



# Manufacturers Executive Fall Conference

November 28-30, 2017  
Hollywood, FL

## *Tuesday, November 28, 2017*

<b>12:00 – 03:00 PM</b>	<b>Board Meeting</b>
<b>03:00 – 05:00 PM</b>	<b>Committee Meetings</b>
<b>06:00 – 07:00 PM</b>	<b>Reception - Cocktail Hour</b>
<b>07:00 – 09:00 PM</b>	<b>Opening Reception</b> Cocktails, Hors d'oeuvres and Dinner

## *Wednesday, November 29, 2017*

<b>07:00 – 08:00 AM</b>	<b>Breakfast</b>
<b>08:00 – 08:15 AM</b>	<b>Welcome to the 2017 Fall Manufacturers Executive Conference</b> <i>Don Nymberg – President</i>
<b>08:15 – 08:45 AM</b>	<b>Networking Session #1</b>
<b>08:45 – 10:00 AM</b>	<b>Government Contracting</b> <i>Jon Landis, COO, Marathon Medical</i>
<b>10:00 – 10:30 AM</b>	<b>Morning Break</b>
<b>10:30 – 12:00 PM</b>	<b>US Healthcare 2020+</b> <i>Mike Lovdale, Partner Emeritus, Oliver Wyman</i> <i>Adjunct Professor, Columbia Business School</i>
<b>12:00 – 01:00 PM</b>	<b>Lunch</b>
<b>01:00 – 01:15 PM</b>	<b>Networking Session #2</b>

**01:15 – 03:15 PM**      **Proficient Learning**  
*Gary Marinko Head, Interactive Business Unit*  
*Marcy Lantzy VP of Sales and Marketing*  
*Proficient Learning Interactive*  
*Coaching Strategies for an Evolving Healthcare Market*

**03:15 – 03:45 PM**      **Afternoon Break**  
*Your Professional Brand + Social Selling = Your Success Story*

**03:45 – 05:00 PM**      **Chuki Obiyo, JD**  
Executive Advisor, LinkedIn



**06:00 – 09:00 PM**      **Cruise on the Luxury Yacht**  
*Anticipation*

*Thursday, November 30, 2017*

**07:00 – 08:00 AM**      **Breakfast – Van Gogh**

**08:00- 8:30 AM**      **Business Meeting**

**08:30 – 9:30 AM**      *Sales Navigator- Company Report*  
**Chuki Obiyo**  
Executive Advisor, LinkedIn



**09:30 – 10:00 AM**      **Morning Break**

**10:00AM – 11:30 AM**      **Social Media “A Primer for Healthcare Manufacturers”**  
*Lori Fraijo Raygoza*

**11:30 – 11:45 AM**      **HMMC Closing Comments and Vision**  
*Don Nymberg - President*

**11:45 AM**      **Adjourn**