

Featured conversations and thought leader schedule

Sage Summit is pleased to offer our guests breakfast daily from 8 a.m.-9:30 a.m. CT and lunch from noon to 2 p.m. CT. The extended meal times allow attendees maximum flexibility in planning their daily schedules.

TUESDAY, JULY 28						Subject to change
Central Daylight Time	Conversation zone theater: GROW	Conversation zone theater: PROFIT	Conversation zone theater: DIFFERENTIATE	Conversation zone theater: LEAD	Customer theater	Keynote theater
9:30 a.m.-11:20 a.m.						Stephen Kelly , Sage CEO Stephen Kelly hosts the Sage Conversation keynote on navigating a changing world. Featured guests: General Colin L. Powell, USA (Ret.) and Deepak Chopra.
LARGE 11:45 a.m.-12:30 p.m.	Anthony Simmons Get your business off the block: international expansion for startups and entrepreneurs (TL-111)	Domo premier sponsor presentation Who's driving your data-driven business? (SP-128)	Microsoft premier sponsor presentation Increasing productivity in the modern workplace (SP-126)	Doug Sleeter Go beyond buzzwords—focus on building your company's value (TL-101)	How to be a business rule breaker (CS-101)	
SMALL 11:45 a.m.-12:30 p.m.	Mike Savory An introduction to Sage One (SB-216)	Chris Brundage, Lori Laub, Michael Hackney Gift and loyalty in the Digital Age (PY-175)	Flynn Zaiger Create a million-dollar digital presence with 1 hour and \$25 (TL-104)	Michele Avery Valuation: how investors size up your business and how to increase it (TL-105)		
LARGE 1:30 p.m.-2:15 p.m.	Justin Packshaw The science of achievement (TL-200)	Andrew Davis Claim your fame: How brilliant businesses turn passion and personality into profit (TL-108)	Ron Hulshizer Cyber security and emerging technology (TL-110)	Susan Solovic Secrets to building a personality brand from a network television insider: THE Small Business Expert (TL-107)	Full STEAM ahead: inspiring girls to get involved in science, technology, and the arts (CS-113)	
SMALL 1:30 p.m.-2:15 p.m.			Flynn Zaiger Going from a million to a lot more with an hour a week of Google Analytics (TL-112)	Ron Baker Mr. Spock and Homer Simpson: the two sides of human economic behavior (TL-161)		

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TUESDAY, JULY 28 continued

Subject to change

Central
Daylight Time

	Conversation zone theater: GROW	Conversation zone theater: PROFIT	Conversation zone theater: DIFFERENTIATE	Conversation zone theater: LEAD	Customer theater	Keynote theater
LARGE 2:30 p.m.- 3:15 p.m.	John Lipsky, International Monetary Fund What is at stake for the global economy (TL-114)	The Cupcake Girls Understanding financial literacy with TV's The Cupcake Girls (TL-115)	MasterCard premier sponsor presentation	Fireside Chat with Stephen Kelly, Sage CEO, and Justin Packshaw (TL-201)	Talking all things startup: increase your chances for long-term success (CS-104)	
SMALL 2:30 p.m.- 3:15 p.m.	Aida Centelles A glimpse into the ever-growing Sage ERP X3 solution and developer eco-system (MM-211)	Joseph Smutz Tokenization and the future of anytime, anywhere payment (PY-166)	Bob Oster You've been hacked! Now what? (TL-116)	Pete Margaritis The 8-hour MBA in 30 minutes—adding value (TL-117)		
LARGE 3:30 p.m.- 4:15 p.m.	Timothy Ringgold Capitalizing on global and regional integration (TL-141)	Andrew Davis Loyalty loop: how little things add up to big business! (TL-120)	Nick Castellina More channels, more customers, and greater need for technology to compete in retail (MM-181)	Lisa Zamosky Affordable Care Act: A year in the rearview mirror and what's next (TL-150)	Doing well by doing good: three organizations discuss corporate responsibility (CS-102)	
SMALL 3:30 p.m.- 4:15 p.m.	Sheryl Kingstone Making the move to the next wave of cloud and mobile (GN-31)	Seth David The committed life—what it takes to succeed in business and small firms (TL-106)	Doug Sleeter Seven steps for moving to the cloud without creating a tornado (TL-103)	Doug LaBahn, Klaus Vogelberg, Santiago Ruiz The story of Sage Life: It started with a big idea to help reimagine small business (MM-412)		
LARGE 4:30 p.m.- 5:15 p.m.	Global experts panel Moderator: Sophie Leguilette North America, South/Latin America, Caribbean, EMEA, and Asia Pacific: the dos and don'ts of international expansion (TL-155)	Tim Wilson (BKD) Analyzing your business for growth (working title) (TL-121)	Paul Ziliak Why mobile, why now? A decision maker's guide to business success (TL-134)	Lesli Harris and Evan Carmichael Haters gonna hate: branding, marketing, and addressing good and bad reviews on social media (TL-102)	Women in business: power, passion, and responsibility (CS-103)	
SMALL 4:30 p.m.- 5:15 p.m.	Scott Munro Small business roadmap: the Canadian market (SB-232)	Aziz Ali and Michelle Edelman Using cultural cues to propel your company (TL-123)		Vickie Sorokin Outsourced payroll—is it right for your organization? (PR-161)		

