

MONDAY, DEC. 6, 2021 - OPENING RECEPTION

TIME	EVENT	LOCATION
2:00 p.m.	Registration	Lobby Terrace
5:00 p.m.	Cocktail Reception	Ocean Terrace

TUESDAY, DEC. 7, 2021 - GENERAL SESSION - BACARA BALLROOM

TIME	EVENT	SPEAKER	TOPIC	LOCATION
7:30 a.m.	BREAKFAST			Ballroom Terrace
8:45 a.m.	Welcome Speech			
9:00 a.m.	Keynote Speaker	Malcolm Gladwell	Keynote Address	Ballroom B&C
9:45 a.m.	Q&A	Malcolm Gladwell		Ballroom B&C
10:05 a.m.	BREAK			Ballroom Terrace
10:20 a.m.	Speaker #1	Dan Madsen	The Power of Seeing Your Customer: How to inspire industry-wide change and challenge the status quo.	Ballroom B&C
11:10 a.m.	Speaker #2	Casey Jackson	Beyond Relationship Sales: How Empathy Drives Outcomes	Ballroom B&C
12:10 p.m.	LUNCH			Ballroom Terrace
1:30 p.m.	Breakout Sessions Begin			

TUESDAY, DEC. 7, 2021 - BREAKOUT SESSIONS

TIME	EVENT	SPEAKER	TOPIC	LOCATION
1:30 p.m.	Breakout Session One	David Smith / Dan Madsen	The Executive Director Role in Sales	Salon
1:30 p.m.	Breakout Session Two	Casey Jackson / Alex Fisher	The DNA of a Best Sales Performer	Salon
1:30 p.m.	Breakout Session Three	Kristin Kutac Ward / Jason Rock	Creating Opportunities in the Middle of the Funnel	Salon
3:00 p.m.	Afternoon Activities (on your own)			

TUESDAY, DEC. 7, 2021 - EVENING SOCIAL - ANGEL OAK

TIME	EVENT	SPEAKER	LOCATION
6:00 p.m.	Evening Social Begins		Angel Oak Restaurant
9:00 p.m.	Conclude Event		

WEDNESDAY, DEC. 8, 2021 - GENERAL SESSION - BACARA BALLROOM

TIME	EVENT	SPEAKER	TOPIC	LOCATION
7:30 a.m.	BREAKFAST			Ballroom Terrace
8:45 a.m.	Welcome Speech			
9:00 a.m.	Keynote Speaker	Seth Godin via Geniecast	Keynote Address	Ballroom B&C
9:45 a.m.	Q&A	Seth Godin via Geniecast		Ballroom B&C
10:05 a.m.	BREAK			Ballroom Terrace
10:20 a.m.	Speaker #1	Anthony Innarino	Is the New Lead Better than the Old Lead?	Ballroom B&C
10:50 a.m.	Speaker #2	Alex Fisher/ David Smith	Measuring What Matters to Achieve Sales Results	Ballroom B&C

MONDAY, DECEMBER 6TH - WELCOME RECEPTION - OCEAN TERRACE

Compressed Beets, Whipped Purple Haze Goat Cheese, Pistachio Crumb
Thai Vegetable Spring Roll, Peanut Red Thai Curry Dipping Sauce
Mini Crab Cake, Spicy Remoulade
Jalapeno & Corn Fritters, Cilantro Pesto

Harvested from the Garden
Market Fresh Vegetables
Heirloom Tricolor Carrots, Radish, Baby Turnip, Pencil Asparagus, Broccoli, Purple Cauliflower, Heirloom Cherry Tomatoes
Dips
Roasted Garlic Hummus, Buttermilk Ranch with Caramelized Shallots
Kalamata Olives, Castelvetrano Olives
Grilled Naan Bread, Crispy Flatbread, Breadsticks

Santa Maria Smoked Beef Brisket
Santa Maria Style: Chef to smoke with red oak using a traditional Santa Maria grill
Charred Pear Bourbon BBQ Sauce
Country Style Pinto Beans, Applewood Smoked Bacon Lardons (on the side)
Aged Cheddar Jalapeno Cornbread

Charred Brussel Sprout Hash, Apple Cider Vinegar, Thyme, Toasted Marcona Almonds, Pickled Onions
California Rigatoni Pasta
Tuscan Kale, Fall Squash, Parmigiano, Sage Brown Butter

