

SPAC 2019 Conference Schedule of Sessions

(updated Dec 14)

Pre-Conference Events: January 23, 2019 (4 tracks)**

- **SPAC University Schools -**
 - 8:00am-4:30pm- **SPAC University School Photography 101:** - Instructor: Chris Wunder (Room: Sonoma D)
 - 8:00am-4:30pm- **SPAC University Schools 2.0-** Instructors: Neal Freed & Bryan Blanken (Room: Sonoma B)
- **Sports Track-** (Room: Sonoma C)
 - 8:00am- 4:30pm- **SPAC University Sports Photography 101:** - Instructors Jay Boatwright & Dave Stock
- **Advanced Sales Track-**(Room: Sonoma A)
 - 8:00am- 10:30am **Playing the Numbers-** Instructor: Beth Jones
 - 10:30am- 11:30 am **Show and Tell-** Instructors: Susan Sheridan & Jen Bradley
 - 1:00pm- 3:30pm **TBA** Instructor: Jaimie Ford

Note: Pre-Conference sessions limited space open, requires additional registration and does not include lunch

- 5pm-7pm Early Check In and Social Mixer sponsored by SPAC & ImageQuix(Conference Desk and Napa Room)

Thursday: January 24th, 2019

- 7:00am- Attendee Check In /Registration Opens
- 8:30am- 10:00am- **School Lighting Posing Demonstration** by: Chris Wunder (Room: Napa)
- 8:30am- 10:00am- **Setting Up for Success** - by Matthew Kemmetmueller (Room: Sonoma A)
- 8:30am-10:00am- **Graduation Ceremonies and Onsite Sales Events**-by Alison Counts (Room: Sonoma B)
- 8:30am-9:15 am- **Team & Individuals-Profitable or Sucking the Life out of You?** by Jeff Gump (Room: Sonoma C)
- 8:30am-10:00am- **Doing It In House and Still Offering Variety of Products** by Brian Crussel (Room Sonoma D)
- 9:15am- 10:00am- **How To Conquer Your Workflow and Make More Money** by: Shiloh Getz (Room: Sonoma C)
- 10:00am-10:30am- Coffee Break sponsored by SPAC
- 10:30am- 12:30pm- **Fashion-Sense for Senior Portraits** by: Suzette Allen & Jamie House (Room: Napa)
- 10:30am- 11:00am- **Software: Build vs. Buy** by Jeff Williams (Room: Sonoma C)
- 10:30am- **11:30am**- **The Next Generation High Volume Photographer** by Haley Hamaker (Sonoma D)
- 10:30am-Noon - **Taking your Sports Shooting to the Next Level** by John Nunes (Room: Sonoma A)
- 10:30am-Noon **Employee Basics: Identify, Find, Hire, Train and Fire.** by Karl Boettcher (Room: Sonoma B)

- 11:00am- 11:30am- **Delivering Photos to the Now Generation, in 10 seconds or less!** By Skip Carrier (Room: Sonoma C)
(these classes will go to lunch at 11:30am)
- 11:30 - 1:00pm: Garden Lunch Buffet sponsored by SPAC & **APS Lab** . Look for the APS Crew handing out vouchers at the end of the sessions in the main hallway.
- 1:00pm- 1:45pm- **Surviving an Active Shooter** by Mike & Laura Oakley (Room: Sonoma C)
- 1:00pm-2:45pm- **Today's LED Lights, Ready for High Volume?** By: Will Crockett (Room: Sonoma D)
- 1:00pm- 2:45pm- **Why Reinvent the Wheel When It's Already Rolling Full Steam Ahead?** By: Joy Cahill (Room: Huntington)
- 1:30pm- 2:45pm- **Sports: Posing and Lighting Demonstration** by Roch Eshleman (Room: Napa)
- 1:30pm-2:45pm- **Raise the Barre with Dance Portraits-** by Nancy Tillberg (Room: Sonoma A)
- 1:30pm- 2:45pm **Selling to the New Generation School & Sports Client** by Wes Kroninger (Room: Sonoma B)
- 1:45pm- 2:45pm **The Ultimate Workflow – Tether Your Way to Perfection** by Wes Maggio (Room: Sonoma C)
- 2:45pm- Break
- 3:00pm-3:30pm **SPAC Style Speed Dating- Networking About Business-Group One** by Chris Garcia (Sonoma A)
- 3:00pm- 4:00pm **Creating Fortune with "Non-Traditional" Volume Photography- How to Stay Busy in Your Off Season** by Rodney Getz (Room: Sonoma B)
- 3:00pm- 4:00pm **Size Matters!** by Jonathan Dantes, TJ Rak and Christian Perry (Room: Sonoma C)
- 3:00pm- 4:00pm **Relationships/Disrupting the Game & Growing Sales-Avoiding Burnout** by Jaimie Ford (Sonoma D)
- 3:00pm- 4:00pm **Virtual Assistants** by Becky DeSanti (Room: Huntington)
- 3:30pm- 4:00pm **SPAC Style Speed Dating- Networking About Business-Group Two-** by Chris Garcia (Room: Sonoma A)
- 3:00pm-5:00pm **SPAC Europe Meeting** by Marty Brown (Room: Laguna)
- 4:00pm- 5:00pm- **Roundtables: Under 50 Schools** (Room: Sonoma A)
- 4:00pm- 5:00pm- **Roundtables: 60-200 Schools** (Room: Sonoma B)
- 4:00pm- 5:00pm **Roundtables: 200+ Schools** (Room: Sonoma C)
- 4:00pm- 5:00pm **Roundtables: Sports** (Room: Sonoma D)
- 5:00pm-7:00pm Hospitality Suites Hosted by Fluidmedia Technology and ImageQuix

