



GE Capital Solutions & Sail America Industry Conference – June 12, 2008

“Growth Through Innovation”

Newport, Rhode Island



CONFERENCE SCHEDULE

- 7:30 am – 8:30 am** **Registration/Breakfast** (Mezzanine)
- 8:30 am – 9:00 am** **Welcome Announcements** (Main Hall)
Opening Remarks: Future Plans for Sail America
Bill Goggins, Sail America Board President; Jonathan Banks, Executive Director
- 9:00 am – 10:15 am** **General Session** (Main Hall)
Keynote Speaker: Dan Coughlin, The Coughlin Company
“Innovate to Accelerate: Practical Processes to Propel Business Momentum”
- 10:30 am – 11:20 am** **WORKSHOP A**
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| Accelerate Your Impact as a Business Leader
Speaker:
Dan Coughlin
<i>The Coughlin Co.</i>
(Main Hall) | How to Generate Sales In a Soft Market.
Speakers:
Josh Adams, John Peterson
Bentley Collins, Larry Russo
(1st Floor Workshop) | The latest in E-Marketing Practices
Speakers:
Bill Mulligan, <i>Caffeine</i>
Armida Markarova, <i>NMMA</i>
(2nd Floor Room A) |
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- 11:30 am – 12:20 pm** **General Session** (Main Hall)
Speaker: Mark Vitner, Senior Economic Analyst, Wachovia
“Economic Outlook and Trends”
- 12:30 pm – 1:30 pm** **Networking Lunch** (Outdoor Tented Area)
Olympic Update – Dean Brenner, US Olympic Sailing Chair
- 1:40 pm – 2:30 pm** **General Session** (Main Hall)
Speaker: Dean Brenner, US Olympic Sailing Chair
“In Pursuit of Excellence: Professional Lessons from the World of Olympic Sailing”
- 2:40 pm – 3:30 pm** **WORKSHOP B**
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| Accelerate Your Impact as a Business Leader
Speaker:
Dan Coughlin
<i>The Coughlin Co.</i>
(Main Hall) | Success Through Product Innovation
Speaker:
Ryan Scafer
<i>The Item Group</i>
(1st Floor Workshop) | Rescuing The Life Pastime, Why America Should Go Sailing
Speaker:
Nick Hayes
(2nd Floor Room A) |
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- 3:40 pm – 4:30 pm** **WORKSHOP C**
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| Accelerate Your Impact as a Business Leader
Speaker:
Dan Coughlin
<i>The Coughlin Co.</i>
(Main Hall) | Successful Export Strategies
Speakers:
Bryant University
Bill Goggins, Bill Bolin
(2nd Floor Room B) | 6 Power Tips for PR Success
Speaker:
Wanda Kenton Smith
<i>Kenton Smith Advertising & Public Relations</i>
(2nd Floor Room A) |
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- 4:40 pm – 5:30 pm** **General Session** (Main Hall)
Panel Discussion – *“Future Trends for the Sailing Industry”*
- 5:30 pm** **Wrap Up**
Information on Gala Dinner and Regatta (Main Hall)