

WEDNESDAY, MAY 24

(all courses held at the Atlantic City Convention Center)

9:00 AM – 10:00 AM

Don't Act Your Age! How Established Communities Can Succeed in a Lease-Up Market Room 322
Amy Dilisio, Quintessential Marketing & Training

Speaking the Four Customer Languages Room 301
Rommel Anacan, The Relationship Difference

HVAC Troubleshooting Room 304
Terry Wilks, HD Supply

212 Degrees Room 321
Alex Jackiw, Argenta Property Management Group

Service Profit Chain Unleashed Room 305
Rob Francis, Planned Companies

10:15 AM – 11:15 AM

Us vs. Them Mentality: Bridge the Gap Between Team Members to Work Together As One Room 322
Amy Dilisio, Quintessential Marketing & Training

Attractional Sales Mastery Room 301
Rommel Anacan, The Relationship Difference

Toilet Troubleshooting Room 304
Terry Wilks, HD Supply

Happy Managers Hire Right Room 320
Bill Nye, Bill Nye Training

Hot Legal Topics Room 318
Jennifer L. Alexander, Esq., Griffin Alexander P.C.

THURSDAY, MAY 25

(all courses held at the Water Club at the Borgata)

9:00 AM – 10:00 AM

Psycho What? The Art and Science of Using Psychographics in Your Marketing Tides A, B, & C
Alex Jackiw, Argenta Property Management Group

10:05 AM – 11:05 AM

Dominate Your Market: The Best Team Wins Tides A, B, & C
Bill Nye, Bill Nye Training

11:10 AM – 12:10 PM

We're Better Together Tides A, B, & C
Rommel Anacan, The Relationship Difference