

Sunday (10/21)	Monday (10/22)	Tuesday (10/23)	Wednesday (10/24)	Thursday (10/25)
	7:30 – 8:00 a.m. Continental Breakfast	7:00 – 8:00 a.m. Continental Breakfast	7:00 – 8:00 a.m. Continental Breakfast	7:30 - 8:30 a.m. Continental Breakfast
	8:00 - 10:00 a.m. Communication, Negotiation and Customer Engagement <i>Donohue</i>	8:00- 11:00 a.m. Strategic Leadership <i>Cichy</i>	8:00 - 10:00 a.m. V-Commerce: Emerging Technologies <i>Kasavana</i>	8:30 - 10:30 a.m. Industry Leadership Presentation <i>Carla Balakgie</i>
	10:00 – 10:15 a.m. Break	11:00 – 11:15 a.m. Break	10:00 – 10:15 a.m. Group Photo in the Atrium	10:30 – 11:00 a.m. Break
	10:15 - 12:00 p.m. Communication, Negotiation and Customer Engagement <i>Donohue</i>	11:15 – 12:30 p.m. Finance <i>Schmidgall</i>	10:15 - 12:30 p.m. Introducing Gen C NAMA's <i>Choice</i> Generation <i>Knutson</i>	11:00 – 12:00 p.m. Program Wrap-up and Evaluation <i>Cichy, Ferensic</i>
2:00 - 2:30 p.m. Program Kick-Off <i>Cichy, Ferensic, St. Marie</i>	12:00 – 1:00 p.m. Lunch	12:30 – 1:30 p.m. Lunch	12:30 – 1:15 p.m. Lunch	12:00 - 12:45 p.m. Lunch
2:30 - 4:00 p.m. Case Study Introduction: Building & Leading Your Team <i>Cichy</i>	1:00 - 3:00 p.m. Business Analytics and Leveraging Customer Data <i>Speier- Pero</i>	1:30 - 3:15 p.m. Strategic Marketing and Customer Value Pricing <i>Harrell</i>	1:15 - 3:00 p.m. Thinking Differently by Design <i>Redd</i>	12:45 - 1:15 p.m. Case Study Work Teams
	3:00 - 3:15 p.m. Break	3:15 - 3:30 p.m. Break	3:00 - 3:15 p.m. Break	1:15 - 4:00 p.m. Case Study Team Reports <i>Cichy, Balakgie</i>
4:00 - 5:30 p.m. Strategic Leadership <i>Cichy</i>	3:15 - 5:45 p.m. Campus Tour – MSU Procurement/Stores <i>Lisa Farley</i> <i>Don Swanson</i> <i>Chandos McCoy – Tour Guide</i>	3:30 - 5:00 p.m. Strategic Marketing and Customer Value Pricing <i>Harrell</i>	3:15 - 4:45 p.m. Thinking Differently by Design <i>Redd</i>	
			5:00 - 5:30 p.m. Case Study Review <i>Cichy</i>	
5:30 - 7:00 p.m. Reception and Dinner	5:45 - 7:30 p.m. Dinner on Campus	5:30 - 6:30 p.m. MSU Food Truck @ HC	Dinner on Own	5:30 - 6:15 p.m. Reception
7:00 - 8:00 p.m. Case Study Team Kick-Off <i>Cichy</i>	7:30 p.m. Case Study Work Teams	7:00 p.m. Case Study Work Teams	7:00 p.m. Case Study Work Teams	6:15 - 8:30 p.m. Dinner, Graduation Ceremony <i>Cichy, Balakgie</i>

Four Seasons Lounge (Cash Bar) will be open evenings until 10:30 p.m. for Networking Monday-Thursday.