

SATURDAY

Breakfast Embassy Suites Dining Room Breakfast served at hotel dining room starting at 7 am.	7 am - 8 am
Past Governor's Breakfast Hotel Private Dining Room	7:15 am - 8:15 am
Registration Embassy Suites Hotel	8 am - 5 pm
GO TEXAN Shopping Sanborn Hallway Take home a little piece of Texas with these Texas based businesses! <i>A portion of sales will benefit the High Plains Food Bank</i>	8 am - 3 pm
Morning Keynote Yellow Rose A&B Sean Doherty, Sharpened Iron Studios <i>How Sound Stage Space for Advertising is Changing the Film Industry</i>	8:30 am - 9:30 am
District Business Meetings Multiple Locations District 5 District 6 District 8 District 9 District 10	9:30 am - 10:45 am Capital Hotel Sanborn A Sanborn B Sanborn C Yellow Rose A&B
GO TEXAN Shopping Break	11 am - 11:15 am
Breakout Sessions Sanborn A, B, C -Jody Holland, Jody Holland Training & Speaking **Generational Communication -Dr. Eryonam Osei-Hwere, West Texas A&M University <i>Media Law</i> -Jason Boyette, Hey Amarillo! <i>The Podcast Design, from Formats to Monetization</i>	11:15 am - 12:15 pm Sanborn A Sanborn B Sanborn C
GO TEXAN Shopping Break	12:15 pm - 12:30 pm
Lunch Keynote Yellow Rose A&B Johnny Quinn, Former USA Olympic Bobsledder/NFL Player <i>Think Like an Olympian</i>	12:30 pm - 1:45 pm
Breakout Sessions Sanborn A, B, C -Jill Whitfield, Google **Generational Recruiting -Color Art <i>Augmented Reality</i>	2 pm - 3 pm Sanborn A Sanborn B
GO TEXAN Shopping Break	3 pm - 3:15 pm
Breakout Sessions Sanborn A, B, C -Kimberly Griggs, Ignite Coaching & Consulting, LLC **The ABC's and 123's of Navigating a New Road -Jacob Kuker, Christian Filmmaker <i>Building on Faith: Giving up on my brand and gaining everything I was seeking!</i> -Color Art <i>Virtual Reality</i>	3:15 pm - 4:15 pm Sanborn A Sanborn B Sanborn C
Off-Campus Breakout Session Sharpened Iron Studios	4:15 pm
Off-Campus Breakout Session Hodgetown Baseball Field	4:15 pm
Free Time	5:15 pm - 6 pm
Denim & Diamonds Closing Event In This Moment Come say a big FANCY "Yee-Haw" for a great CRC at our closing event. Wear your best cowboy gear and be prepared to dance the night away. Your taste buds will be treated to barbeque from the award winning 3 Cow Cartel along with a full bar from Reed Beverage. You won't want to miss the weekend in review video!	6 pm - 11 pm

**NEW! Ad 2 focused breakout session.

THURSDAY

Registration Embassy Suites Hotel	2 pm - 6 pm
Opening Reception Street Volkswagen (Bus leaves @5:30 pm)	6 pm
Join us at Street Volkswagen for an opening reception featuring a concert by local Texas Country artists Travis Roberts and the Willing Few. While at Street Volkswagen, enjoy canned adult beverages from Reed Beverage and a Taco Bar from some local favorites. And a trip to Amarillo is not complete without a visit to Cadillac Ranch! Continuous excursion opportunities will be available. (weather and daylight permitting.)	

FRIDAY

Breakfast Embassy Suites Dining Room Breakfast served at hotel dining room starting at 7 am.	7 am - 9 am
Registration Embassy Suites Hotel	8 pm - 5 pm
GO TEXAN Shopping Sanborn Hallway Take home a little piece of Texas with these Texas based businesses! <i>A portion of sales will benefit the High Plains Food Bank</i>	8 am - 3 pm
Morning Keynote Yellow Rose A&B Steve Pacheco, American Advertising Federation President/CEO <i>State of the AAF</i>	9:15 am - 10:15 am
GO TEXAN Shopping Break	10:30 am - 10:45 am
Breakout Sessions Sanborn A, B, C -Larry Brantley, Chaloner; Tina Tsang, Firehouse <i>Small Club, Big Potential: Why Ad 2</i> -Kimberly Griggs, Ignite Coaching & Consulting, LLC **The ABC's of Navigating a New Road -Color Art TBD	10:45 am - 11:45 am Sanborn A Sanborn B Sanborn C
Lunch Keynote Yellow Rose A&B Jennifer Sarver, Sarver Strategies <i>Civic Engagement & Civility -- Building Empathy and Relationships to Build Better Communities</i>	12 pm - 1:15 pm
Breakout Sessions Sanborn A, B, C -Deveny Graham, Sharpened Iron Studios <i>Costing for TV and Films</i> -Kimberly Griggs, Ignite Coaching & Consulting, LLC **Finding the Pattern to Connection -Jennifer Sarver, Sarver Strategies <i>Media Training 101</i>	1:30 pm - 2:30 pm Sanborn A Sanborn B Sanborn C
GO TEXAN Shopping Break	2:30 pm - 2:45 pm
General Session Yellow Rose A&B Round Tables	2:45 pm - 4:30 pm
Happy Hour Embassy Suites Hotel Bar	4:30 pm - 6:00 pm
Downtown Dine Around Multiple Locations Join your AAF Amarillo and Ad 2 Amarillo hosts as you set off on a culinary adventure around town. Pick from multiple restaurants to join a small group for great food, good times and conversation. Don't forget to sign up at the registration table. First come first served. (Meal & transport cost will be on your own, limit 15 per restaurant including hosts, reservations will be made by AAF Amarillo team.)	6 pm - 10 pm