

## WEDNESDAY, SEPTEMBER 24TH

**5:30-7 PM**    **Welcome Reception in the Outdoor Pavilion**  
*Dinner and cocktails will be available*

## THURSDAY, SEPTEMBER 25TH

**8:00 AM**      **Conference Kick-off**

**8:10 AM**      **Time Capital: How to Invest Your Most Valuable Asset for Maximum Returns**  
*John Coyle*

**9:15 AM**      **Break**

**9:30 AM**      **Social Security and Tax Updates**  
*Joe Elsasser*

**10:30 AM**    **EMR Planning Meeting Processes**  
*Joe Elsasser*

**11:30 AM**    **Digital and Hybrid Marketing**  
*Keith Cooper*

**11:45 AM**    **Lunch**

**12:45 PM**    **Advisor Panel: Marketing and Process**  
*Advisors TBA*

**1:45 PM**      **Appointment Setter to MD - Lessons on the Path**  
*Will Doty*

**2:45 PM**      **Break**

**3:00 PM**      **Building a Tax Prep Business Without Hiring**  
*Paul Dyer*

**4:15 PM**      **Wrap-up**

**4:30 PM**      **Break**

**6:00 PM**      **KC's Iconic BBQ Tour**

## FRIDAY, SEPTEMBER 26TH

**8:00 AM**      **Welcome to Day 2**

**8:10 AM**      **Returns and the Index World**  
*Laurence Black*

**9:00 AM**      **Break**

**9:15 AM**      **The EMR Process After the Big Beautiful Bill**  
*Wade Pfau*

**10:30 AM**    **Building a \$135mm/year Growth Engine**  
*Brad Gotto*

**11:45 AM**    **Closing Remarks and Farewell**