

WEDNESDAY | FEBRUARY 12

START @ 12:00 NOON

Thought Leadership [Roland Eckstein](#)

Think Outside the Funnel [Jake Winchell](#)

UNDERPRICED FURNITURE [Mike Hall](#)

Automotive 2020 [Adam Armbruster](#)

BREAK 🍪 2:00 PM

OHIO BASEMENT SYSTEMS [Mike Rusk](#)
[Gail Rusk](#)

Specialty Medical [Jodi de Riszner](#)

MEDI WEIGHT LOSS [Christopher Tracy](#)

BREAKOUTS ☞ 3:45 - 5:00 PM

SUNSET RECEPTION
6:00 PM @ PALMS DECK

FRIDAY | FEBRUARY 14

START @ 8:30 AM (Breakfast 8:00 am)

EASTSIDE EXTERMINATORS [Sharon Roebuck](#)

CENTRAL CADILLAC [Eric Kibort](#)

BREAK ❤️ 9:45 AM

Market Volatility [Roland Eckstein](#)

Gray Collar 2.0 [Jake Winchell](#)

Three Levels [Adam Armbruster](#)

Legal in 2020 [Lynne Edwards](#)

The Big Takeaway [ESA Team](#)

Please hand completed **ROI2020 Evals** to Suzanne Anderson before leaving.

WE'LL BE DONE BEFORE NOON!



GAIL RUSK



MIKE RUSK



CHRIS TRACY



LAURA CERVIZZI



MIKE HALL



TOM JACOBS



MANDI JACKSON



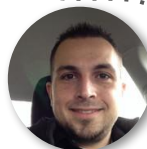
STEVE ZIELINSKI



MIKE PAIL



SUE PAIL



ERIC KIBORT



DUANE CHARPING



DEANNA TOWNSEND



SHARON ROEBUCK

THURSDAY | FEBRUARY 13

START @ 8:00 AM (Breakfast 7:30 am)

ROOF FIX [Duane Charping](#)

Financial Planning [Adam Armbruster](#)

JACOBS FINANCIAL [Tom Jacobs](#)

BREAK 🍪 9:45 AM

TEXAS SPINE & NEURO [Dr. Steven Zielinski](#)
[Mandi Jackson](#)

You've Been Amazon'ed [Lynne Edwards](#)

CERVIZZI LAW [Laura Cervizzi](#)

LUNCH 🍷 11:30 AM

My KPI [Dave Eckstein](#)

CLOSET FACTORY [Suzanne Pail](#)
[Mike Pail](#)

Addressing Financials [Jodi de Riszner](#)

BREAKOUTS ☞ 1:30 - 2:45 PM

ESA ANNUAL DINNER | TRADITIONS, SANIBEL
5:00 PM @ SANIBEL TOWER ENTRY (BUSES)

BREAKOUTS | Room assignments for breakout sessions will be displayed. See back side of this page for more info.

AIRPORT | Please see Suzanne Anderson for ride-shares to RSW Airport on Friday

BADGES | Please remember to wear your badge for ROI2020 social events.

