

8:00 AM	Registration (Sponsored by S-Docs)		
8:15 - 9:00 AM	Continental Breakfast (Sponsored by Spekit) [Main Downstairs] Spotlight Jam 8:20 AM Resource Hero: Bill Kuehler • 8:30 AM SalesPath+: Greg Plum 8:40 AM Keysight Technologies: John Hogan + Steve Barreto • 8:50 AM Spekit, Laura Wheeler		
9:00 - 9:15 AM 9:15 - 10:00 AM	Opening Remarks [Main Downstairs] Speakers: MidAtlantic Dreamin' Leaders Keynote: Architect your Foundation for the Future Speaker: Susannah Plaisted Lead Evangelist, Architect Relations at Salesforce		
10:00 AM - 1:00 PM	Keysight Technologies Demos [Barrel Room]		
10:00 AM - 4:00 PM	Casual Networking and Advising from Seasoned Professionals (Sponsored by HigherEchelon) [Community Section]		
BLOCK 1 10:15 AM - 11:00 AM	MAIN DOWNSTAIRS (Sponsored by Spekit)	UPSTAIRS LOFT (Sponsored by Valence)	TASTING ROOM (Sponsored by Resource Hero)
	The Ultimate Swiss Army Knife – How Custom Metadata Turns You in to Admin MacGyver Michelle Hansen Principal, Slalom	Get Hands-On Architecting Solutions Melissa Shepard Founder, ScaleUp Archs	LWCs, DevOps Center, and cMDTs Walk into a Bar, and It's Not What UXpected Chuck Liddell CEO, Valence App Inc
11:00 AM - 11:15 AM	Break		
11:15 AM - 12:00 PM	Speed Networking [Community Section]		
BLOCK 2 11:15 AM - 12:00 PM	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM
	Architecting for Analytics Aaron Crear Salesforce Architect & Founder, Hat-Trick Consulting	11:15 AM - 11:35 AM Getting Started: Migrating Workflows and Processes to Flows Dengyue Hamori Senior Salesforce Administrator, CallRail Dylan Rodgers Chief Revenue Officer, CandyBox	11:15 AM - 11:35 AM What's Wrong with our UAT Mindset? Samantha Shain Data Solutions Manager, William Penn Foundation
		11:40 AM - 12:00 PM Salesforce Data Migrations Pratima Shrivastav Principal, Slalom	11:40 AM - 12:00 PM How I Solved These: Implement Four Fast User Experience Upgrade Ideas Michael Kolodner Independent Consultant, Kolodner.com, LLC
12:00 - 1:00 PM	Lunch (Sponsored by Valence) [Main Downstairs] Spotlight Jam 12:05 PM 10K: Rob Miller + Andrea Arceneaux • 12:15 PM FastCall: Rich Rosen 12:25 PM Breadwinner: Stony Grunow + Ned Howells-Whitaker • 12:35 PM Valence: Chuck Liddell 12:45 PM WithSecure: Nicholas Collevecchio • 12:55 PM Metazoa: Tom Appleton		
1:00 PM - 4:00 PM	Career, Interview and Resume Counseling [Barrel Room]		
BLOCK 3 1:00 PM - 1:45 PM	MAIN DOWNSTAIRS	UPSTAIRS LOFT	
	Permission Granted! Navigating the Flightpath for a New Approach to User Permissions Sandi Nuss Zellner Founder and Lead Architect, Locke Nuss Consulting	1:00 PM - 1:20 PM Innovate with the Commons: Salesforce Community Collaboration at its Best Cori O'Brien Senior Manager Salesforce.org Commons, Salesforce	1:25 PM - 1:45 PM Grassroots Mobile Survey, an Affordable Mobile App Patricia Perkins Executive Director, Worlds Touch
1:45 PM - 2:00 PM	Break		
2:00 PM - 2:45 PM	Speed Networking [Community Section]		
BLOCK 4 2:00 PM - 2:45 PM	MAIN DOWNSTAIRS	UPSTAIRS LOFT	
	Admins and SFDX Mike DeMaria Salesforce Developer, Equitable	Salesforce for the People: Change Management and User Centered Design Eliza Hammer Gage Director of Consulting, Red Argyle	
2:45 PM - 3:00 PM	Break		
BLOCK 5 3:00 PM - 3:45 PM	MAIN DOWNSTAIRS	UPSTAIRS LOFT	
	Untying the Knot: Enabling Reflection and Decoupling Dependencies in Apex Jonathan Devlin Senior Lead Technologist, Booz Allen Hamilton	3:00 PM - 3:20 PM How I Learned to Stop Worrying and Love Person Accounts Andrés Catalán Senior Delivery Principal, Technical Architect, Slalom	3:25 PM - 3:45 PM Out-of-Date Installed Package Risks: How Many Are in Your Salesforce.org? Chris Bruzzi EVP, Product Development, Hubbl Diagnostics
3:45 PM - 4:00 PM	Break		
4:00 PM - 4:45 PM	User Group Leaders Feature & Closing Remarks [Main Downstairs] Moderator: Judi Sohn		
4:45 PM - 6:00 PM	Cocktail Hour (Sponsored by Investigo)		

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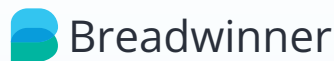
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