

SCHEDULE OF EVENTS

Thursday, December 5

5:00pm	Registration Opens	Magnolia Hall at Piedmont Park
5:00pm-6:00pm	Social Hour	
6:00pm-7:00pm	Opening Ceremonies & Dinner	
7:30pm-9:30pm	Practice Owner Group Introductions & Setting the Stage	

**Times are in EST*

Friday, December 6

8:00am-9:00am Coffee Hour The Starling

9:00am-11:00am Veterinary Leadership
Case Studies *Andy Roark & Tyler Grogan*

11:00am-11:15am **Stretch Break**

11:15am-12:15pm **General Session**

How to Build a Practice from the Ground Up & Win
Beth Mehaffey

12:15pm-2:00pm **Lunch** Go Explore Atlanta!

2:00pm-3:20pm **Workshops and Lectures**

Calculating the Exit Strategy: Monitoring Expenses, Maximizing Profitability, & Creating Timelines
Bret Halishak

4Dx: It's Not the Idexx Test We're Talking About -
Executing Our Goals
Sue Sayles

3:20pm-3:30pm **Break**

3:30pm-4:50pm **Workshops and Lectures**

How to Almost Automate Your Practice
Carolyn Naun

Opening a Second Location and Keeping Culture
Erin Heck

4:50pm-5:00pm **Break**

5:00pm-6:00pm Expert Panel Discussion Session
Stephanie Goss

Saturday, December 7

8:00am-9:00am **Coffee Hour** The Starling

9:00am-10:00am Veterinary Leadership Case Studies (cont.)
Stephanie Goss

10:00am-10:15am **Morning Break**

10:15am-12:00pm What to Say: Challenging Leadership
Conversations *Andy Roark*

12:00pm-2:00pm **Lunch** Go Explore Atlanta!

2:00pm-3:50pm World Cafe: Solving Modern
Practice Owner Problems

3:50pm-4:00pm **Break**

4:00pm-5:00pm Setting A Strategic Plan The Starling
& Establishing Accountability

5:00pm Goodbyes

