

SPAC 2021 SCHEDULE

WEDNESDAY - All times are Pacific Standard Time (PST)

Room	Start	End	Session Title	Speaker(s)
Napa	9:30am	10:00am	SPAC 2021 Welcome!	
Sonoma A	10:00am	11:30am	10 BIG mistakes volume photography start-ups often make – And how to avoid them.	Chris Wunder
Sonoma B	10:00am	10:45am	SPORTS 101: Pt 1 Setting up your Youth Sports Photography Business for Beginners	Stella Crase
Sonoma C	10:00am	10:45am	So, You want to Become a Volume Photographer- Now What?	Di Murphy
Sonoma B	11:00am	11:45am	SPORTS 101: Pt 2 Sales and Marketing to Acquire New Leagues	Kimberly Melloan & Stella Crase
Sonoma C	11:00am	11:45am	Your Brand Image - Branding Your Business, Target Marketing & More	Shaun DeMint
Sonoma A	12:00pm	12:45pm	Schools 101	Jeff Edwards
Sonoma B	12:00pm	12:45pm	SPORTS 101: Pt3Photography & Post Processing for Efficient Lab Production	Kimberly Melloan, Keith House, & Stella Crase
Sonoma C	12:00pm	12:45pm	Making the most out of your current clients. It's not just about T&I's.	Jeff Gump
Napa	12:45pm	1:45pm	Intro to Schools	Matthew Kemmetmueller
Sonoma B	1:00pm	1:45pm	Same Old Dog But the Tricks are New	Dave Stock
Sonoma C	1:00pm	2:30pm	Hiring Employees.. How To and WHY	Danny & Diane Rabalais
Napa	2:00pm	3:00pm	Sales Trends and Data Analysis in Volume Photography	Alex Kovacevic
Lounge	3:30pm	5:00pm	Candid Color Social	

SPAC 2021 SCHEDULE

THURSDAY - All times are Pacific Standard Time (PST)

Room	Start	End	Session Title	Speaker(s)
Sonoma A	7:30am	8:15am	In's & Out's of Onsite School ID's	Mike Norkin
Sonoma B	7:30am	8:15am	Mastering Virtual Team Photography	Wes Kroninger
Sonoma C	7:30am	8:15am	Basic Sales for the Volume School Picture Industry	Gig Brzycki & Brad Scott
Lounge	8:30am	9:30am	Coffee Break with GotPhoto	
Sonoma A	9:30am	10:15am	Portraits / Lighting & Posing	Suzette Allen
Sonoma B	9:30am	10:15am	Dance School Photography from a Dancer's Perspective	Jonathan Givens
Sonoma C	9:30am	10:15am	What is the Yearbook CD all about?	Bill Freeman
Exhibit Hall	10:30am	12:30pm	TRADE SHOW LIVE	
Napa	1:00pm	2:00pm	Go Beyond Customer Expectations	Lisa Mallis
Napa	2:30pm	4:00pm	Success through Crisis	David Drum
Lounge	4:30pm	6:00pm	APS Hospitality Suite Party	
Lounge	4:30pm	5:30pm	Fluidmedia Happy Hour Social	
Lounge	4:30pm	5:30pm	Photolynx Social Happy Hour: Photolynx Presents: A Virtual Happy Hour in Concert	

SPAC 2021 SCHEDULE

FRIDAY - All times are Pacific Standard Time (PST)

