

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM	
8:15 AM - 9:00 AM	<b>Registration + Breakfast</b>				
9:00 AM - 9:45 AM	<b>Opening</b> [MidAtlantic Dreamin' Leaders]				
9:45 AM - 10:00 AM	<b>Break</b>				
10:00 AM - 10:20 AM	<b>Choose Your Own (Cert) Adventure: Finding the Right Path</b> Healey Sutton	<b>Who's Your Customer? Tracking Complicated Market and Customer Segments</b> Jim Stoltzfus	<b>Empower Your Users from Step 1: Login Flows to Improve Engagement</b> Ben Dobkin	<b>Speed Networking</b>	
10:20 AM - 10:25 AM	<b>Break</b>				
10:25 AM - 10:45 AM	<b>Growing your Salesforce Career: From Day to Day to Decision Maker</b> Christian Belko	<b>DevOps is More Than Just Deployments</b> Jack McCurdy	<b>Platform Event Flows Unleashed: Salesforce's Overlooked Power Tool</b> Michael Farrelly		
10:45 AM - 11:05 AM	<b>Break</b>				
11:05 AM - 11:25 AM	<b>The Hidden Keys to Salesforce Success: Aligning People, Processes, and Purpose</b> Rubin Singh	<b>Mastering Trigger Troubleshooting: Apex and Flow Error Resolution in Salesforce</b> Andy Engin Utkan	<b>Building a Dynamic Data Table in Flow using SOQL and Data Fetcher</b> Dan Mrazik	<b>Ask an Expert</b> Feeling stumped on a Salesforce problem?  Stop by to get paired up with a Salesforce expert who has deep knowledge about the platform. Please bring your own laptop.	
11:25 AM - 11:30 AM		<b>Break</b>			
11:30 AM - 11:50 AM		<b>Communications Skills for Technical Experts</b> Aaron Crosman			
11:50 AM - 12:00 PM	<b>Break</b>				
12:00 PM - 12:20 PM	<b>Troubleshooting Tips to Fill Your Salesforce Toolbox</b> Judi Sohn	<b>Unleashing Visual Insights: Uncover the Power of Embedded Charts in Salesforce</b> Aaron Crear	<b>Your Unit Tests Need Work</b> Mike DeMaria	<b>Resume &amp; Interview Advice Corner with</b>  <b>INVESTIGO</b>	
12:20 PM - 12:25 PM	<b>Break</b>				
12:25 PM - 12:45 PM	<b>Product Ownership for Accidental Admins</b> Jaemi Loeb				
12:45 PM - 1:45 PM	<b>Lunch + Demo Jam [Main Downstairs]</b> airSlate, Keri Curkendall + Mike Camilleri   Vicasso, Sam Humes + Sean Lewis   Sweep, Ari Bornstein Flow Canvas, Andy Engin Utkan   WithSecure, Raj Patel				
1:45 PM - 2:05 PM	<b>Diagram Jammin' - How to Build Beautiful and Informative Diagrams</b> Michelle Hansen	<b>The Art of Discovery</b> Sarisha Meda	<b>From Idea to Impact: Use Prototypes to Unlock Better Requirements</b> Pratima Shrivastav	<b>Talk Session presented by</b>  <b>airSlate</b>  <b>Minutes to Win It: Cut Your eSign cost by 40% in 5</b> Keri Curkendall + Mike Camilleri	
2:05 PM - 2:10 PM		<b>Break</b>			
2:10 PM - 2:30 PM		<b>Notification Liberation: Using Slack or Microsoft Teams in Flow for Communications</b> Adam Erstelle			<b>LWCs with Accessibility in Mind</b> Julie Branyan

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM	
2:30 PM - 2:45 PM	Break				
2:45 PM - 3:05 PM	<b>Delivering Empathetic and Joyful User Experiences</b> Daniel Gorton	<b>10 Expert Tips for Stellar Salesforce Solution Demos</b> Oleh Mykytyn	<b>Supercharging Salesforce DevOps: Scratch Orgs &amp; Salesforce CLI</b> David Rose + Sean Barrett	<b>Ask an Expert</b> Feeling stumped on a Salesforce problem?  Stop by to get paired up with a Salesforce expert who has deep knowledge about the platform. Please bring your own laptop.	
3:05 PM - 3:10 PM		Break			
3:10 PM - 3:30 PM		<b>Mastering Salesforce Formulas: From Beginner to Expert</b> Andrew Montemayor			
3:30 PM - 3:45 PM	Break				
3:45 PM - 4:05 PM	<b>Manage and Secure Your Data with Salesforce Trusted Services</b> Rachel Beard	<b>Neurodiversity in the Digital Workspace</b> Kurt lobst	<b>Get (Actually) Ready for Agentforce Service Agents</b> Sean Lewis	<b>Speed Networking</b>	
4:05 PM - 4:10 PM					Break
4:10 PM - 4:30 PM					<b>Automation ROI: Measuring the Impact of Salesforce Automation Tools</b> Melissa Shepard
4:30 PM - 4:40 PM	Break				
4:40 PM - 5:15 PM	Closing Remarks, Trail Quest Winner Announced and Raffle				
5:15 PM - 6:00 PM	Happy Hour				

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