



**CHALLENGE
ACCEPTED**



**EASTERN
AGENDA**



DAY 1 – TUESDAY, MAY 18

All times below are Eastern.

GENERAL SESSION

12:00pm - 1:10pm

Opening Comments & Welcome

JP Hamel

Challenge Accepted

Jason Hietbrink

Awards & Recognition

1:10pm - 1:25pm

Break & Transition to Breakout Sessions

BREAKOUT SESSIONS

1:25pm - 2:15pm

PRODUCT BREAKOUT SESSION 1

BELOCAL

In-Print AD Breakouts

Creating a Publication That Stands Out Above the Competition

Tracy Hutton & Jordan Valdez

Creating Your Super-Simple But Powerful Business Plan!

Brittany Horn

COMMUNITY

In-Print AD Breakout

Turning Your Content into a Must-Read Pub!

Georgia Jacobs

N2 PUBLISHING (HOA)

Pre-Print AD Breakout

How to NOT Become the Advertising Stalker

Christine Perrin-Stocco

In-Print AD Breakouts

Creating Your Super-Simple But Powerful Business Plan!

Brittany Horn

How to Use Systems in Your Business to Eliminate, Automate, or Delegate

Brian Schuller & Alberto Cassola

Never Get Stumped by These 5 Tough Objections Again

Stephen Gibbons, Robert Smith & Katriena Devlin

N2DIGITAL: Creating Inbound Leads for Your Business

Colby Ray





REAL PRODUCERS

Pre-Print AD Breakout

Mastering Your Lifeblood: The REALTOR® Appointment

Lance Dunahoe

In-Print AD Breakout

Closed Facebook Pages

Colleen Rippey

2:15pm - 2:25pm

Break & Transition to Next Breakout Session

BREAKOUT SESSIONS

2:25pm - 3:25pm

PRODUCT BREAKOUT SESSION 2

BELOCAL

In-Print AD Breakouts

Going Above and Beyond to Offer Your Clients Exceptional Value

Deena Nystrom & Melissa Parkhurst

Habits, Structure & the Mindset of Highly Successful ADs

Amanda Kirkpatrick & Mike Maletich

N2 PUBLISHING (HOA)

Pre-Print AD Breakout

Generating a Three-Month Waiting List of Content Prior to Print

Cathy Sine & Dana Moler

In-Print AD Breakouts

Habits, Structure & the Mindset of Highly Successful ADs

Amanda Kirkpatrick & Mike Maletich

Double Your Social Media Following

Hannah Reed & Lori Fox

Hacks to Increase Your Profitability by +10%

Corey Flynn, Leigh Ann Paugh & Jim McGowan

REAL PRODUCERS

Pre-Print AD Breakout

Should I Close on the First or Second?

Robert Smith & Brian Gowdy

In-Print AD Breakout

Using the Platform to Make Connections

Jordan Espeseth, Mike Baker & Dianne Collins

3:25pm - 3:40pm

Break & Transition to General Session



GENERAL SESSION

3:40pm - 5:00pm

The Law of Familiarity

Christine Knapp

Contest Winners, Recognition & Awards

Founders' Message

Earl Seals & Duane Hixon

DAY 2 – WEDNESDAY, MAY 19

GENERAL SESSION

11:00am - 11:45am

Optional Faith Message

Earl Seals

12:00pm - 1:10pm

Day 2 Kick-Off & Contest Winners

The Art of (Self) Motivation

Guest Speaker: Amy Landino

1:10pm - 1:25pm

Break & Transition to Breakout Sessions

BREAKOUT SESSIONS

1:25pm - 2:15pm

PRODUCT BREAKOUT SESSION 3

BELOCAL

In-Print AD Breakouts

Getting Out of the 12-Month Sale Rut

Jason Pattee

Effectively Leverage Your Time Through Staff

Mike Skiff, David Permenter & Pat Doran

COMMUNITY

In-Print AD Breakout

Community Pub Mastermind

Facilitated Discussion





N2 PUBLISHING (HOA)

Pre-Print AD Breakout

Make It Your OWN

Mandi Wilke

In-Print AD Breakouts

Effectively Leverage Your Time Through Staff

Mike Skiff, David Permenter & Pat Doran

Turning Your Clients into Raving Fans

Annie Bendalin Davenport & Kirsten Swanson

Building Massive Value in Your Appointment

Rich Gilbert, Mark Casey & Michelle Rails

REAL PRODUCERS

Pre-Print AD Breakout

Social Media Ramp-Up Guru

Katie Milgate

In-Print AD Breakout

Automating Your Appointments Through Social Media

Aaron Klein

2:15pm - 2:25pm

Break & Transition to Next Breakout Session

BREAKOUT SESSIONS

2:25pm - 3:25pm

PRODUCT BREAKOUT SESSION 4

BELOCAL

In-Print AD Breakouts

BeLocal Mastermind

Facilitated Discussion

Cracking the "QR Code"

Ryan Derfler

N2 PUBLISHING (HOA)

Pre-Print AD Breakout

Keys to a Shorter Ramp-Up & Higher Profit

Hannah Reed

In-Print AD Breakouts

Cracking the "QR Code"

Ryan Derfler

How to Create Decade-Long Relationships

Heidi Platusic, Morgan Calhoun & Steve Petruzzella





REAL PRODUCERS

Pre-Print AD Breakout

Building Undeniable Value

Bill Poulin, Anita Jones & Tal Hauch

In-Print AD Breakout

How to Maximize Your Readership

Andrew Regenhard & Mike Maletich

ALL PRODUCTS

In-Print AD Breakouts

N2DIGITAL: Strengthening Value Offerings to You & Your Clients

Colby Ray

2020 Top 30 Cash Received Mastermind

Earl Seals & Duane Hixon

3:25pm - 3:40pm

Break & Transition to General Session

GENERAL SESSION

3:40pm - 5:00pm

Closing Like a Boss

Aaron Klein

Never Settle

Mike Maletich