Room	Start	End	Session Title	Speaker(s)
Sonoma A	7:30am	8:30am	Getting Started in School Photography	Curtiss Bryant
Sonoma B	7:30am	8:30am	Selling Online: Image is Everything	Jay Boatwright
Sonoma C	7:30am	8:30am	Interviewing and Hiring employees, Training and Managing employees	Karl Boettcher
Sonoma A	8:45am	9:30am	Getting more accounts, Taking your business to the next level!	Dan Serfilippi
Sonoma B	8:45am	9:30am	How to Shoot, Sell and Grow Your Volume Dance Photography Business	Rose Coleman
Sonoma C	8:45am	9:30am	Staying Top of Mind in a Crowded Marketplace	David Grupa
Sonoma A	9:45am	10:30am	Getting Past the Gatekeeper	Neal Freed & Bryan Blanken
Sonoma B	9:45am	10:30am	Indoor and outdoor lighting techniques	James Schmelzer
Sonoma C	9:45am	10:30am	Maximizing Online Sales for Prepay Schools	Brad Scott
Exhibit Hall	10:30am	12:00pm	TRADE SHOW LIVE	
Napa	12:00pm	12:45pm	Protect your Business from Digital Pirates:Best Practices for DataSecurity	Stuart Eaves
Sonoma C	12:00pm	12:45pm	Specializing Sales Funnels for Volume Photographers	Mitchell Moore
Sonoma A	1:00pm	1:45pm	Hands off PreSchools: Being a Volume Photographer during Covid.	Robin & Jennifer Janson
Sonoma B	1:00pm	1:45pm	Easter Bunny and Santa portraits at a garden center	Rich Banick
Sonoma C	1:00pm	1:45pm	Hard lessons. What can we learn from Lifetouch's 2020 debacle?	Chris Wunder
Sonoma A	2:00pm	2:45pm	High Volume Portraits and the benefits of Tethering.	Michele Celentano
Sonoma B	2:00pm	2:45pm	Grad ceremonies- from traditional to virtual	Alison Counts
Sonoma C	2:00pm	2:45pm	Marketing Automation - A practical how-to program to automate your marketing	Elias Jo

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Room	Start	End	Session Title	Speaker(s)
Napa	3:00pm	3:45pm	The current state of the Industry.	Benedikt Greifenhofer
Sonoma C	3:00pm	4:00pm	The "Class Carts"	Danny & Diane Rabalais
Exhibit Hall	4:00pm	7:00pm	TRADE SHOW LIVE	

SPAC 2021 SCHEDULE

SATURDAY - All times are Pacific Standard Time (PST)

Room	Start	End	Session Title	Speaker(s)
Exhibit Hall	7:00am	8:00am	TRADE SHOW LIVE	
Sonoma A	8:00am	8:45am	New Perspective on Traditional School Photography	Mary Beth Kully
Sonoma B	8:00am	8:45am	Intro to High School Banners	Chris Garcia
Sonoma C	8:00am	8:45am	WhyMaster 201 - Targeting your message to specific personality types	Mitchell Moore
Napa	9:00am	9:45am	Business growth during challenging times	Robert SteMarie
Sonoma B	9:00am	9:45am	Out with the old Printed Id Cards and in with the New Digital Ids	Marty Brown
Sonoma C	9:00am	9:45am	The art of scaling	Matthew Kemmetmueller
Sonoma A	10:00am	10:45am	Leveraging Technology in Uncertain Times	TJ Rak & Bill Freeman
Sonoma B	10:00am	10:45am	Creating a video marketing brochure	Eric Miller
Sonoma C	10:00am	10:45am	Studio Panel: Accelerate with Caution- Investing in your business during uncertain times	Marilyn Lam
Lounge	11:00am	12:00pm	One-On-One Coaching (Schools) **sign up required**	
Lounge	11:00am	12:00pm	One-On-One Coaching (Sports) **sign up required**	
Lounge	11:00am	12:00pm	One-On-One Coaching (Business) **sign up required**	
Napa	12:00pm	12:45pm	A Case of Acute Disruption: Digital Transformation Through the Lens of the Pandemic	Justin Hogeterp
Sonoma B	12:00pm	12:45pm	NO QR or Bar Codes- A Tetherless Workflow System that Works!	Stella Crase
Sonoma A	1:00pm	2:00pm	Maximize Profits by Mastering Workflow	Tim MacDonald
Sonoma B	1:00pm	1:45pm	Always be Innovating!	Dennis & Kelsey Kleiman

SPAC 2021 SCHEDULE

Room	Start	End	Session Title	Speaker(s)
Sonoma C	1:00pm	1:45pm	Let's get candid about Social photography- having fun and making money!	Alison Counts
Napa	2:00pm	3:00pm	Survey Results – How COVID Affected Consumer Attitudes Towards Photography	Ed Monahan
Napa	3:30pm	4:00pm	Closing LIVE - Door Prize Drawings!	SPAC
Lounge	4:00pm	5:00pm	ImageQuix Happy Hour Social: ImageQuix Presents: A Night of Cocktail Making by The Cocktail Guru	
Lounge	4:00pm	5:00pm	Fotomerchant "Aussie Day" Social	