



PGA MAGAZINE

PGA MERCHANDISER OF THE YEAR CONFERENCE

Saturday, January 21st

2:00 - 6:00pm	Hotel Check-In, Conference Registration & Gift Exchange – Cortes/DeSoto Room – El Nuevo Mundo Conference Center
6:00 - 7:00pm	Welcome Reception – Plaza de la Fontana (Rain Location: Los Reyes Foyer)
7:00 - 9:00pm	Dinner – Serra/Coronado – El Nuevo Mundo Conference Center

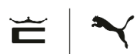
Sunday, January 22nd

6:00 - 7:30am	Breakfast – La Hacienda
7:30 - 8:00am	Conference Browse/Networking/Partner Mingle – Los Reyes Foyer
8:00 - 9:10am	General Session – Serra/Coronado – El Nuevo Mundo Conference Center
9:30 - 10:20am	Breakout Session #1 – El Moro, El Gitano, La Fontana, Cortes/DeSoto
10:30 - 11:30am	Breakout Session #2 – El Moro, El Gitano, La Fontana, Cortes/DeSoto
11:30 - 12:30pm	Lunch – El Conquistador/La Margarita
12:30 - 1:20pm	Breakout Session #3 – El Moro, El Gitano, La Fontana, Cortes/DeSoto
1:30 - 2:20pm	Breakout Session #4 – El Moro, El Gitano, La Fontana, Cortes/DeSoto
2:30 - 4:00pm	General Session – Serra/Coronado – El Nuevo Mundo Conference Center
4:00 - 5:15pm	Networking Social Hour – Plaza de la Fontana (Rain Location: Los Reyes Foyer)
6:00 - 6:30pm	Shuttles to Mission Inn Clubhouse – Main Lobby
6:15 - 7:00pm	Reception – Legends Terrace (Rain Location: Legends Ballroom)
7:00 - 9:00pm	Dinner – Legends Ballroom

Monday, January 23rd

6:00 - 7:30am	Breakfast – La Hacienda
7:15 - 8:00am	Conference Browse/Networking – Los Reyes Foyer
8:00 - 8:50am	General Session – Serra/Coronado – El Nuevo Mundo Conference Center
9:00 - 10:00am	Breakout Session #5 – Serra/Coronado, El Moro, El Gitano
10:10 - 11:10am	Breakout Session #6 – Serra/Coronado, El Moro, El Gitano
11:15 - Noon	General Session & Conference Wrap-Up – Serra/Coronado – El Nuevo Mundo Conference Center

PRESENTING PARTNERS



SUPPORTING PARTNERS

