

# Distributors First!



## Sunday

Time	Duration	Event	Presenter	Location
5:30 - 7:00 PM	1 hr 30 min	Welcome Reception	none	Poolside Beachfront
7:00 PM - On	~	Free Time! Enjoy Key West, see Facebook Page for Suggestions	none	

## Monday, March 14

Time	Duration	Event	Presenter	Location
7:30 - 8:30 AM	1 hour	Breakfast - Business Attendees Only		Grand Ballroom Patio
8:30 - 8:35 AM	5 minutes	Meeting Opens - Welcome, Intro New Distributors, and Review Agenda	Jean	Grand Ballroom
8:35 AM		Introduction of Bennie as President & CEO of The Steril Group	Jean	Grand Ballroom
8:35 - 9:00 AM	25 minutes	Steril Group 2021 Review	Bennie	Grand Ballroom
9:00 - 9:05 AM	5 minutes	Marcel Jansen - Introduction and Remarks	Marcel	Grand Ballroom
9:05 - 10:30 AM	1 hr 25 min	<i>The Road Ahead: Make Distributor Lives Better in 2022:</i>	Jean + Alliance Training	Grand Ballroom
10:30 - 10:50 AM	20 minutes	AM Break - Business Attendees Only		Grand Ballroom Patio
10:50 AM - Noon	1 hr 10 min	<i>The Road Ahead: Continuation, Alliance Consulting, SK Univ.</i>	Jean	Grand Ballroom
Noon - 1:00 PM	1 hour	Lunch - Business Attendees Only		Grand Ballroom Patio
1:00 - 1:12 PM	12 minutes	Distributor Workshop 1	HDLE	Grand Ballroom
1:12 - 1:24 PM	12 minutes	Distributor Workshop 2	ATA	Grand Ballroom
1:24 - 1:36 PM	12 minutes	Distributor Workshop 3	Reeder	Grand Ballroom
1:36 - 1:48 PM	12 minutes	Distributor Workshop 4	IAE	Grand Ballroom
1:48 - 2:28 PM	40 minutes	Group Panel Discussion	Jean & Scott	Grand Ballroom
2:28 - 2:43 PM	15 minutes	PM Break - Business Attendees Only		Grand Ballroom Patio
2:43 - 4:23 PM	1 hr 40 min	<i>Innovation is the Driver of Competitive Growth</i>	Jean, Feike-Jan & Albert	Grand Ballroom
4:23 - 4:53 PM	30 minutes	<i>Competitive Analysis</i>	Jean	Grand Ballroom
4:53 - 5:40 PM		Product Demonstration and Discussion	Jean & Peter	Front Patio
6:20 PM		Meet for Dinner Departure - Private Train		Hotel Lobby + Front Patio
6:45 PM		Dinner for All Guests @ The Conch Republic		Conch Republic Seafood
8:30 PM		Trains Return to Hotel - or, enjoy Downtown Key West!		Conch Republic Seafood

## Tuesday, March 15

Time	Duration	Event	Presenter	Location
7:30 - 8:30 AM	1 hour	Breakfast - Business Attendees Only		Grand Ballroom Patio
8:30 - 8:45 AM	15 minutes	Meeting Opens - Welcome and Review of Monday	Jean	Grand Ballroom
8:45 - 9:30 AM	45 minutes	<i>Marketing Update</i>	Paul	Grand Ballroom
9:30 - 10:00 AM	30 minutes	<i>Revamped &amp; Improved SK Service Department</i>	Peter	Grand Ballroom
10:00 - 10:30 AM	30 minutes	<i>Supply Chain &amp; Delivery Issues</i>	Kevin	Grand Ballroom
10:30 - 10:50 AM	20 minutes	AM Break - Business Attendees Only	Kevin	Grand Ballroom Patio
10:50 - 11:10 AM	20 minutes	<i>Shop Equipment Update</i>	Radu	Grand Ballroom
11:10 - 11:25 AM	15 minutes	<i>Military Update</i>	Stu	Grand Ballroom
11:25 - 11:50 AM	25 minutes	Sourcewell Purchasing	Mike Domin	Grand Ballroom
11:50 - 12:10 PM	20 minutes	<i>State Contracts Update</i>	Kellie	Grand Ballroom
12:10 - 1:10 PM	1 hour	Lunch - Business Attendees Only		Grand Ballroom Patio
1:10 - 1:40 PM	30 minutes	<i>National Accounts Update</i>	Rick	Grand Ballroom
1:40 - 3:00 PM	80 minutes	Panel - <i>Anything You Wanted to Know But Were Too Afraid to Ask</i>	Jean	Grand Ballroom
3:00 - 3:20 PM	20 minutes	PM Break - Business Attendees Only		Grand Ballroom Patio
3:20 - 4:50 PM	1.5 hours	Panel - <i>Anything You Wanted to Know But Were Too Afraid to Ask</i>	Jean	Grand Ballroom
4:50 PM		Meeting Concludes		

## Gala Dinner - Tuesday, March 15

Time	Duration	Event	Presenter	Location
6:00 - 6:45 PM	45 minutes	Cocktail Reception - Casa Marina		Flagler Ballroom Patio
6:45 - 7:45 PM	1 hour	Dinner Is Served - Casa Marina		Flagler Ballroom
7:45 - 7:57 PM	12 minutes	Welcome from Jean & Paul	Paul & Jean	Flagler Ballroom
7:57 - 8:07 PM	10 minutes	Presentation - <i>Where We Came From</i>	Jean	Flagler Ballroom
8:07 - 8:32 PM	25 minutes	Awards Presentation	Jean	Flagler Ballroom
8:32 - 9:02 PM	30 minutes	Jean introduces Headliner; Performance, Audience Interaction	Headliner Act	Flagler Ballroom
9:02 - 9:30 PM	28 minutes	Thanks, Conclusion, Mingling	Jean	Flagler Ballroom