

# 2020 CRMA

# WINTER PUBLISHERS RETREAT

February 6 - 8, 2020 | La Quinta Resort, Palm Springs, CA

## 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**

# Speaker Bios



## Eric Meier Founder/CEO, EAM Consulting Group

Erik Meier is the Founder/CEO of the EAM Consulting Group and President of Sandler Training, a sales and management training company with office locations in Troy, Lansing and Grand Rapids, Michigan. Sandler Training specializes in on-going reinforcement sales and management training for

companies looking to grow their top and bottom-line sales revenues. He is a well-respected and sought-after speaker on the topics of Sales, Management, Leadership, and Negotiations, and has worked with hundreds of business owners, entrepreneurs, and sales professionals, to increase the profitability of their organizations.



## Steve Baker Vice President, The Great Game of Business Inc.

Steve Baker is Vice President of The Great Game of Business, Inc. Steve co-authored and voiced Get in the Game as well as the update of the #1 bestseller, The Great Game of Business - 20th Anniversary Edition.

Known for his engaging and irreverent style, Steve is a top-rated, sought-after speaker and coach on Open-Book Management, Strategy & Execution, Leadership and Employee Engagement. His audiences range from Harvard University to the Department of Defense and is a regular at Inc Magazine's Inc5000 Conference. He has served on the Board of the National Center for Employee Ownership and SRC Holding's Ownership Culture Initiative.

Steve is an award-winning artist and lives in Springfield, Missouri, with his trophy wife JoAnn and three above-average children.

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