



Knowledge Lab Schedule *(tentative)*

SUNDAY OCTOBER 18, 2015	MONDAY OCTOBER 19, 2015	TUESDAY OCTOBER 20, 2015	WEDNESDAY OCTOBER 21, 2015
		<p>10:30am–12:00 NOON Boost Your Career, Learn from the Best</p> <p>Professional development is an ongoing effort throughout your career. President Terry Head will pose a very important question to the group to kick off this session. A panel of industry vets and young professionals will discuss how best to build industry expertise, the importance of mentorship, and how to advance in our profession.</p>	
	<p>2:00pm–3:00pm The New Dynamics of Business Promotion</p> <p>Carl Weaver, <i>Manager Website Content, IAM</i> Promoting your business is more than just putting an ad in the yellow pages. Learn how to harness the changing dynamics of social networking both online and offline to get and retain business.</p>	<p>1:30pm–2:30pm Convert Your Warehouse to Cash</p> <p>Brian Limperopulos, <i>Director of Programs, IAM</i> Most IAM Members operate warehouses but may not have enough business to keep it filled throughout the year. Learn how to use this excess capacity to your advantage by diversifying into new business lines, which will serve to reduce unused warehouse space and increase profit.</p>	
<p>3:00pm–4:00pm Network Like a Pro</p> <p>Georgia Angell, President, <i>Foremost Forwarders, Inc.</i> Ms. Georgia Angell calls on her 30 years of IAM Annual Meeting experience—and four years as Chair of IAM—to provide expert tips on networking for success with your new IAM colleagues and using social media to foster those connections after the meeting is over.</p>	<p>3:30pm–4:30pm Lead Generation: Is it Worth the Money?</p> <p>Lead generation is a controversial industry topic. Although many members use lead generation services, they often view it as a necessary evil in order to compete in the market. In this panel discussion, industry experts will debate how much ROI lead generators deliver and how valuable they are to IAM Members who use them.</p>	<p>4:00pm–5:00pm Navigating the Maze of Buying and Selling DOD-approved companies</p> <p>Charles L. “Chuck” White, <i>CAE, Senior Vice President, IAM</i> Trying to increase your DOD market share or become a DOD TSP? Looking to sell your DOD-approved companies? This session focuses on the current environment surrounding the buying and selling of DOD approved companies.</p>	