

# *Manufacturers* **EXECUTIVE CONFERENCE**

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**November 28-30, 2017**  
**Margaritaville Resort and Spa**  
**Hollywood, FL**

## **TUESDAY, NOVEMBER 28, 2017**

- 12:00 – 3:00pm**     **Board Meeting**  
*Compass Rose East*
- 3:00 – 5:00pm**     **Committee Meetings**  
    **Program Committee** – *Compass Rose East*  
    **Sponsor Committee** – *Coral Reef*  
    **Marketing Committee** – *Continental Drifter*  
    **Membership Committee** – *'Board' Room*
- 6:00 pm – 7:00pm**   **Welcome Reception**  
*License to Chill North*
- 7:15 – 9:00pm**     **Opening Dinner**  
*Cocktails, Hors d'oeuvres and Dinner*  
*License to Chill North*

## **WEDNESDAY, NOVEMBER 29, 2017**

- 7:00 – 8:00am**     **Breakfast**  
*JWB Prime Steak and Seafood*
- 8:00 – 8:15am**     **Welcome to the 2017 Fall Manufacturers Executive Conference –**  
**Don Nymberg – President**  
*Compass Rose West*
- 8:15 – 9:30am**     **Government Contracting**  
**Jon Landis – COO, Marathon Medical**  
The government market is one of the largest segments in healthcare and often one of the most difficult to navigate. As market dynamics continue to shift there is a growing need in some organizations to understand how to approach the government segment. Bring your notebooks and questions as Jon provides his market insights and takes your questions in this session.  
*Compass Rose West*

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<b>9:30 – 10:00am</b>	<b>BREAK</b> <i>Compass Rose West</i>
<b>10:00 – 10:30am</b>	<b>Networking Session #1</b> <i>Compass Rose West</i>
<b>10:30 – 12:00pm</b>	<b>US Healthcare 2020+</b> <i>Mike Lovdal – Partner Emeritus, Oliver Wyman – Adjunct Professor, Columbia Business School</i>  This presentation will highlight emerging trends impacting the healthcare industry. It will cover topics such as the evolving legislative and regulatory environment, the move to value-based reimbursement, the rise of consumer-driven healthcare, employer innovation, and the new models winning in care delivery and health technology. It will also offer a framework for re-examining an organization’s business strategy in light of the emerging trends. <i>Compass Rose West</i>
<b>12:00 – 1:00pm</b>	<b>Lunch</b> <i>JWB Prime Steak and Seafood</i>
<b>1:00 – 3:00pm</b>	<b>Collaborative Coaching Strategies for an Evolving Healthcare Market</b> <i>Gary Marinko – Head, Interactive Business Unit, Proficient Learning Interactive</i> <i>Marcy Lantzy – VP of Sales and Marketing, Proficient Learning Interactive</i>  In this interactive session, you’ll hear about the latest trends shaping the role of managers in the healthcare space, how coaching has evolved, and where coaching and employee engagement are frequently intersecting in today’s selling environment. You’ll come away with strategies that will help drive sales performance, increase sales representative retention, and how to effectively leverage technology when coaching and developing your teams. The session will also cover how to connect sales and performance evaluation metrics to maximize ROI on manager and representative development investments. <i>Compass Rose West</i>
<b>3:00 – 3:30pm</b>	<b>BREAK</b> <i>Compass Rose West</i>
<b>3:30 – 3:45pm</b>	<b>Networking Session #2</b> <i>Compass Rose West</i>
<b>3:45 – 5:00pm</b>	<b>Your Professional Brand + Social Selling = Your Success Story</b> <i>Chuki Obiyo, JD – Executive Advisor, LinkedIn</i>   LinkedIn has over 500 million members worldwide, over 20% of these members are in the United States. The chances are high that prospective clients, employers, and others are being introduced to you for the first time on LinkedIn—even if you’re not an active user, you can still make a winning first impression. Chuki Obiyo (the Hardest Working Man at LinkedIn) will discuss the importance of building and maintaining your professional brand. Bring your laptop, smart phone or tablet and use the information provided to begin updating your profile in this informative, fun, and interactive session. <i>Compass Rose West</i>

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**6:00 – 10:30pm**      **Special Event – Cruise on the Luxury Yacht Anticipation IV**  
*Boarding begins 6:00pm and will depart 6:30pm.*  
*Compass Rose West*

**THURSDAY, NOVEMBER 30, 2017**

**7:00 – 8:00am**      **Breakfast**  
*JWB Prime Steak and Seafood*

**8:00 – 8:30am**      **HMMC Business Meeting (Members Only)**  
*Don Nymberg – President*  
*Compass Rose West*

**8:30 – 9:30am**      **Sales Navigator – Company Report**  
*Chuki Obiyo, JD – Executive Advisor, LinkedIn*



LinkedIn's Sales Navigator - Company Report focuses on the Social Selling Index.  
<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

This is a first-of-its kind program that measures your company's adoption of social selling practices that enable you to: gain visibility into your company's activities, uncover new opportunities, and benchmark yourself against peers and competitors. Chuki Obiyo will share insights on how social selling can help you lead your teams to create more opportunities and increase the likelihood to achieve your business development goals this year and beyond.

*Compass Rose West*

**9:30 – 10:00am**      **BREAK**  
*Compass Rose West*

**10:00 – 11:30am**      **Social Media "A Primer for Healthcare Manufacturers"**  
*Lori Fraijo Raygoza – LFR Consulting*

Keeping up with the latest social media trends is essential to helping your organization meet and even exceed revenue goals. Learn how to use a data-driven approach to get the most out of your social media marketing strategy.

*Compass Rose West*

**11:30 – 11:45am**      **HMMC Closing Comments and Vision**  
*Don Nymberg – President*  
*Compass Rose West*

**11:45am**      **Adjournment**

**Thank you for attending!**

**OFFICE CONTACT INFORMATION**

HMMC

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ATTIRE

Business Casual