



## 70th Annual SDBA Leadership Conference

September 14-15, 2018

The Lodge at Deadwood  
100 Pine Crest Drive  
Deadwood, SD 57732



Jay Huizenga  
SDBA Chairman

### FRIDAY, SEPTEMBER 14, 2018 - *Mountain Time*

8:00am - 12:00pm SDBA BOARD OF DIRECTORS MEETING

12:30pm - 1:00pm REGISTRATION

1:00pm - 5:00pm SDBA TRAINING SESSIONS - Invite your staff to attend these informative sessions!

**"FROM SURVIVING TO THRIVING IN SALES"** *Pine Crest B*  
Derron Steenbergen, Swagger Institute

**JOURNALISM TRAINING** *Pine Crest C*  
Al Tompkins, Poynter Institute

5:30pm - 6:30pm WELCOME RECEPTION - Cocktails and heavy hors d'oeuvres

28th ANNUAL DEADWOOD JAM OUTDOOR MUSIC FESTIVAL!



Derron Steenbergen  
Swagger Institute

### SATURDAY, SEPTEMBER 15, 2018 - *Mountain Time*

7:00am - 8:00am NETWORKING BREAKFAST - *Foyer Area*

8:00am - 10:00am SDBA BUSINESS MEETING - *Pine Crest B*  
NAB WASHINGTON UPDATE

10:30am - 12:00pm "Managing & Motivating a Distracted, Overwhelmed Salesforce"  
Derron Steenbergen, Swagger Institute

12:30pm - 2:00pm SDBA AWARDS LUNCHEON

2:00pm ADJOURN

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Al Tompkins  
Poynter Institute