

2017 National Sales Meeting

December 12-16, 2016

II The San Luis Resort II

II Galveston, Texas II



Monday

12 December 2016

Time	Event	Location	Presenter(s)
Afternoon	Arrival		
11:00AM - 5:00PM	Golf <i>(optional)</i>	Moody Garden Golf Course	
6:00PM	2016 Award Dinner <ul style="list-style-type: none">• Team Photo• 2016 Team Success & Awards	Ballroom A & B	Allen Crawford

Tuesday

13 December 2016

Time	Event	Location	Presenter(s)
7:00AM - 8:00AM	Breakfast	Mainsail Room	
8:00AM - 8:45AM	Welcome	Mainsail Room	Susan Welter
8:45AM - 9:15AM	Business Plan	Mainsail Room	Ben Wenninger

9:15AM - 10:00AM	2017 Starts <ul style="list-style-type: none"> • P4P • Plan/Objectives • Expectations & 2017 Reporting 	Mainsail Room	Allen Crawford
10:00AM - 10:15AM	Break		
10:15AM - 12:15PM	Sales and Marketing	Mainsail Room	Joel Brick & Andrea Hoyng
12:15PM - 1:15PM	Lunch	Blake's Bistro	
1:15PM - 4:45PM	Breakouts: Wholesale Growth <ul style="list-style-type: none"> • FCSD Dashboard Reporting • FCSD Initiatives 	Breakout Rooms	
		Seafarer Room	Ben Wenninger
		Marlin Room	Dan Goering
4:45PM - 5:15PM	Panel Discussion	Mainsail Room	Allen Crawford
6:00PM - 9:00PM	Dinner	Landry's Seafood	

Wednesday

14 December 2016

Time	Event	Location	Presenter(s)
7:00AM - 8:00AM	Breakfast	Mainsail Room	
8:00AM - 9:00AM	Wholesale & Aftermarket Opportunities	Mainsail Room	John Boone
9:00AM - 9:45AM	CAT	Mainsail Room	Mark Pierce & Travis Cox
9:45AM - 10:00AM	Break		
10:00AM - 11:15AM	Products & Pricing	Mainsail Room	Chris Teresi
11:15AM - 12:15PM	Active Shooter Training	Mainsail Room	Lynn Tolbert

12:15PM - 1:00PM	Board Bus w/ Boxed Lunch	
1:00PM - 5:00PM	Team Building @ NASA	
6:00PM	Dinner	Main Event

Thursday
15 December 2016

Time	Event	Location	Presenter(s)
7:00AM - 8:00AM	Breakfast	Mainsail Room	
8:00AM - 9:00AM	Culture & Engagement	Mainsail Room	Patrick Higginbotham & Lynn Tolbert
9:00AM - 9:45AM	PPT	Mainsail Room	TBD
9:45AM - 10:00AM	Break		
10:00AM - 11:00AM	Panel Discussion	Mainsail Room	Allen Crawford
11:00AM - 12:00PM	Guest Speaker	Mainsail Room	Michael Cancelliere
12:00PM - 1:00PM	Lunch	Blake's Bistro	
1:00PM - 5:00PM	Regional Breakouts <ul style="list-style-type: none"> • West • Central • Eastern • Canada 	Seafarer Room Marlin Room Tarpoon Room TBD	
6:00PM	Regional Dinners		

Agenda

Friday

16 December 2016

Time

Event

Location

Presenter(s)

7:00AM - 8:00AM

Breakfast on your own
& Departure

