



THE ALTERNATIVE BOARD®

2012 Summer Facilitator Conference  
August 22<sup>nd</sup>-25<sup>th</sup>, 2012  
Westin Hotel, Westminster, CO

	Start	End	Session	
Wednesday, August 22nd	1:00 pm	5:00 pm	Beginner SFDC Training	Advanced SFDC Training
	5:00 pm	5:15 pm	Transition time for FAB members to TAB/FAB meeting	
	5:15 pm	6:15 pm	TAB/FAB Meeting	

Blue = By Invitation/Designation

	Start	End	Session		
Thursday, August 23rd	7:30 am	8:00 am	New Franchisee Meeting		
	8:00 am	9:30 am	Franchisees Only Meeting & Breakfast		
	9:30 am	9:45 am	15 Minute Break		
	9:45 am	10:05 am	State of the Company Jason Zickerman		
	10:05 am	10:45 am	Retention Committee Update & TAB Marketing Strategic Update		
	10:45 am	11:00 am	15 Minute Break		
	11:00 am	12:00 pm	Keynote Speaking Session Carl Gould		
	12:00 p.m.	1:00 pm	Lunch		
	1:00 pm	2:30 pm	Additional Consulting Income from the TAB Opportunity Jeff Raynor & Brad Williams		
	2:30 pm	3:00 pm	30 Minute Break		
	3:00 pm	7:00 pm	Top Tier Meeting	Peer Boards	
	7:00 pm	9:00 pm	Cocktail Reception		

	Start	End	Session		
Friday, August 24th	7:00 am	8:00 am	FAB Breakfast		
	7:00 am	8:00 am	Breakfast		
	8:00 am	8:15 am	15 Minute Break		
	8:15 am	11:15 am	Keynote Speaker Session and Workshop Sam Silverstein		
	11:15 am	11:45 am	30 Minute Break		
	11:45 am	12:00 pm	Transition to Awards Luncheon		
	12:00 pm	1:30 pm	Awards Luncheon Lake House		
	1:30 pm	1:45 pm	15 Minute Break		
	1:45 pm	3:15 pm	Marketing - Effective New Member Prospecting Steve Davies & Tom Gay	Facilitation - Tools for Improving Facilitation Tom Morton, Dave McCartney & Ed Reid	
	3:15 pm	3:45 pm	30 Minute Break		
	3:45 pm	5:15 pm	Sales - Closing Techniques Joe Zente	Coaching - Coaching vs. Consulting Peter Begin & Susan LeTerneau	
	6:00 pm	9:00 pm	Dinner on your Own - Committee Recognition Dinner		

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	Start	End	Session
	7:00 am	8:00 am	<b>Breakfast</b>
Saturday, August 25th	8:00 am	11:30 am	<b>Best Practices</b>
	11:30 am	12:00 pm	<b>Conference Close &amp; Final Comments</b> Jason Zickerman
			<b>TAB Coaching Training Program – Training for February 2012 Program Attendees</b> Saturday, August 25 <sup>th</sup> – Monday, August 27 <sup>th</sup>