MidAtlanticDreamin'

MAY 6, 2024 | PHILADELPHIA, PA

Time				
8:00 AM - 9:00 AM	**Registration + Breakfast**			
9:00 AM - 9:45 AM	**Opening** [MidAtlantic Dreamin' Leaders + Chris Wink]			
9:45 AM - 10:00 AM	**Break**			
	MAIN DOWNSTAIRS	**UPSTAIRS LOFT**	**TASTING ROOM**	**BARREL ROOM/ TRAILBLAZER COMMUNITY ROOM**
10:00 AM - 10:20 AM	**Technical debt in Salesforce: Do you need to call a plumber for your org?** Bill Hare	**Take Your reporting to the next level** David Carnes	**Why you should be using Jest Tests on LWCs** Crystal Harris Aavo Reinvald	**Ask a CTA: CTA and Salesforce career track counseling.**
10:20 AM - 10:45 AM	**Rollup anything with DLRS** Shari Carlson			
10:45 AM - 11:05 AM	**Break**			
	MAIN DOWNSTAIRS	**UPSTAIRS LOFT**	**TASTING ROOM**	**BARREL ROOM/ TRAILBLAZER COMMUNITY ROOM**
11:05 AM - 11:50 AM	**Flow and code. Living together. Mass hysteria!** Tom Patros	**Unlocking your potential: A comprehensive guide to interviews** Michelle Hansen Sarah Orens	**Design is more than UI: How to architect solutions that scale** Pallavi Agarwal	**Career, resume and interview counseling with Investigo.**
11:50 AM - 12:00 PM	**Break**			
	MAIN DOWNSTAIRS	**UPSTAIRS LOFT**	**TASTING ROOM**	**BARREL ROOM/ TRAILBLAZER COMMUNITY ROOM**
12:00 PM - 12:20 PM	**Get your data AI ready using native tools** Christina Tomaselli Chris Auger	**HTTP callouts in Flows: The ultimate Salesforce game changer** Avash Chapagain Renee Theis Aaron George	***You keep using that word… "Declarative", and what it actually means*** Andrés Catalán	**Speed networking/mentoring**
12:20 PM - 12:45 PM	**Design for user success: Build better Lightning Record Pages** Michael Kolodner			
	MAIN DOWNSTAIRS & MAIN DINING ROOM		**MAIN DOWNSTAIRS**	
12:45 PM - 1:45 PM	**LUNCH** Will be served in both Main Downstairs and Sponsor Section/Main Bar.		**DEMO JAM**	
	MAIN DOWNSTAIRS	**UPSTAIRS LOFT**	**TASTING ROOM**	**BARREL ROOM/ TRAILBLAZER COMMUNITY ROOM**
1:45 PM - 2:05 PM	**Façade pattern with Apex and Flow Actions** Adam Erstelle	**Drive salesforce adoption with influence (even if you're not their manager)** Eric Dreshfield Shannon Gregg	**Don't count me out navigating job market challenges with mental resilience** Christine Stevens	**Interview counseling with the Trailblazer Community**
2:05 PM - 2:30 PM	**How to flip the script after 20 years in a different field** Healey Sutton			
2:30 PM - 2:45 PM	**Break**			

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	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM/ TRAILBLAZER COMMUNITY ROOM
2:45 PM - 3:30 PM	**Managing a Salesforce makeover** Lisa Firnberg	**SOQL skills for admins and consultants** Steven Trumble	**Software superheroes: Build the tools you wish existed!** Aaron Crosman	**Speed networking/mentoring**
3:30 PM - 3:45 PM	**Break**			

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM/ TRAILBLAZER COMMUNITY ROOM
3:45 PM - 4:05 PM	**Mentoring for success: Guiding the next generation of Salesforce professionals** Judi Sohn	**Advanced reporting tips and tricks for new admins** Aaron Crear	**Automate your testing with flows** Chris Pifer	**Diamond Sponsor Talk: Securing Salesforce Digital Experiences – A true story about how my customer's Digital Experience got hacked and what I learned from it.** Matt Meyer
4:05 PM - 4:30 PM	**Never go it alone: Guidance for independent consultants** Bill Powell			
4:30 PM - 4:40 PM	**Break**			
4:40 PM - 5:15 PM	**Closing Remarks and Raffle**			
5:15 PM - 6:00 PM	**Happy Hour Sponsored by Investigo** Sponsor Section/Main Bar			

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MAIN DINING ROOM BAR SPOTLIGHT

RECEPTION DESK