Featured conversations and thought leader schedule

WEDNESDAY, JULY 29

Subject to change

Central
Daylight Time

	Conversation zone theater: GROW	Conversation zone theater: PROFIT	Conversation zone theater: DIFFERENTIATE	Conversation zone theater: LEAD	Customer theater	Keynote theater
9:30 a.m.- 11:00 a.m.						<p>Featured conversations:</p> <p>The YouTube Generation YouTube founder and cocreator Chad Hurley shares how technology and content are consumed in the modern era and how you can use YouTube to build your own brand.</p> <p>Down but not out Discover the story of Jane Seymour, Baroness Karen Brady and Brandi Temple—three women who, through business, reinvented their lives leveraging education, technology, and most important, perseverance.</p>
LARGE 11:45 a.m.- 12:30 p.m.	Steve Strauss Little changes, big results (TL-124)	Josh Zweig Profit is sanity (TL-113)	Paul Donno My journey to the cloud and what it means for you (TL-125)	Bruce Felt, CFO, Domo, and Gabie Boko, CMO, Sage No holds barred: Exploring the good, bad, and ugly between marketing and finance!	Legislation and taxes: A speed bump not a roadblock (CS-106)	
SMALL 11:45 a.m.- 12:30 p.m.	Wendy Murray What is the number-one problem international businesses run into in the United States? Tax compliance. (MM-221)	John Laurel Bringing the point of sale out of the storefront (PY-169)	Robin DeLeone Using Sage University as a career development tool for your teams (MM-203)	Robert Bassett, Grant Griebel, Suzanne Pedone, Carl Thompson, Ann Thorsen Ask the experts: everything you always wanted to know about fixed assets management (MM-159)		
LARGE 1:30 p.m.- 2:15 p.m.	Sabine Van Egeraat Setting up your business in the U.S. (GN-33)	Susan Solovic The girl's guide to building a million-dollar business (TL-127)	Brian Tankersley Fraud in the cloud: new risks for a new environment (TL-119)	The Cupcake Girls Defining your brand with the Cupcake Girls (TL-129)	Main Street NoLa: Staying competitive and managing growth (CS-107)	
SMALL 1:30 p.m.- 2:15 p.m.	William Gordon Winning the battle of regulatory compliance (TL-126)	Sage Speaker "Procure to pay" and "order to cash" payment integration (PY-170)	Paul Donno Tools we use in the cloud (TL-128)	Brian Nunes, Website Pipeline Phone, fax, and email? Why customers demand more than your outdated customer service (SP-105)		

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WEDNESDAY, JULY 29 continued

Subject to change

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LARGE 2:30 p.m.- 3:15 p.m.	Paul Tucker, former deputy governor of the Bank of England Implications of monetary policy of key central banks on financial markets (TL-131)	Mike Michalowicz Profit first—how to make any business highly profitable, by the very next deposit (TL-132)	Brian Nunes, Website Pipeline Is your head in the cloud? A business guide to understanding all your options (TL-116)	Fireside Chat with Stephen Kelly, Sage CEO, and Justin Packshaw (TL-202)	What it really means to be “customercentric” (CS-109)	
SMALL 2:30 p.m.- 3:15 p.m.	Mike Savory Back to basics: expenses and cash flow management with Sage One (SB-224)	Seth David From \$25 to \$185: power pricing your value pricing—getting paid what you’re worth and being liked for it (TL-136)	Michelle Rowley, Guillermo Tellez Happy birthday, Sage 300 Online (MM-185)	MasterCard premier sponsor presentation		
LARGE 3:30 p.m.- 4:15 p.m.	Timothy Ringgold The road ahead: state of the global economy in 2016 (TL-133)	Tim Wilson and Jerry Henderson CFO alert: revenue recognition update and other important accounting industry trends (TL-135)	Nick Castellina Creating technology change agents in your distribution business (MM-153)	Ron Buist Learn how Tim Hortons® became a marketing giant (TL-137)	Take your business global (CS-108)	
SMALL 3:30 p.m.- 4:15 p.m.	Mike Savory An introduction to Sage One (SB-216)	Danny Estrada Delivering customer service in the 21st century (MM-139)	Brian Nunes, Website Pipeline Futureproofing your on-premises Sage ERP (SP-103)	Brad Smith, Doug LaBahn Sage and Sage Life: creating customers for life! (MM-413)		
LARGE 4:30 p.m.- 5:15 p.m.	Desmond Ryan How to leverage innovation and technology for global growth (TL-154)	Barry Moltz The nine biggest money wasters in your business (TL-138)	Paul Ziliak Disrupt your industry: making your mobile dream a reality (TL-139)	Barbara Boldt Practical tips: international negotiation techniques that work! (TL-156)	Get serious about succession planning (CS-112)	
SMALL 4:30 p.m.- 5:15 p.m.	Allan Fine, Aida Centelles How wholesale and international trade companies optimize the supply chain and accelerate growth (MM-216)		Eric Greenspan Building a business 100% in the cloud (TL-109)	David Beard, Peter Wolf Getting your business on board with customer relationship management (MM-140)		

