



SIA Executive Roundtable Grand Rapids MI September 10, 2015



MEETING & Host: Service Express, Inc.
3854 Broadmoor Ave. SE, Grand Rapids, MI 49512 800 940 5585 HOTEL: Amway Grand downtown rate \$169 cut off 8/12/15 1 800 253 3590 access code SIA2015 specify Service Industry Association, or copy and paste link: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=13900386

11:30 am Bus transportation from hotel to SEI – provided by SEI – Load 11:15

Noon Welcome & Lunch SEI & SIA
1:00 pm.

- Introductions; Genesis came from past board meetings where a lot of value came from the industry topics and issues that were discussed at board meetings impacting many of us.
- Format –open and dynamic discussions –facilitator will lead the discussion, challenge our thinking, ask relevant questions, and keep us focused on the subject to remain productive keeping in mind our time available.

1:15 – 2:45pm

- The afternoon session will begin with the President of SEI, Ron Alvesteffer, discussing his strategies and value proposition for creating the very best culture in small to mid-sized companies and the relationship between your culture and profit in your company. For info on some of Ron’s speeches, blogs and articles go here: <http://ronalvesteffer.com/>

2:45 – 3:15pm Break & tour of SEI

3:15 – 4:30pm

- Continue discussions on Social Media from the annual summit closing keynote by Phillip Cesson. What are you using, how are you using newest apps. How you harness social media making sense of the newest technology to help your business internally and externally to create more profitability. This discussion will be led by Josh Leatherman, Director of Marketing for SEI.

4:30 – 5:00pm

- Wrap up – Open Discussions (this is meant to bring up any topic you would like input on) Bus departs from SEI back to hotel 5:00 PM load 4:45 PM

6:00 – 7:00pm

- Cocktails at Hotel Bar – no host informal Lumber Baron Bar lobby level (meet lobby 7:00 PM walk to dinner

7:30pm

- Dinner - Judson’s at The BOB; separate checks requested, gratuity will be included.