ARA MANAGEMENT ACADEMY

AGENDA

Location: McCord Hall - Room 422, Arizona State University Campus, Tempe, AZ

TUESDAY January 25, 2022		**WEDNESDAY** January 26, 2022		**THURSDAY** January 27, 2022	
8:00 a.m. MST	Program Overview and Introductions	**8:00 a.m. MST**	Financial Management: Examining Profitability: Your Role and Impact *Dr. Mark Manfredo*	**8:00 a.m. MST**	Financial Management: Examining Profitability: Your Role and Impact *Dr. Mark Manfredo*
8:30 a.m. MST	Organizational Leadership *Dr. Joan Brett*				Sales and Marketing: Understanding the Large Grower Through a Discovery Process *Dr. Scott Downey*
12:00 p.m. MST	Lunch	**12:00 p.m. MST**	Lunch	**12:00 p.m. MST**	Lunch
	Service Blueprinting: Visualize your Service Processes and Delivery from the Customer Point of View *Dr. Doug Olsen*		Future Drivers of Change: Implications for Business Strategy *Dr. Allan Gray*		Conversations with Arizona Growers *Dr. Scott Downey* Now What? Action Steps After the Academy
5:00 p.m. MST	Adjourn Networking Reception	**5:00 p.m. MST**	Adjourn Depart for Networking Dinner	**4:00 p.m. MST**	Adjourn Safe Travels!

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