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THURSDAY, JULY 30

Subject to change

Central
Daylight Time

Conversation zone
theater: GROW

Conversation zone
theater: PROFIT

Conversation zone
theater: DIFFERENTIATE

Conversation zone
theater: LEAD

Customer theater

Keynote theater

9:30 a.m.-
11:00 a.m.

Featured Conversations:

Stay hungry, Stay foolish.
The Steve Jobs mantra. The panel, including William A. McDonough, Bre Pettis, and Dolly Singh, will showcase how innovation by design drives new and breakthrough products and businesses.

Finding your fan base
Creating your own business, much like being successful in entertainment, takes a certain level of moxie, tenacity, and ultimately finding a client/consumer/fan base who will support you. From TV to music to sports, Matthew Weiner (creator of Mad Men), Trevor Noah (new host of The Daily Show), and Tony Hawk (professional skateboarder) will discuss creating new industries and leveraging the fan base who support their careers.

LARGE
11:45 a.m.-
12:30 p.m.

Deloitte premier
sponsor presentation

Tim Wilson and
Jerry Henderson
Profit impact of business
intelligence (TL-142)

Microsoft premier
sponsor presentation
Experience and learn about
the new Windows 10 mod-
ern user interface (SP-127)

Barry Moltz
Take the test: determine
your small business health
score (TL-140)

Get social: spread the
word and grow your
business (CS-110)

SMALL
11:45 a.m.-
12:30 p.m.

Leslie Shiner
Using Psychology 101 to
build your business (TL-122)

Ron Baker
Replacing the annual
performance appraisal ritual
(TL-159)

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LARGE 1:30 p.m.- 2:15 p.m.	Gene Marks The next two years: your growth and opportunities and the latest political, economic, and technological trends that will dominate your business (TL-143)	Geni Whitehouse If I made a profit, where's my cash? (TL-145)	Chelsea Krost How to appeal to the Millennial consumer: Millennials will have the largest combined spending power of any generation by year 2017 (TL-144)	Alan Patterson Succession planning: developing tomorrow's leaders today (TL-146)	Master the art of innovation (CS-105)	
SMALL 1:30 p.m.- 2:15 p.m.	Andrea Ainslie, Chris Morrison, Scott McDougall Migrating to Sage 300 ERP (MM-173)	Sage speaker Apple Pay? EMV? Android Pay? What's happening to how I get paid? (PY-174)	Karen Foreman Staying connected to your business while you are on the move (MM-146)	Greg Javins Punching in for improved workforce management (HR-15)		
LARGE 2:30 p.m.- 3:15 p.m.	Desmond Ryan, Dublin Business Innovation Centre Financing your international expansion (TL-148)	Tracy Carlson Outlaws and orphans and warriors, oh my! How archetypes can help power your brand and business (TH-149)	Rieva Lesonsky The phenomenon of mobile (TL-151)	Desiree Young Take your pitch from sucky to successful: the top six pitch mistakes for funding and how to fix them (TL-118)	Investing in your most valuable asset: Your people (CS-111)	
SMALL 2:30 p.m.- 3:15 p.m.			Wendy Murray Learn how to improve usability with Sage ERP X3 (MM-196)	Peter Wolf, Tom Nolan How to evaluate and build a business case for technology purchases (MM-141)		
LARGE 3:30 p.m.- 4:15 p.m.	Barbara Boldt Doing business abroad: It's more than just the dos and don'ts (TL-157)	Patrick Kenney and Tom Quinn, Canada Games How and why the Canada Games have taken home the gold in Canadian pride over the past 50 years (TL-158)	Gene Marks The next two years: Sales and marketing technology trends that will increase your cash flow (TL-160)	Geni Whitehouse Understanding your financials and finding hidden ways to improve your business performance (TL-152)		
SMALL 3:30 p.m.- 4:15 p.m.		Tony Sinton How Sage customers are getting significant ROI from investing in Sage Inventory Advisor (MM-165)	Sage speaker Getting real results with social media marketing in your accounting practice (SA-50)	LaDonna Lewis Transforming employee life-cycle management from paper to the cloud (PR-154)		