

Click each session title, for seminar descriptions and speaker information.

Wednesday, April 6, 2022

6:00 PM-8:00 PM

Opening Reception

Thursday, April 7, 2022

8:30 AM-8:45 AM

General

Conference Welcome
Josie Tucci, *President*, Sail America

8:45 AM-9:45 AM

General

Inclusion Marketing: Strategies for Fostering a More Diverse Audience
Keynote: Roger Mader, Ampersand, *former acting CMO*, Subway

9:45 AM-10:45 AM

General

Navigating Transition Fog and Leading Through Change
Brenda Reynolds, *Consultant, Speaker, and Author*

10:45 AM-11:00 AM

Coffee Break

11:00 AM-11:50 AM

Breakout

Nuts and Bolts of Inclusion Marketing
Roger Mader, Ampersand

11:00 AM-11:50 AM

Breakout

Strategies for Leading Through Change and Uncertainty
Brenda Reynolds, *Consultant, Speaker, and Author*

11:50 AM-1:00 PM

Lunch

1:00 PM-1:55 PM

General

Tolerating and Reducing Stress and Anxiety: *Science-Based Principles for Performance and Life*
Dr. Tim Herzog, Human Performance Resource Center

2:00 PM-2:50 PM

Breakout

Soft Skills are the Power Skills: Hiring Right to Power the Best Customer Experience
Nick Schacht, *Senior Vice President*, Professional Development and Global Operations, SHRM

2:00 PM-2:50 PM

Breakout

Cybersecurity Awareness: *Mitigating Risk at the Intersection of Technology and Business*
Anthony DiGiulian and Jeff Bathurst, S,C & H Group

2:50 PM-3:00 PM

Refreshment Break

3:00 PM-3:50 PM

Breakout

General Session Follow-up
Dr. Tim Herzog, Human Performance Resource Center

3:00 PM-3:50 PM

Breakout

Developing the Industry Leaders of Tomorrow
Nick Schacht, *Senior Vice President*, Professional Development and Global Operations, SHRM

4:00 PM-5:00 PM

General

Update on AC, Ocean Race, etc.
Terry Hutchinson (*tentative*)

5:00 PM-6:30 PM

Reception and Raffle

6:30 PM

Dinner on Your Own

Friday, April 8, 2022

8:30 AM-8:45 AM

General

Conference Welcome
Josie Tucci, *President*, Sail America

8:45 AM- 9:45 AM

General

Innovation & Technology
Kevin Carlan, Yanmar Mastry Engine Center

9:45 AM-10:00 AM

Coffee Break

10:00 AM-11:00 AM

General

Neptune Awards: Lessons Learned from the Most Successful Marine Marketing Campaigns of 2021

11:00 AM-12:00 PM

General/Panel

State Of The Industry: What Does The Future Hold?

12:00 AM-12:15 PM

General

Conference Wrap-Up
Josie Tucci, *President*, Sail America

- schedule is subject to change