

ACCESS OUR EVENT APP TO GET UP-TO-THE-MINUTE UPDATES, MEMBER DISCUSSIONS, AND JOIN ACTIVITIES.

PRE-ABR PROGRAMMING:

Saturday, March 15, 2025 (Arizona or MST time)		Unique Registration Status:
8am-4pm	ISA-ALP Board Meeting (Private)	Board Members Only
Time TBD	Member Hangout: Golf: Saturday or Wednesday tbd	on own; use Whova app
6pm	ISA-ALP Volunteer Thank You Social	By invitation only; must RSVP separately; no substitutions

Sunday, March 16, 2025		Unique Registration Status:
10-11:30am	CEOs/Presidents/Owners/Founders Meeting	Separate Member Benefit held adjacent to ABR. By Invitation Only; no substitutions; must RSVP separately.
11:30am-12:30pm	CEOs/Presidents/Owners/Founders Lunch	Separate Member Benefit held adjacent to ABR. By Invitation Only; no substitutions; must RSVP separately.
12:30-2pm	Financial Benchmarking Study Review Session	Separate Member Benefit held adjacent to ABR. By Invitation Only; must RSVP separately.

ANNUAL BUSINESS RETREAT (ABR) PROGRAMMING

Sunday, March 16, 2025 (Arizona or MST time)		Unique Registration Status:
3-4pm	Welcome First Time Participants + Buddy Mentors Program	By Invitation Only; must RSVP separately but all registrations are welcome to attend. Hosted by Membership Committee
4-5:30pm	Opening Session + Preparing for Spontaneity with Harold Payne	
5:30-6pm	ABR Membership + Committee Group Photos	
6:30-8:30pm	Great Graze: Member Networking Social/Dinner	

Monday, March 17, 2025		
Before Breakfast	Member Hangouts	on own; use Whova app
7:30-9am	Breakfast: Like-Member Seating	
9-9:30am	Welcome including Harold Payne	
9:30am-12Noon	Workshop: Leveraging AI for Process Optimization with Lucas Petty, AI Daddy	
Noon-1:30pm	Lunch (network only)	
1:30-3pm	Member Programming: Member Panel Program facilitated by Kristin Arnold	
3:15-4:30pm	Member Programming: Fishbowls Breakouts	Register for one of the following on the app. Split up your attending team to attend more than one fishbowl: <ul style="list-style-type: none"> - Business Strategies - Marketing - Operations - Programs/Products - Sales
4:30-6pm	Member Hangouts. Options may include tennis, pickleball, bikes, walking, yoga, hiking, whiskey tasting, games, RAFT groups	on own; use Whova app
Evening 7:00pm	Member Hangout: Womens Group	on own; use Whova app. Purchase your own dinner. Beverages will be provided.
6pm-balance of day		Member Free Time (member networking) on own; use Whova app

Tuesday, March 18, 2025		
Before Breakfast	Member Hangouts	on own; use Whova app
7:30-9am	Breakfast (networking only)	
9-9:30am	Welcome including Harold Payne	
9:30-11am	Workshop: Brand & Demand: Building a Marketing Engine for the Modern B2B Buyer with Will Milano	
11:15am-12:45pm	Workshop: Unlock Your Sales Team Potential by Leveraging Design Thinking Concepts with Ashley Welch, Somersault Innovation	
12:45-2pm	Lunch: Like Member Seating	
2-3pm	The Future of ISA-ALP: State of the Association	
3-4:30pm	Awards Session featuring Michael Bungay Stanier & Personify Leadership (Hosted by Awards Committee)	
4:30-5pm	Closing with Harold Payne	
6:30-9pm	ISA-ALP's 2025 Gala: Celebratory Awards, Dinner & Part	Cocktail attire recommended
9pm-Balance of Day		Member Free Time

Wednesday, March 19, 2025 - Stay for Wednesday Programming Options		
7:30-8:30am	Lite Breakfast (networking only)	
CHOOSE ONE	8:30-10am	Workshop: Re-Imagine Increased Revenue Potential through U.S. Federal Contracting with Gloria Larkin, TargetGOV
	8:30-10am	Workshop: Friction To Flow: Set Your Time Free Through Smarter Systems with Jenny Blake, Pivot
10am-12 Noon	RAFTS and C-Level Forum Followup Meetups (on own; use Whova app; use General Session room; Hosted by Programming Committee)	
Noon-?	Member Hangout: Golf: Saturday or Wednesday tbd	on own; use Whova app