### Thursday, Feb. 6

8-11AM Board of Directors Meeting

NOON Registration Opens

12:45PM Opening Remarks

1-2PM Proven Strategies for Finding and Hiring the Sales Superstars
Concerned that you're interviewing talent that looks great on paper, but underperforms once they've been hired? Learn the secrets to avoiding dead-end hires.

2-2:15PM Break

2:15-3:15PM Action Steps to Building and Keeping an Elite Sales Team
Worried that your team is strong with existing clients, but coming up short on developing new business? You’ll worry less after this workshop.

3:15-3:45PM Break

3:45-4:45PM Digital Data Survey + Discussion
Melissa Chowning of Twenty-First Digital will present the results of the new CRMA Digital Data Survey. Hear her insights and then discuss trends in digital as a group. Moderated by Mike Martinelli, Today Media.

5:30-7PM Opening Reception, Waterfall Garden at La Quinta Resort

DINNER ON YOUR OWN

### Friday, Feb. 7

8-9AM Group Breakfast

9-10AM Get in the Game of Business Part 1: How Great Companies Create Rapid Financial Results & Lasting Cultural Change
There is no quicker way to produce rapid financial results and lasting cultural change than to create a “business of business people” who think, act and feel like owners. The Great Game of Business leadership system teaches people business, holds them accountable and provides them a stake in the outcome.

Participants will take away the knowledge of how to immediately begin implementing this proven process into their own businesses.

10-10:15AM Break

10:15-11:15AM Great Game of Business Part 2

11:30AM-1PM Champagne Brunch
Hear from our technology sponsors about the latest innovations they have created to help you grow and run your business better.

**AFTERNOON FREE TO NETWORK**

5-5:15PM Vans will leave for downtown Palm Springs

6-7PM Cocktail party at The Rowan hotel rooftop lounge

7-8:30PM Group Dinner at 4Saints Restaurant

8:30-8:45PM Vans will head back to La Quinta

### Saturday, Feb. 8

8:30-9:30AM Group Breakfast

9:30-10:30AM Publishers Roundtable
Hear from your fellow publishers on what’s working and what’s not working- topic to be announced following survey.

10:30-10:45AM Break

10:45AM-NOON Best Ideas Deep Dive
The most popular session of the retreat! Hear the latest Best Ideas from your fellow publishers, with extra time allowed for a “Deep Dive” into 3-4 of the most innovative/profitable ideas so we can walk away with concrete steps on how to develop and execute these ideas back in our local markets.

LUNCH ON YOUR OWN

5:30-7PM Closing Reception at the Fire Pits near Adobe Restaurant
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GROUP DINNER