

|                     | MAIN DOWNSTAIRS   | UPSTAIRS LOFT  | TASTING ROOM   | BARREL ROOM  |
|---------------------|---|--|--|--|
| 8:15 AM - 9:00 AM   | <b>Registration + Breakfast</b>   |  |  |  |
| 9:00 AM - 9:30 AM   | <b>Opening</b> [MidAtlantic Dreamin' Leaders]   |  |  |  |
| 9:30 AM - 9:45 AM   | <b>Break</b>  |  |  |  |
| 9:45 AM - 10:30 AM  | <b>Make the Most of Your Salesforce and Slack Integration</b><br>Aaron Crear  | <b>Breaking Barriers: An Admin's Guide to Accessibility</b><br>Rebecca Ledder                        | <b>Events, Registrants, and QR Codes. Oh My!</b><br>Michael Grandel  | <b>An Introvert's Guide to Surviving Dreamin Events, Dreamforce, and User Groups</b><br>Michael Kolodner |
| 10:30 AM - 10:50 AM | <b>Break + Visit Sponsors</b>   |  |  |  |
| 10:50 AM - 11:10 AM | <b>You've Gone Live, Now What?</b><br>Shari Carlson   | <b>People Experience Over User Experience</b><br>Sandy Jandu   | <b>Build Configurable Solutions &amp; Automation with Custom Metadata and Custom Object</b><br>Daniel Drufovka |  |
| 11:10 AM - 11:15 AM |   | <b>Break</b>   |  | <b>Break</b>   |
| 11:15 AM - 11:35 AM |   | <b>Best of Both Worlds: Easier Entry for Users and Better Data for Managers</b><br>Jim Stoltzfus     |  | <b>AI + Intelligent Authenticity: Stand Out Without Blending In</b><br>Stacey Whitaker                   |
| 11:35 AM - 11:45 AM | <b>Break + Visit Sponsors</b>   |  |  |  |
| 11:45 AM - 12:05 PM | <b>Extreme Makeover: Salesforce Edition!</b><br>Michael Kolodner  | <b>Refactoring Legacy Code: When, Why, and How</b><br>Richard Moore                                  | <b>It's Not You, It's the SOW: The 5 Love Languages of a Salesforce Partner</b><br>Jon Chen                    |  |
| 12:05 PM - 12:10 PM |   |  | <b>Break</b>   |  |
| 12:10 PM - 12:30 PM |   |  | <b>Why Growing Companies Feel Slower After Buying More Tech</b><br>Devin Spence                                |  |
| 12:30 PM - 1:30 PM  | <b>Lunch + Demo Jam [Main Downstairs]</b><br>Brio Solutions   WatBox, Dori Loudon<br>Gearset, Andrew Cali + Jack McCurdy   SurveyVista by Ardira<br>Sweep   Snapbrick |  |  |  |
| 1:30 PM - 1:50 PM   | <b>Shields Up: Stop Threats Before They Strike with Real-Time Security</b><br>Carl Brundage & Eoghan Casey  | <b>When Reports Aren't Enough: Getting Started with Tableau for Salesforce Admins</b><br>Aaron Crear | <b>How to Architect for the Future: A Real World Look</b><br>Nikolaus Sappie                                   |  |
| 1:50 PM - 1:55 PM   |   | <b>Break</b>   |  |  |
| 1:55 PM - 2:15 PM   |   | <b>Turning Platform Events/Queueables into Scalable Superpowers</b><br>Sai Therala                   |  |  |
| 2:15 PM - 2:30 PM   | <b>Break + Visit Sponsors</b>   |  |  |  |



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|-------------------|--|--|---|-------------|
| 2:30 PM - 2:50 PM | <b>Building User Customized Apps</b><br>Mike DeMaria   | <b>Designing Salesforce Flows That Hold Up in the Real World</b><br>Judi Sohn                  | <b>Less Clicking, More Closing: Lightning Record Page Design to Drive Results</b><br>Jabari Jackson   |             |
| 2:50 PM - 2:55 PM |  |  | <b>Break</b>  |             |
| 2:55 PM - 3:15 PM |  |  | <b>Free The Button!</b><br>Hunter Cronier   |             |
| 3:15 PM - 3:25 PM | <b>Break + Visit Sponsors</b>  |  |   |             |
| 3:25 PM - 3:45 PM | <b>Practice Makes Perfect: How Best Practices Make Your Automations Flow Smoothly</b><br>Michelle Hansen | <b>Unearthing the Ghosts in Your Org: How to Audit Salesforce Technical Debt</b><br>Mike Rogan | <b>Vibes are Not Requirements – Learn How to Achieve Alignment through User Stories</b><br>Guy Tawney |             |
| 3:45 PM - 3:50 PM |  |  |   |             |
| 3:50 PM - 4:10 PM |  | <b>10 Click-Not-Code Tricks Your Users Will Love</b><br>Emma Keeling                           |   |             |
| 4:10 PM - 4:20 PM | <b>Break</b>   |  |   |             |
| 4:20 PM - 5:15 PM | <b>You Are the Key All Along: What Oz Can't Give You</b><br>Mike Gerholdt                                |  |   |             |
|                   | <b>Closing Remarks, Trail Quest Winner Announced and Raffle</b>  |  |   |             |
| 5:15 PM - 6:00 PM | <b>Happy Hour</b>  |  |   |             |

## SPONSORS

### SILVER SPONSORS



### BRONZE SPONSORS



### TASTING ROOM SPOTLIGHT



### RECEPTION DESK



### BAR SPOTLIGHTS



### LANYARDS

