC	Room
	7:15am: Breakfast 7:30am-7:55am: Welcome	Assembly
7:55am	Meet the Lucky 777 Exhibitors	Egyptian H
8:15am 8:45am	PM-1: Budgeting Goals and Objectives into Your Department PM-2: Understanding the Finances and Risks in Your Department	Xrcade
9:20am 9:50am	PM-3: Identify Waste in all Areas of Your Program PM-4: Rate the Physical Appearance of Your Program Area	Xrcade
10:30am 11:00am	PM-5: Tracking Program Logistics: Increase Your Value Systematically. PM-6: How to Get a Raise!	Xrcade
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	PM-7: Comparative Information, Ad and Website Analysis PM-8: Building Enrollment Through Marketing	Xrcade
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	PM- 9: Marketing Tactics That Work PM-10: Cultivating Partnerships in Your Community	Xrcade
3:35pm	PM-11: Selling 101: Buyer Power & How to Close a Sale!	Xrcade
	4:40pm-5:00pm: Announcements	Egyptian H
	7:00pm-10:30pm FREE BBTC SLOT TOURNAMENT AND PRIZES	Egyptian H

Tue	TOPIC	Room
	7:15am: Breakfast 7:30am-7:55am: Juggling 101: Family, Job, Personal Life	Assembly
7:55am	Lucky 777 Exhibitors Prize Drawings	Egyptian H
8:15am 8:45am	PM-12: Analyzing Your Clients' Perspective PM-13: Building Enrollment Through Customer Service	Xrcade
9:20am 9:50am	PM-14: Database: Importance of Tracking Students PM-15: Survey: Value of Tracking Student/Parent Satisfaction	Xrcade
10:30am 11:00am	PM-16: Ongoing Training of Staff to Meet Your Expectations PM-17: Staff Motivational Keys that Work. Rewards Based on Program Strategy Performance	Xrcade
	11:30-11:45am: Break	Egyptian H
	11:50-12:20pm: Business Enhancement Moderated Exhibitor Panels	See Program
12:25pm 1:05pm	PM-18: Identify the Danger Zones in Your Program PM-19: Negligence: The Trickle Down Effect	Xrcade
	1:40pm-2:30pm: LUNCH (See Assigned Open Networking Option Rooms)	Egyptian H
2:30pm 3:00pm	PM-20: Using the Job Description in Staff Communication PM-21: Success Key! Routine Performance Appraisal Processes	Xrcade
3:35pm 4:05pm	PM-22: When to Speak Up! Communicating with the Owner PM-23: The Moment of Truth—Taking Control of Your Job Future!	Xrcade
	4:40pm-5:00pm: Feedback Forms : Closing Remarks "UNIFY Your Assets"	Egyptian H
	5:30-6:30pm: Eagles Club Reception by Invitation	Fusia Lounge