



8:00 AM - 9:00 AM	<b>Registration + Breakfast</b>			
9:00 AM - 9:45 AM	<b>Opening</b> [MidAtlantic Dreamin' Leaders + Chris Wink]			
9:45 AM - 10:00 AM	<b>Break</b>			
	<b>MAIN DOWNSTAIRS</b>	<b>UPSTAIRS LOFT</b>	<b>TASTING ROOM</b>	<b>BARREL ROOM / TRAILBLAZER COMMUNITY ROOM</b>
10:00 AM - 10:20 AM	<b>Technical debt in Salesforce: Do you need to call a plumber for your org?</b> Bill Hare	<b>Take Your reporting to the next level</b> David Carnes	<b>Why you should be using Jest Tests on LWCs</b> Crystal Harris Aavo Reinvald	<b>Ask a CTA: CTA and Salesforce career track counseling.</b>
10:20 AM - 10:45 AM	<b>Rollup anything with DLRS</b> Shari Carlson			
10:45 AM - 11:05 AM	<b>Break</b>			
	<b>MAIN DOWNSTAIRS</b>	<b>UPSTAIRS LOFT</b>	<b>TASTING ROOM</b>	<b>BARREL ROOM / TRAILBLAZER COMMUNITY ROOM</b>
11:05 AM - 11:50 AM	<b>Flow and code. Living together. Mass hysteria!</b> Tom Patros	<b>Unlocking your potential: A comprehensive guide to interviews</b> Michelle Hansen Sarah Orens	<b>Design is more than UI: How to architect solutions that scale</b> Pallavi Agarwal	<b>Career, resume and interview counseling with Investigo.</b>
11:50 AM - 12:00 PM	<b>Break</b>			
	<b>MAIN DOWNSTAIRS</b>	<b>UPSTAIRS LOFT</b>	<b>TASTING ROOM</b>	<b>BARREL ROOM / TRAILBLAZER COMMUNITY ROOM</b>
12:00 PM - 12:20 PM	<b>Get your data AI ready using native tools</b> Christina Tomaselli Chris Auger	<b>HTTP callouts in Flows: The ultimate Salesforce game changer</b> Avash Chapagain Renee Theis Aaron George	<b>You keep using that word... "Declarative", and what it actually means</b> Andrés Catalán	<b>Speed networking/mentoring</b>
12:20 PM - 12:45 PM	<b>Design for user success: Build better Lightning Record Pages</b> Michael Kolodner			
<b>MAIN DOWNSTAIRS &amp; MAIN DINING ROOM</b>			<b>MAIN DOWNSTAIRS</b>	
12:45 PM - 1:45 PM	<b>LUNCH</b> Will be served in both Main Downstairs and Sponsor Section/Main Bar.		<b>DEMO JAM</b>	
	<b>MAIN DOWNSTAIRS</b>	<b>UPSTAIRS LOFT</b>	<b>TASTING ROOM</b>	<b>BARREL ROOM / TRAILBLAZER COMMUNITY ROOM</b>
1:45 PM - 2:05 PM	<b>Façade pattern with Apex and Flow Actions</b> Adam Erstelle	<b>Drive salesforce adoption with influence (even if you're not their manager)</b> Eric Dreshfield Shannon Gregg	<b>Don't count me out navigating job market challenges with mental resilience</b> Christine Stevens	<b>Interview counseling with the Trailblazer Community</b>
2:05 PM - 2:30 PM	<b>How to flip the script after 20 years in a different field</b> Healey Sutton			
2:30 PM - 2:45 PM	<b>Break</b>			

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM / TRAILBLAZER COMMUNITY ROOM
2:45 PM - 3:30 PM	<b>Managing a Salesforce makeover</b> Lisa Firnberg	<b>SOQL skills for admins and consultants</b> Steven Trumble	<b>Software superheroes: Build the tools you wish existed!</b> Aaron Crosman	<b>Speed networking/mentoring</b>
3:30 PM - 3:45 PM	<b>Break</b>			
	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM / TRAILBLAZER COMMUNITY ROOM
3:45 PM - 4:05 PM	<b>Mentoring for success: Guiding the next generation of Salesforce professionals</b> Judi Sohn	<b>Advanced reporting tips and tricks for new admins</b> Aaron Crear	<b>Automate your testing with flows</b> Chris Pifer	<b>Diamond Sponsor Talk: Securing Salesforce Digital Experiences – A true story about how my customer’s Digital Experience got hacked and what I learned from it.</b> Matt Meyer
4:05 PM - 4:30 PM	<b>Never go it alone: Guidance for independent consultants</b> Bill Powell			
4:30 PM - 4:40 PM	<b>Break</b>			
4:40 PM - 5:15 PM	<b>Closing Remarks and Raffle</b>			
5:15 PM - 6:00 PM	<b>Happy Hour Sponsored by Investigo</b> Sponsor Section/Main Bar			

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