DESSERT - Coffee & Caramel Verrine w/Brulee Topping
Signature Sherpa Cocktail

TUESDAY, DECEMBER 7TH - BREAKFAST BUFFET - BALLROOM TERRACE

Muffins, Butter and Chocolate Croissants, Berry Fruit Danish
Preserves, Whipped Honey Butter, Cereals and House-made Granola | Whole, Skim, 2% Milk
Seasonal Sliced Fruits and Locally Sourced Berries
Individual Organic Greek Yogurts
Coffee, Decaffeinated Coffee, Tea
Juices
Farmers Market Whole Egg Frittata
Kale, Roasted Tomatoes, Local Goat Cheese, Romesco Sauce
Applewood Smoked Bacon
Impossible Sausage
Sweet Potato & Pepper Hash

TUESDAY, DECEMBER 7TH - MORNING BREAK

Protein Packed Break
Assorted Breads, Sliced Melons, Apples, Mixed Berries
Honey Butter, Peanut Butter, Jams, Shredded Coconut, Honey
Regular & Decaffeinated Coffee, Selection of Teas

TUESDAY, DECEMBER 7TH - LUNCH - BALLROOM TERRACE

Artisan Breads, Rolls, Butter
Baby Beet Salad
Petite Arugula, Baby Spinach, Grapefruit, Sunflower Seeds, Maple Orange Vinaigrette
Rainbow Chard and Quinoa Salad
Grapes, Pepitas, Feta Crumble, Roasted Red Pepper, Sherry Vinaigrette
Grilled Cod
Pickled Cherry Tomato, Charred Corn and Vine Pepper Succotash, Grilled Poblano Chimichurri
Herb Roasted Chicken Breast
Lemon Verbena Soaked Chardonnay Grapes, Spring Vegetables, Meyer Lemon and Thyme Jus
Grilled Jumbo Asparagus, Romesco Sauce, Shaved Ricotta Salata, Marcona Almonds
Baked Fingerling Potatoes, Caramelized Shallots and Fine Herbs
S'mores Cupcakes
White Chocolate Citrus Panna Cotta, Pineapple Compote
Iced Tea

TUESDAY, DECEMBER 7TH - EVENING SOCIAL RECEPTION - ANGEL OAK 6:00 - 7:00 PM

Avocado Cilantro Gazpacho, Fresno Chile, Cilantro Root
Mini Chicken Barbacoa Tacos, Tomatillo Salsa, Jicama Salad
Crispy Peking Duck Spring Rolls, Plum Dipping Sauce
Breaded Artichoke Hearts, Pink Peppercorn Aioli

Stations: Harvested from the Garden
Market Fresh Vegetables
Heirloom Tricolor Carrots, Radish, Baby Turnip, Pencil Asparagus, Broccolini, Purple Cauliflow, Heirloom Cherry Tomatoes
Red Pepper Muhammara Sauce, Eggplant Baba Ganoush
Local Charcuterie
Zoe's Farm Prosciutto, Fra' Mani Salami, Soppressata, Pistachio Mortadella
Whole Grain Mustard
Chicken Liver Mousse, Blackberry Rosemary Compote Sliced French Baguette, Lavosh Crackers Pickled Vegetables

MENU

Santa Barbara Purveyors Santa Barbara Wedge
Eggs, Cherry Tomato, Scallions, Radish, Black Beans, Everything Bagel Seasoning, Grilled Tofu, Green Goddess Dressing
Local Petite Greens & Sprouted Wheat Berry Salad
Snap Peas, Toasted Marcona Almond, Cauliflower Popcorn, Tarragon Vinaigrette
Bellwether Sheep's Ricotta and Basil Panna Cotta Blueberry Gastrique
Wild Mushroom Risotto
Wild Mushrooms, Arborio Rice, Parmigiano
Moroccan Spiced Organic Salmon
Moroccan Spiced Organic Salmon Chef to Carve
Roasted Broccoli Florets, Confit Tomatoes, Crispy Chickpeas, Lemon, Garlic Candied Peanuts, Cilantro, Grilled Lemon
Meyer Lemon Aioli and Tarragon Pesto
Herb & Sea Salt Crusted Prime Rib
Chef to Carve
Natural Beef Au Jus, Artisan Mustards, Creamy & Natural Horseradish House-made Chive Brioche Buns
Duck Fat Roasted Baby Yukon Potatoes