

Win a free conference registration! Drop your business card in the raffle jar.

SMPS Heartland Regional Conference Indianapolis, Indiana • April 28-30, 2010

The Society for Marketing Professional Services of Wisconsin will raffle two free registrations to the huge nine chapter Heartland Regional Conference. The last event drew almost 200 attendees. The registration will be about a \$400 value.

To be eligible, you must be a member of SMPS and be present during the raffle. Free conference attendance will be raffled at the **November 19** and **February 18** programs at the Country Springs Inn (Pewaukee).



Car owners, back left to right, Kim Green, Michael Andretti and Kevin Savoree pose with Indianapolis 500 champion Dario Franchitti, front, of Scotland at the Indianapolis Motor Speedway in Indianapolis, May 2007.

Opening keynote speaker will be Kim Green, a former American automobile racing driver who is now the CEO of Andretti Green Racing. AGR is one of the country's premier racing teams, with teams in the IRL and American Le Mans Series.

Learn more!
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The inaugural SMPS Heartland Regional Conference in April 2008 was a huge success! This biennial regional conference is a cost-effective and closer-to-home national conference experience. The 2010 conference will bring the same networking, educational, and entertainment value the first. I hope to meet many of you in April!

Michael T. Buell, CPSM
URS Health- Columbus, OH 43215
Chair of 2008 SMPS Heartland Regional



2010 Working Schedule

Wednesday, April 28

9:00 a.m. Registration

9:00 a.m. CPSM Exam

1:00 p.m. Chapter Leadership Forum

5:00 p.m. Opening reception

6:00 p.m. Dinner

7:00 p.m. Awards Program

8:00 p.m. Keynote – Kim Green, CEO AGR

9:30 p.m. Winner Circle Celebration

Thursday, April 29

7:30 a.m. Continental Breakfast

8:30 a.m. Breakout Session #1

10:15 a.m. Breakout Session #2

12:00 p.m. Lunch and Healthcare Market Panel

1:45 p.m. Breakout Session #3

3:30 p.m. Breakout Session #4

6:00 p.m. Evening Social

Friday, April 30

8:30 a.m. Breakfast and Closing Keynote

9:00 a.m. Dr. Will Miller, Cultural and
Media Commentator

11:30 a.m. City Tours (optional)



Photo from first-ever 2008 SMPS Heartland Regional Conference