

**2024 U.S. Franchise Convention  
"New Beginnings"  
Harrah's Ak-Chin Casino Resort  
February 12-15, 2024**

<b>Monday 2/12/2024</b>	<b>Session</b>	<b>Presenter</b>	<b>Location</b>
3:00pm - 7:00pm	President's Club Meeting/Dinner	Madison Rossi	Meeting Room 3 / Chop, Block & Brew
6:00pm - 8:00pm	Welcome Reception		Patio
<b>Tuesday 2/13/2024</b>	<b>Session</b>	<b>Presenter</b>	<b>Location</b>
7:30am - 8:30am	Networking Breakfast and Registration		Ballroom 2
8:30am - 9:15am	Welcome & 25th Anniversary Celebration	Founder/Executive Team	Ballroom 1
9:15am - 9:30am	2024 "New Beginnings" Opening Ceremony	Paul Paquette	Ballroom 1
9:30am - 10:00am	US State of the Union	Paul Paquette	Ballroom 1
10:00am - 10:30am	Global State of the Union	Clinton Squadroni	Ballroom 1
10:30am - 11:00am	Morning Break		Ballroom 2
11:15am	Load Buses for Golf Tournament		
12:00pm	Arrive at Golf Course		The Duke Golf Club 42660 Rancho El Dorado Pkwy
12:00pm - 1:00pm	BBQ Lunch at Clubhouse		
1:00pm - 4:00pm	Sales Training Competition (Lunch Included)	Hayden Snow, Carly Northup, Sara Ericksen, Michelle Price	Meeting Room 2
1:00pm - 6:00pm	Golf Tournament - InXpress Gives Back	All	
6:00pm - 7:00pm	Light Cocktails/Silent Auction		
7:00pm - 8:30pm	Dinner/Awards		
<b>Wednesday 2/14/2024</b>	<b>Session</b>	<b>Presenter</b>	<b>Location</b>
7:30am - 8:30am	All Franchisee Meeting	Franchisees only	Ballroom 3 & 4
8:00am - 9:00am	Networking Breakfast		Ballroom 2
9:00am - 10:00am	DHL Fireside Chat	Paul Paquette/DHL	Ballroom 1
10:00am - 10:30am	Morning Break		Ballroom 2
10:30am - 11:00am	Zoominfo	Mike Worthington	Ballroom 1
11:00am - 11:45am	UPS DAP	Dave Shuey	Ballroom 1
11:45am - 12:45pm	Networking Lunch		Ballroom 2
1:00pm - 4:45pm	Breakouts in Group A, B, C		Group A - Ballroom 3
<b>Group A</b>			
1:00pm - 1:45pm	How to Grow your Franchise	Hayden Snow	
2:00pm - 2:45pm	Investing in your Business (Hiring)	Greg Camasta	
2:45pm	Afternoon Break		Ballroom 2
3:00pm - 3:45pm	Financial Impact with Selling Suite of Services	Matt Jones	
4:00pm - 4:45pm	Marketing	Paul Castleberry	
<b>Group B</b>			Group B - Ballroom 4
1:00pm - 1:45pm	Selling Against the Gatekeeper	Greg Camasta	
2:00pm - 2:45pm	Importance of Selling Full Suite of Services	Adam Thompson	
2:45pm	Afternoon Break		Ballroom 2
3:00pm - 3:45pm	Marketing	Paul Castleberry	
4:00pm - 4:45pm	Understanding your Ledger	Andrew Ashurst	
<b>Group C</b>			Group C - Ballroom 5
1:00pm - 1:45pm	Finance	Andrew Ashurst	
2:00pm - 2:45pm	Franchise Support	Lauren Curtz & Steve Chisholm	
2:45pm	Afternoon Break		Ballroom 2
3:00pm - 4:45pm	Wearing Many Hats as a Franchise Owner (extended session)	Marcel Lal	
5:30pm - 6:30pm	Happy Hour		Patio
6:30pm - 7:30pm	Gala Dinner		Ballroom 1
7:30pm - 9:00pm	InXpress Awards Gala		Ballroom 1
<b>Thursday 2/15/2024</b>	<b>Session</b>	<b>Presenter</b>	<b>Location</b>
8:00am - 9:00am	Networking Breakfast		Ballroom 2
9:00am - 10:00am	Engaging Customers with CSP	Hayden Snow, Carly Northup, Sara Ericksen, Zach Herda	Ballroom 1
10:00am - 10:15am	Morning Break		Ballroom 2
10:15am - 11:15am	Hubspot CRM	Madison Rossi	Ballroom 1
11:15am - 12:15pm	Networking Lunch		Ballroom 2
12:15pm - 1:15pm	Panel of the Pros	Matt Morrow, Tony Jenkins, Michael Hirsch, Bill Lamparello, Brett Miraglia	Ballroom 1
1:15pm - 1:45pm	Closing Remarks	Paul Paquette	Ballroom 1