

# PRINCIPAL MEETING

# AGENDA

## Sunday, September 21

- 4:00 PM General Session in Widdicomb Ballroom
- 6:00 PM Welcome Reception and Dinner in Widdicomb Ballroom

## Monday, September 22

- 8:20 AM Meet in Hotel Lobby for Transportation to Skytron
- 9:00 AM Sales Successes in Skytron Warehouse
- 10:00 AM Break
- 10:10 AM SPD Product Strategy in Skytron Warehouse
- 11:20 AM Break
- 11:30 AM Service Strategy in Hercules Classroom
- 12:40 PM Lunch in Skytron Warehouse
- 1:30 PM Activity (See Activity Schedule)  
Dinner with Activity Group (See Activity Schedule)

## Tuesday, September 23

- 8:20 AM Meet in Hotel Lobby for Transportation to Skytron
- 9:00 AM Sales Operations Strategy in Nova Conference Room
- 10:10 AM Break
- 10:20 AM Clinical & CBI Product Strategy in OR Showroom
- 11:30 AM Break
- 11:40 AM Closing Remarks in Skytron Warehouse
- 12:00 PM Lunch in Skytron Warehouse
- 12:00 PM Airport Shuttle Available Until 3:00 PM

## Additional Information

Hotel: Embassy Suites Grand Rapids Downtown  
710 Monroe Ave NW  
Grand Rapids, MI 49503  
Phone: 616.512.5700

## Monday

	Group A	Group B	Group C	Group D
<b>10:10 AM</b>	<b>Service Strategy</b> Classroom	<b>Sales Operations Strategy</b> Nova	<b>Clinical &amp; CBI Product Strategy</b> OR Showroom	<b>SPD Product Strategy</b> Warehouse
<b>11:30 AM</b>	<b>Sales Operations Strategy</b> Nova	<b>Clinical &amp; CBI Product Strategy</b> OR Showroom	<b>SPD Product Strategy</b> Warehouse	<b>Service Strategy</b> Classroom

## Tuesday

	Group A	Group B	Group C	Group D
<b>9:00 AM</b>	<b>Clinical &amp; CBI Product Strategy</b> OR Showroom	<b>SPD Product Strategy</b> Warehouse	<b>Service Strategy</b> Classroom	<b>Sales Operations Strategy</b> Nova
<b>10:20 AM</b>	<b>SPD Product Strategy</b> Warehouse	<b>Service Strategy</b> Classroom	<b>Sales Operations Strategy</b> Nova	<b>Clinical &amp; CBI Product Strategy</b> OR Showroom