

## Schedule at a Glance

<b>October 13</b>	8:00am - 9:00am	<b>Registration / Networking / Continental Breakfast</b>
	8:45am - 9:00am	<b>Welcome</b>
	9:00am - 9:45am	<b>Keynote – “The life blood of business”</b> <i>Joe Cullinane, Strategic Artistry</i>
	10:00am - 11:15am	<b>Panel – Shipper / Customers “What they really want”</b> <i>Moderated by Brian Everett, Transportation Marketing &amp; Sales Association</i>
	11:30am - 12:15pm	<b>Plenary Session # 1</b> <i>Daniel Mullally, FedEx</i>
	12:15pm - 1:15pm	<b>Lunch Roundtables – Hosted table topics for discussion</b> <i>Speakers, Moderators &amp; Panelists to Facilitate</i>
	1:30pm - 2:45pm	<b>Panel – The Executive Suite “in Support of Business Development”</b> <i>Justin Zubrod, Zubrod/Clair &amp; Company, LLC</i>
	2:45pm - 3:30pm	<b>Plenary Session # 2</b> <i>Bob Lambert, Samurai Business Group, LLC</i>
	3:45pm - 4:45pm	<b>Breakout Session # 1 (Sales, Marketing &amp; Communications)</b> <i>Sales - Bob Lambert, Samurai Business Group, LLC</i> <i>Marketing - Brian Everett, Transportation Marketing &amp; Sales Association</i> <i>Communication - Brian Basilico, B2b Interactive Marketing Inc.</i>
5:00pm - 8:00pm	<b>Transportation Night</b> <i>Reception / Networking – Affiliate Associations – Sponsor Booths</i>	
<b>October 14</b>	8:00am - 9:00am	<b>Registration/Networking</b>
	8:45am - 9:00am	<b>Welcome Back</b>
	9:00am - 9:45am	<b>Theme Setter – “to Sell is to Serve”</b> <i>Brian Gareau, Brian Gareau, Inc.</i>
	10:00am - 11:00am	<b>Breakout Session # 2 (Sales, Marketing &amp; Communications)</b> <i>Sales - Joe Cullinane, Strategic Artistry</i> <i>Marketing - Mike Brown, The Brainzooming™ Group</i> <i>Communication - Brian Gareau, Brian Gareau, Inc.</i>
	11:15am - 11:45am	<b>Plenary Session # 3</b> <i>Mike Brown, The Brainzooming™ Group</i>
	11:45am - 1:45pm	<b>Executive Series Reception &amp; Lunch with Speaker</b> <i>Bill Benjamin, Institute for Health and Human Potential</i>
	2:00pm - 3:15pm	<b>Panel – “Top Line Leaders” – Vision with a Mission</b> <i>Moderated by Jason Olinger, YRC Freight</i>
	3:30pm - 4:00pm	<b>Closing Presentation – “Raising the Bar – Personal &amp; Professional”</b> <i>Joe Cullinane, Strategic Artistry</i>

*The Traffic Club of Chicago reserves the right to modify the agenda and/or speakers, cancel the meeting due to low enrollment, or to close registration if full. If you have any questions regarding this meeting, cancellations, or refunds, please contact TCC at 630-529-1333 or [staff@traffic-club.org](mailto:staff@traffic-club.org)*