

Location: McCord Hall, Arizona State University Campus, Tempe

TUESDAY January 28, 2020		WEDNESDAY January 29, 2020		THURSDAY January 30, 2020	
8:00 MST	Program Overview and Introduction	8:00 MST	Financial Management: Examining Profitability Your Role and Impact	8:00 MST	Financial Management: Examining Profitability Your Role and Impact
8:30	Business Strategy: Future Drivers of Change				
10:00	Break	10:30	Break	10:00	Break
10:15	Cont'd – Business Strategy	11:00	Special Issue Session	10:30	Sales and Marketing: Understanding The Large Grower Through The Discovery Process
12:00	Lunch	12:00	Lunch	12:00	Lunch
1:00	Services Blueprinting: Visualize you Services Processes and Delivery from Customer's Point of View	1:00	People: Leadership, Communication and Relationships	12:45	Conversations with Arizona Growers
3:00	Break	2:30	Break	2:45	Break
3:15	Cont'd – Services Blueprinting	3:00	Cont'd – People: Leadership, Communication and Relationships	3:00	Now What? Action Steps After The Academy
5:00	Adjourn	5:00	Adjourn	4:00	Adjourn
5:30	Networking Reception	5:15	Depart for Networking Dinner		<i>Safe travels home!</i>