

friday FEBRUARY 17

1:00 – 4:45 PM	Registration	Masters Registration Desk
1:00 – 4:45 PM	Partner Showcase	Champions A, B, C
5:00 – 6:00 PM	Opening Celebration	Masters Ballroom
6:00 – 6:30 PM	Reception	Great Room
6:30 – 7:45 PM	Dinner	Great Room & Cascades Deck
8:00 – 11:00 PM	Celebration and Dessert	Arbor Ballroom

saturday FEBRUARY 18

BREAKFAST OPTIONS

6:30 – 7:45 AM

Elective Breakfast Buffet

This is a full breakfast for those who requested it in the pre-event survey—please bring your breakfast voucher.

Players and Heritage

7:00 – 7:45 AM

Continental breakfast available in Masters Ballroom foyer for those who opted out of the full breakfast.

SATURDAY'S AGENDA

8:00 – 9:45 AM

General Session

Masters Ballroom

10:00 – 11:50 AM

Break-out Sessions

Refer to Yellow Card for Your Group

Heritage Salons

Fly the W

Survey Says: Customize!

The Bling to Sell Rings

Impact Today

Heritage A

Heritage B

Heritage C

Heritage D, E

11:50 – 12:15 PM

Box Lunch Pick-Up

Heritage Foyer

12:15 – 5:30 PM

Afternoon Activities

Buses Leave at 12:15

6:00 – 6:30 PM

Reception

Heritage A-E

6:30 – 9:00 PM

Awards Dinner

Masters Ballroom

sunday FEBRUARY 19

BREAKFAST OPTIONS		
6:30 – 7:45 AM	Elective Breakfast Buffet	Players and Heritage
	This is a full breakfast for those who requested it in the pre-event survey—please bring your breakfast voucher.	
7:00 – 7:45 AM	Continental breakfast available in Masters Ballroom foyer for those who opted out of the full breakfast.	
SUNDAY'S AGENDA		
8:00 – 9:50 AM	General Session	Masters Ballroom
	Elevate the Win	
10:00 – 11:50 AM	Break-out Sessions	Heritage and Players
	Refer to Yellow Card for Your Group	
	Fine Paper Essentials	Heritage A, B
	The ROR Goes Green	Heritage C-E
	Competitors Beware	Players B, C
12:00 – 1:30 PM	Awards Luncheon	Masters Ballroom
1:40 – 3:50 PM	Break-out Sessions	Heritage and Players
	Refer to Yellow Card for Your Group	
	Out of Clutter Find SIMPLICITY	Heritage A
	Getting Candid About Photo	Heritage B
	Tool Time: Engaging the Buyer	Heritage C
	Marketing Showcase	Players Ballroom

sunday FEBRUARY 19

SUNDAY AGENDA CONTINUED		
4:00 – 4:45 PM	General Session	Masters Ballroom
	Making an Impact	
6:00 – 6:45 PM	Reception	Champions Foyer
6:45 – 9:00 PM	Closing Dinner	Masters Ballroom
	Hall of Fame	

monday FEBRUARY 20

6:30 – 10:30 AM

Breakfast

Vernon's

Voucher included in welcome packet

AIRPORT SHUTTLE

Herff Jones is providing a shuttle from the hotel to the Jacksonville airport. The shuttle will depart from the hotel Monday morning at the following times:

▪ 6:00 AM

▪ 6:30 AM

▪ 7:00 AM

▪ 7:30 AM

▪ 8:00 AM

▪ 8:30 AM

▪ 9:00 AM

▪ 9:30 AM

▪ 10:00 AM

saturday MORNING SESSIONS**FLY THE W**

We will reveal never-before seen tools and opportunities to help you to rake in the wins and “Fly the W” this spring. You will learn about an all new, custom program for your hot targets!

Heritage A

SURVEY SAYS: CUSTOMIZE

When we Customize, we Capitalize! Our team will reveal the latest developments within the Cap & Gown portfolio. See new tools and programs to support customization, as well as opportunities for increasing commissions.

Heritage B

THE BLING TO SELL RINGS

Let your presence be memorable! Learn to set yourself apart with marketing tools that elevate your ring events and really engage the buyer. The extra bling supports the execution of experiences and the reasons Herff is the elite choice for celebrating achievement.

