



## Schedule

(subject to change)

**8:45am** Welcome: Lisa Reynolds & Julie Hein

**9am** Keynote

**9:30 – 10:30am** Management Session  
Topic: *EEO for 2021*

Join the legal team from Brooks Pierce as they brief you on various, important employment-related topics – many of which are top of mind as we (knock on wood!) start to emerge from the pandemic. The attorneys will plan to cover matters including “return-to-office” considerations, changes to “independent contractor” classification, other significant HR laws, the latest EEO items at the Federal Communications Commission, and more.

**9:30 – 11am** Sales Session  
Presenter: Kelly Wirges  
Topic: *Don't be an Average Joe (or Josephine!)*

This session tells the story of the difference between an average and top performer. It describes their day-to-day actions, interactions with clients and prospects, as well as their strategies and execution of their plans. Most importantly, this session underscores the outcomes and commissions produced by top performers and how to easily incorporate their successful techniques to ensure you don't fall into the “average Joe” trap.

**9:30– 10:15am**

**Engineering Session**

Presenter: Jeff Welton

Topic: *Grounding/Lightning Protection*

Once again, lightning season descends with crashes, flashes and BOOM! Join Jeff as he does a recap of the things to look for to help you get through this part of the year – we’ll discuss grounding (of course), but we’ll also discuss how much grounding is too much and why how the grounds are connected to each other is almost as important as if there are grounds at all. There will also be talk about the rest of the lightning protection triumvirate – properly installed surge protection and (Jeff’s favorite) ferrites!

**10:30 – 11:15am**

**Engineering Session**

Presenter: Jeff Welton

Topic: *Tips and Tricks for the Broadcast Professional*

With hundreds of transmitter site visits under his belt, Jeff has seen a few things and will attempt to share some of the challenges he encounters most often in this session. The content will cover tips from the areas of grounding and lightning protection, safety, IT security and whatever else comes to mind, so there should be a bit of something for everyone in this fast-paced presentation. We’ll look at the problems and situations we all encounter and discuss ways to resolve them or work around them and to prevent them from being situations in the future and have some fun in the process!

**11am – Noon**

**Management Session**

Presenter: Kelly Wirges

Topic: *Leading through Change*

It is an understatement to say that leading and managing is challenging in today’s competitive, complex and changing environment. Creating a top-performing team takes different skill sets than it did just a few years ago. This session will identify the mission and focus of top-performing leaders and companies. It will provide guidance on how to ensure goals are met, people are motivated, and share tips to creating a work environment that is both rewarding and enjoyable.

**11 – 12:30pm**

**Sales Session**

Presenter: Matt Sunshine

Topic: *How to use video in the sales process and a sales strategy to get more Appointments*

During this presentation sellers will be introduced to a proven solution to get more appointments. The “Don’t Give Up Strategy” will show them a step-by-step repeatable process that they can use to secure appointments. In addition, sellers will learn the do’s and don’ts for the effective use of video in their sales process.

**11:30am**

**Engineering Session**

Presenter: Martin Dyster

Topic: *The Next Generation of Intercoms*

Join Martin Dyster, VP of Business Development at Telos Alliance, as he discusses new developments in intercom, including fully featured Cloud-based intercom that is capable of delivering sophisticated comms virtually, making Cloud-based media production workflows available on any device. These new systems deliver performance, scalability, ease of integration, and operational/cost efficiencies anywhere—At Home, On-Prem, Site-to-Site, or in the Cloud.

**2-3pm**

**Government Relations Panel**

Moderator: Curtis LeGeyt

Panelists: Tim Nelson, Nicole Gustafson, David Oxenford

Be sure to attend this government relations panel and learn what is going on in Washington, DC and with the FCC.