7pm-10pm Bowling is BACK!! Hosted by SPAC & H&H Lab please RSVP at:
<https://bit.ly/2p061zy>

Friday: January 25th, 2017

- 7:30am Registration Desk Opens
- 7:30am- 8:30 Breakfast (Napa)
- 8:00am- 8:20 Door Prizes (Napa)
- 8:30am- 9:30am **Wrangling Big Groups** by Danny Izzo (Room: Napa)
- 8:30am-9:30am- **Marketing to Schools & Sports** by Eric Miller (Room: Sonoma A)
- 8:30am-9:30am- **Photography Will Survive Going Forward** by Larry&Karen Peters (Room: Sonoma B)
- 8:30am- 9:30am- **Adding eProfits with Volume Talking Portraits** by Will Crockett (Room: Sonoma C&D)
- 8:30am- 9:40am- **Simplified Outdoor Portrait Lighting (Classroom and Outdoor Demo)** by Marion Hughes (Room: Huntington and Outdoor Pool Deck)
- 9:45am-10:45am **In-House Labs are they Worth It?** By Mychalene Black (Room: Napa)
- 9:45am-10:45am-**Employee Management: Setting Up Your Business to Grow/Scale** by Danny Rablaise (Sonoma A)
- 9:45am- 10:45am- **Sales Approach** by Brad Scott (Sonoma B)
- 9:45am- 10:45am- **Your Studio: Turned On. Technology & Marketing in Volume Photography** by Lisa Mallis (Sonoma C&D)
- 9:45am- 11:00am- **Sports Shooting Demo (Classroom and Outdoor Demo)** by Dave Stock & Jamie House (Room: Huntington and Outdoor Pool Deck)
- 10:45am Break
- 11:00am- Noon- **Top 3 Things Your Lab Wants You to Know** by Panel of Lab Representatives(Room: Sonoma A)
- 11:00am- Noon **Pre-Schools and Daycares...the possibilities are endless.** by Robin & Jennifer Jansen (Room: Sonoma B)
- 11:00am- Noon **Aquisitions** by Wayne Barksdale (Sonoma C&D)
- Noon- 2:30pm **Trade Show Open and Lunch Served** (Room: Grand Ballroom and Napa Rooms)
- 2:30pm- 3:30pm **Cheerleading is a Sport** by Becky DeSenti (Room: Sonoma A)
- 2:30pm- 3:30pm- **What If School and Youth Photography Was Run Like Disney?** by Rob Mauldin (Room: Sonoma B)
- 2:30pm- 3:30pm- **Online Ordering - you need more than a webshop to succeed!** by Harry Olkinuora (Room: Sonoma C&D)
- 2:30-3:30pm- **Global Cyber Security Best Practices to Safeguard and Drive Your Business**
Presenters: Ken Taylor, Dan Boudreau and Mike Watkinson, facilitated by Jordan Moore (Room: Huntington)
- 3:30pm-3:45pm **Photolynx Legacy Award Presentation** (Sonoma C&D)
- 3:45pm- 5:00pm-**Kaboom! Thoughts on the Future of School Photography** by Mark Schoenrock (Room: Sonoma C&D)
- 5pm- SPAC Trade Show (Ballroom)
- 6:00-7:30pm Dinner Buffet Served.(Ballroom and Napa)
- 7:30pm- Desserts Served (Ballroom and Napa)
- 8pm Trade Show Closes.

Saturday: January 26th, 2019

- 7:30am Registration Desk Opens
- 7:30am- 9:00am Breakfast Served in Ballroom and Napa Room
- 8:30am- Door Prize
- 9:00am-10:00am- **How Building Content Can Help You Generate More Revenue** - by Robert Ste.Marie (Room: Napa)
- 9:00am-10:15am- **Lean Business Practices** by Jeff Williams (Room: Sonoma A)
- 9:00am- 10:15am- **Senior Portraits** by James Schmelzer (Room: Sonoma B)
- 9:00am- 10:15am- **Global Trends from the Fuji Perspective** by Manny Almeida(Room: Sonoma C&D)
- 9:00am- 10:15am-**Shutterfly Acquisition- One Year In** by Jeff Edwards & Chris Wunder (Room: Huntington)
- 10:15-10:45 Break
- 10:45am- Noon- **Overhaul Your Workflow!** by Walt Smith (Room: Sonoma A)
- 10:45am- Noon- **Yearbooks** by Ralph Romaguera Jr & Wayne Barksdale (Room: Sonoma B)
- 10:45am- Noon- **Create Demand for Your Brand with Social & Content Marketing** by Marissa Latshaw (Room: Sonoma C&D)
- Noon: Trade Show Opens and Lunch Provided (Ballroom and Napa)
- 2:30pm- 3:30pm- **Millennials - Your Customer, Your Employee, Your Boss!** By Ed Monahan (Sonoma A)
- 2:30pm- 3:30pm-**King/Queen of the Hill of Ideas... Win Cash Prize!** by Michael Rak .(Sonoma C&D)
- 3:45pm- 4:30pm - SPAC Closing Meeting, and Grand Prize Drawings
- 5:00pm – 8:30 Hospitality Suites hosted by Photolynx and Fotomerchant