



## Tuesday, March 15

- 6:30 a.m. – 3:30 p.m.      **OPTIONAL Tour<sup>2</sup> – Fishing Charter**
- 1:30 p.m. – 4:30 p.m.      **Early Registration**  
Costa Del Sol Ballroom Foyer and Patio

## Wednesday, March 16

- 7:15 a.m. - 8:30 a.m.      **Charity Fun Run/Walk**  
Omni Champions Golf Course Route
- 9:00 a.m. – 3:30 p.m.      **Registration**  
Costa Del Sol Ballroom Foyer and Patio
- 12:00 p.m. – 4:00 p.m.      **20 Group SuperConference Summit<sup>1</sup>**  
Poinsettia Ballroom
- 5:45 p.m. – 9:00 p.m.      **Welcome Reception/Dinner**  
The Flower Fields - Off Property - FREE  
Buses leave from “Spa Curb”  
Lineup at 5:30 p.m. - Buses leave promptly at 5:45 p.m.
- Break bread on SuperConference opening night with your friends,  
ATI staff, coaches, and suppliers

<sup>1</sup> You must be a 20 Group member to attend the Summit

<sup>2</sup> Optional events, unless noted as FREE, are for a fee per person with limited availability

## Thursday, March 17

6:10 a.m. - 6:30 a.m.	<b>Morning Stretch</b> - Costa Del Sol Foyer <b>Morning Power Walk</b> - Spa Curb
6:45 a.m. – 8:00 a.m.	<b>Breakfast</b> Costa Del Luna Ballroom & Luna Lawn
8:05 a.m. - 8:30 a.m.	<b>Welcome to SuperConference 2022</b> Costa Del Sol Ballroom - General Session
8:30 a.m. – 9:00 a.m.	<b>Craig Miller &amp; Drum Cafe – Ubuntu – “I Am Because We Are”</b>
9:00 a.m. – 10:00 a.m.	<b>Steve Farber – Love is Just Damn Good Business</b>
10:00 a.m. – 10:15 a.m.	<b>Break</b> – Costa Del Sol Foyer & Patio.
10:15 a.m. - 11:15 a.m.	<b>Michael Gerber – Growing Your Business Real Time</b>
11:15 a.m. – 11:25 a.m.	<b>SC22 Charity Spotlight - The mikeroweWORKS Foundation</b>
11:25 a.m.- 12:00 p.m.	<b>SuperConference 2022 Group Picture</b> Champions Putting Green
12:00 p.m. - 1:00 p.m.	<b>Lunch</b> – Omni Main Plaza
1:15 p.m. - 2:15 p.m.	<b>1st Round Table Session</b>
2:15 p.m. - 2:30 p.m.	<b>Round Table Speaker Rotation</b>
2:30 p.m. - 3:30 p.m.	<b>2nd Round Table Session</b>
3:30 p.m. - 3:50 p.m.	<b>Break</b> - Costa Del Sol Foyer & Patio
3:50 p.m. - 4:20 p.m.	<b>Daily Wrap</b> <b>2021 Re-Engineering Graduating Class Recognition</b>  <b>Biggest Discoveries from Day I</b> Costa Del Sol Ballroom
5:00 p.m. - 6:30 p.m.	<b>SuperConference Olympics</b> Omni Driving Range
6:30 p.m.	<b>Dinner on Your Own</b>

## Friday, March 18

6:10 a.m. - 6:30 a.m.	<b>Morning Stretch</b> - Costa Del Sol Foyer <b>Morning Power Walk</b> - Spa Curb
6:45 a.m.- 7:35 a.m.	<b>Breakfast</b> Costa Del Luna Ballroom & Luna Lawn
7:45 a.m. - 8:45 a.m.	<b>3rd Round Table Session</b> Coastal Event Center
8:45 a.m. - 9:00 a.m.	<b>Round Table Rotation</b>
9:00 a.m. - 10:00 a.m.	<b>4th Round Table Session</b> Coastal Event Center
10:00 a.m. - 10:15 a.m.	<b>Break</b> - Costa Del Sol Foyer & Patio
10:15 a.m. - 10:30 a.m.	<b>Welcome to Day II</b> Costa Del Sol Ballroom - General Session
10:30 a.m. – 11:30 a.m.	<b>Sam Richter – Don't Steal the Cheesecake</b>
11:30 a.m. – 12:00 p.m.	<b>Partner Meet &amp; Greet – Set Your Course for the Diamond Round Tables and SC22 Trade Show</b> Costa Del Sol Porte-Cochère & Drive
12:00 p.m. – 12:50 p.m.	<b>Lunch</b> Costa Del Luna Lawn
1:00 p.m.- 1:50 p.m.	<b>Alex Weber – Unstoppable: Your Key to Record-Breaking Leadership and Performance</b>
1:50 p.m. - 2:10 p.m.	<b>Daily Wrap</b> <b>ATI 5+ Year Tenure Recognition Awards</b> <b>Biggest Discoveries from Day II</b> Costa Del Sol Ballroom
2:35 p.m. - 3:20 p.m.	<b>Diamond Round Table Session 1</b> Coastal Event Center
3:20 p.m. - 3:35 p.m.	<b>Diamond Round Table Rotation</b>
3:35 p.m. - 4:20 p.m.	<b>Diamond Round Tables Session 2</b>
4:45 p.m. - 8:00 p.m.	<b>SuperConference 2022 Trade Show</b> Costa Del Sol & Luna Ballrooms
8:00 p.m.	<b>Dinner on Your Own</b>

## Saturday, March 19

6:10 a.m. - 6:30 a.m.	<b>Morning Stretch</b> - Costa Del Sol Foyer <b>Morning Power Walk</b> – Spa Curb
6:45 a.m.- 7:40 a.m.	<b>Breakfast</b> Costa Del Luna Ballroom & Luna Lawn
7:55 a.m. - 8:10 a.m.	<b>Welcome to Day III</b> Costa Del Sol Ballroom - General Session
8:10 a.m. - 9:00 a.m.	<b>Richard Meneg – 2<sup>nd</sup> in Command Revisited</b>
9:00 a.m. - 10:00 a.m.	<b>Sam Richter - You Just "Friended" a Thief</b>
10:00 a.m. – 10:15 a.m.	<b>Break</b> - Costa Del Sol foyer & Patio
10:15 a.m. – 11:45 a.m.	<b>Dr. Kevin Elko - Setting the B.O.L.D. Gold Standard</b>
11:45 a.m. - 12:15 p.m.	<b>Daily Wrap - Biggest Discoveries from Day III</b> Costa Del Sol Ballroom
12:45 p.m. – 5:00 p.m.	<b>Optional Tours<sup>2</sup> – Walking Food Tour</b>
12:45 p.m. – 4:30 p.m.	<b>Optional Tours<sup>2</sup> – Electric Bike Tour</b>
2:00 p.m. – 5:00 p.m.	<b>Optional Tours<sup>2</sup> – Whale Watching Tour</b>
7:00 p.m. – 10:00 p.m.	<b>Dinner Celebration, Awards Banquet, and Entertainment</b> Costa Del Sol Ballroom
10:00 p.m. - 11:30 p.m.	<b>SC22 Afterglow</b> Conference Center Foyers & Patios

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