

## Sagebrush 2010 Agenda

### Monday, January 25<sup>th</sup>

10:00 a.m. Registration Office Open – Ballroom Foyer (Open until 5:00 p.m.)

1:30 p.m. Sagebrush 2010 Opening Session – Newport Room

- Welcome to Sagebrush - Terry Pacheco, Conference Coordinator
- Welcome to Las Vegas - Katherine Yonkers, Director, Nevada Business Enterprises Program
- Welcome - Rick Kuhlmeier, President, Nevada Council of the Blind
- Welcome – Charles Glaser, President, Randolph-Sheppard Vendors of America
- Pledge of Allegiance,
- Introduction of Attendees

2:00 Moderator: Dan Sippl, RSVA National Accounts Chair,

2:00 “Partnerships in Business” - Jim Brinton, Chairman of the Board, National Automated Merchandising Association (NAMA)

2:45 “ACB News” – Mitch Pomerantz, President, American Council of the Blind

3:15 Break

3:30 “Business Resources” - Janis Stevenson, Business Development Advisor, Nevada Small Business Development Center

4:00 “Dressing for Success” - Dawn Feichtman, Marketing Manager, A & A Uniforms

4:25 Wrap-up

7:00 Welcome Reception – Sawgrass Room  
hors d'oeuvres, cash bar

### Tuesday, January 26<sup>th</sup>

8:00 a.m. Full Buffet Breakfast – Spyglass / Sawgrass Room

8:30 a.m. Registration Office Open – Ballroom Foyer (Open until 4:00 p.m.)

9:00 Morning Session – Newport Room

Moderator: Ron Eller, RSVA Government Relations Chair

Introductions/announcements

9:10 “Report from RSA” – Suzanne Mitchell VR Program Specialist, Rehabilitation Services Administration, Washington, DC

9:50 “Legislative/Regulations Update” - Catriona Macdonald, President, Linchpin Strategies, LLC., Washington, DC

10:20 Break

10:35 Arbitrations Update – Robert Humphreys, Esq., RSVA  
Attorney

11:00 “Around the Country, News from BEP Administrator Panel” –  
Facilitator, Rajaunnda Gandy, Georgia

12:00 p.m. Lunch (On Your Own)

1:30 p.m. Afternoon Session – Newport Room

Moderator: Janet Wetmore, RSVA Publications Chair

1:30 “National Vending Report and Opportunities” - Bill Lewis, National  
Vending

2:00 “Vendor’s Report Card” – Moderator, Mike Lee, President, L & S  
Services

3:00 Break

3:15 White Paper Discussion – Catriona Macdonald

4:15 Wrap-up

### Wednesday, January 27<sup>th</sup>

- 8:00 a.m. Full Buffet Breakfast – Sawgrass Room  
8:30 a.m. Registration Office Open – Ballroom Foyer (Closes at 12:30p.m.)  
9:00 Morning Session – Newport Room  
Moderator: Ardis Bazyn, RSVA Secretary  
9:05 “Merchandising to sell: Setting up Displays” - Leslie Swartz,  
PepsiCo  
\*\*9:30 A Tribute To Larry Jones: In Loving Memory – Facilitated by  
Jan Wetmore  
10:00 “Investing in Today’s Economy” - Mark Breen, Lic. Limited  
Securities Rep.  
10:20 Break  
10:40 “Green Marketing” – Brian Murphy & Dave Bender, Crane  
Merchandising Systems  
11:00 “The Impulse Buyer” - Emory Austin, Back by Popular Demand,  
Sponsored by PepsiCo  
12:00 – 5:00 Exhibitor Showcase – See Sagebrush Program for details  
Visit the many companies featured in the Exhibitor Showcase while you  
enjoy conversation and refreshments in the center of the room. It’s a  
great time to see what’s new and network with suppliers.

### Thursday, January 28

- 8:30 a.m. Continental Breakfast – Newport Room  
9:00 Morning Session – Newport Room  
Moderator, Filo Tu, Sagebrush Committee  
9:05 “Marketing Your Business More Effectively” - Ardis Bazyn, Bazyn  
Communications, Burbank, CA  
9:45 “New Beginnings at RSA” – Commissioner Lynnae Rutledge,  
Rehabilitation Services Administration  
10:30 Break  
10:45 “Dressing for Success” Part 2 - Sean Dunne, Astor & Black  
Custom Outfitters  
11:05 “New Trends in Food Service Marketing” – Mike Barclay,  
Southern Foods  
11:30 Annual Luncheon & Presentations – Sawgrass Room,  
Charles Glaser, Emcee  
Keynote Address: Sgt. Matt Eversmann, of Black Hawk Down –  
Sponsored by Cantu Services  
Awards Presentations  
2:30 p.m. Afternoon Session – Newport Room  
“New Ventures For a Different Economy” - Teaming Partners panel:  
Mike Barclay, Southern Food Service; Joe Blackstone, Blackstone  
Consulting; Rick Cantu, Cantu Services, Inc. Q&A  
4:15 Wrap-up  
4:30 “Something Special” – Sawgrass Room

Friday, January 29<sup>th</sup>

8:00 – 4:00 Business Education Annual Training – Shoal Creek Room  
Presented by Cantu Services, Inc.

8:00 “Government Contracting Issues” - Doris Lackey/Debbie  
Moss, Cantu Services

9:30 Break

9:45 “Human Resources Hot Topics” - Debbie Moss / Doris  
Lackey, Cantu Services

11:15 Lunch (On Your Own)

1:00 “Leadership 101 (Back to Basics)” - Mike Sweeney, Cantu  
Services

2:30 Break

3:00 “Money Talks – Financials and Audits” - Diane Hanson,  
Cantu Services

4:00 Wrap-Up by Cantu Services, Inc. Team