

Executive **ROUNDTABLE**



March 2-4, 2025 – Conrad Orlando, Orlando, FL

Sunday, March 2

9:45 am – 10:30 am

Shuttle Bus Pickup for Golfers

Location: Hotel Main Entrance

10:40 am – 3:30 pm

Golf Outing

Location: Conrad, Cypress Course

4:30 – 7:30 pm

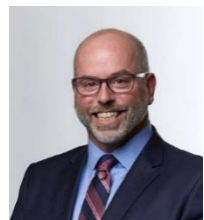
Roundtable Registration

Location: Plumeria

5:00 – 7:00 pm

Chairman's Forum & Public Policy Update

Location: Plumeria



JAMES CRESS

*Vice President and General
Manager*

*Stryker Flex Financial
Chair of Board, ELFA*



ANDY FISHBURN

*SVP, Public Policy
ELFA*

7:00 – 7:30 pm

Hosted Reception

Location: Beachberry Terrace

7:30– 9:00 pm

Hosted Dinner

Location: 3rd Floor, Acacia 3-5

Monday, March 3

8:00 – 9:00 am

Roundtable Registration

Location: Plumeria

8:00 – 9:00 am

Hosted Breakfast

Location: Beachberry Terrace

9:00 – 9:15 am

Opening Remarks

Location: Plumeria



KAIHAN KRIPPENDORFF

*Consultant, Author,
and Founder of
Outthinker*

Workshop leader Kaihan Krippendorff, Founder of Outthinker, will open Executive Roundtable's Outthinker Process Masterclass with the top trends shaping the strategies of all industries, and will facilitate a discussion about which of those trends are most critical for our industry.

9:15 am – 12:20 pm

Workshop Act 1: The Business Case

Location: Plumeria

12:20 – 1:20 pm

Hosted Luncheon

Location: Beachberry Terrace

1:20 – 2:35 pm

Workshop Act 1: Analyze and Idea Share

Location: Plumeria

Will include a 20-minute break.

2:35 – 2:55 pm

Break

Location: Plumeria

2:55 – 5:30 pm

Workshop Act 2: Collaborating on the Industry

Location: Plumeria

Having now learned the Outthinker Process, we will apply it with more fluidity to something closer to home: our industry.

Will include a 20-minute break.

5:30 – 6:30 pm

Hosted Reception

Location: Beachberry Terrace

Dinner on Your Own

Tuesday, March 4

8:00 - 9:00 am

Hosted Breakfast

Location: Beachberry Terrace

9:00 – 9:55 am

Workshop Opening: Share and Plan

Location: Plumeria

We return to day two of the Outthinker Process Masterclass with goals for the day, some idea sharing, and plans to make those ideas reality.

9:55 – 10:15 am

Break

Location: Plumeria

10:15 am – 12:25 pm

Workshop Act 3: Your Business

Location: Plumeria

12:25 pm

Workshop Wrap-Up

Location: Plumeria

Share lessons learned and what commitments groups have made to advance the industry-level.