Heritage C

IMPACT TODAY

Herff Jones is positioned to win like never before. There is much to share and exciting additions to IMPACT. You will want to lean-in and learn how to use our combined strength to pursue and secure your largest prospects.

Heritage D, E

sunday MORNING SESSIONS**ELEVATE THE WIN**

Growing a customer base and increasing profits take not only commitment and hard-work, but they require solid strategy and real skill. You spoke and we listened. We will work with our new tools to provide tactics, lay-out strategy, and develop skills designed for victory.

Masters Ballroom

FINE PAPER ESSENTIALS

Some of the most dedicated and successful fine paper salesmen will share their secrets and best practices. Prepare to be enlightened. You may be surprised at what is delivering orders!

Players B, C

THE ROR GOES GREEN

You will experience passion and learn strategy for increasing ring commissions! Two reps will share how they made the ROR turn green. Learn how they increased units and commissions.

Heritage C, D, E

COMPETITORS BEWARE

Learn about the strategies and activities from a rep who is making history by crushing it with wins in a former scratch territory. Sit-up and be prepared to see far past thinking outside the box...what box? It's easier than it looks.

Heritage A, B

sunday AFTERNOON SESSIONS**OUT OF CLUTTER FIND SIMPLICITY**

What is SIMPLIFY? SIMPLIFY is a program that will transform our business through processes and technology modernization. You will hear how Herff Jones is making substantive change that will allow you to spend your time and talents where they are best devoted: In The Field!

Heritage A

TOOL TIME: ENGAGING THE BUYER

Our customers expect a savvy, engaging experience from companies which they choose to do business. In this session you'll see ways to sharpen your student and parent marketing using new digital marketing tools and video assets across the school year.

Heritage C

GETTING CANDID ABOUT PHOTO

We've listened and we've learned. Hear about our plans and timeline for improving the future of digital photo products. A deep dive into the product line and a plan for what to expect in 2017 will be shared in detail.

Heritage B

MARKETING SHOWCASE

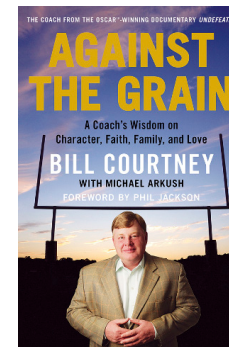
This is your opportunity to experience new products and programs through one-on-one conversations with marketing managers. You will be able to touch and feel, ask questions, discuss options, and place orders.

Players Room

MAKING AN IMPACT

You will hear from a panel of your peers from across the nation who once doubted the power of IMPACT and now are full believers. Learn how their experiences with IMPACT have gained them business and cemented existing relationships.

Masters Ballroom

saturday KEYNOTE SPEAKER

Bill Courtney, a native of Memphis, founded Classic American Hardwoods, Inc., in 2001. Today, it employs 120 people with a 45-acre manufacturing facility and domestic sales offices in Memphis, Tennessee, and international sales offices in Shanghai, China, and Ho Chi Minh City, Vietnam. In 2007, Classic American Hardwoods won the Memphis Business Journal's Small Business of the Year Award based on its growth and commitment to community service.

In 2003, Bill Courtney began volunteering at Memphis' inner city Manassas High School in an effort to turn its under-performing football team around. In 2003, the team had 19 players with a

dismal 4-95, 10-year record. In the 2008 & 2009 seasons, the team's record improved to 18-2, with 75 players. The story inspired a Hollywood film—Undeclared—which won the 2012 Academy Award for Best Feature Length Documentary.

In 2011, Bill was inducted into Bridge Builders for leadership in diversity, community, and justice. He was the 2012 recipient of the Liberty Bowl's Harry Zinn Spirit of 1776 award for distinguished citizenship, recipient of the Carnival Memphis' King's award for outstanding achievement in Business and Industry, and the National Football Foundation and College Hall of fame Memphis chapter's award winner for The distinguished American for Contribution to Amateur Athletics. In 2013, he was inducted into the prestigious Society of Entrepreneurs as a result of his success in business and community service.

Today, Bill still operates as the President and CEO of Classic American Hardwoods. He speaks at a variety of events from the Para Olympics in Colorado Springs, with Nike, PepsiCo, FedEx, and other nationally recognized companies, to churches, schools, and hospitals. His first book, Against the Grain, was published by Weinstein Books in May 2014.