

AGENDA AT-A-GLANCE

SUNDAY, NOVEMBER 13

5:00 p.m.—7:00 p.m. **Pre-Conference Reception**
Meet and greet reception for those who arrive early.

MONDAY, NOVEMBER 14

12:30 p.m.—1:45 p.m. **Pre-Conference Workshops**

2:00 p.m. **Opening General Session**

- **Austan Goolsbee**, Economic Briefing
- **Tim Tebow**, Living a Life of Significance

4:00 p.m.—7:00 p.m. **Finance & Development Mall & Dealmakers Reception**

TUESDAY, NOVEMBER 15

7:00 a.m.—8:00 a.m. **Opening Breakfast**

8:00 a.m.—12:00 p.m. **General Session & Specialty Workshops**

- Inside Jersey Mike's Rapid Growth with CEO **Peter Cancro**
- A Conversation with **Wolfgang Puck**

12:30 p.m.—1:30 p.m. **Networking Luncheon**

1:30 p.m.—4:30 p.m. **Specialty Workshops**

2:30 p.m.—7:00 p.m. **Finance & Development Mall & Dealmakers Reception**

WEDNESDAY, NOVEMBER 16

7:30 a.m.—9:00 a.m. **Success Breakfast**

- Guest Speaker: **John Coleman**, Author, HBR Guide to Crafting Your Purpose
- 9:10 a.m.—12:00 p.m. **Specialty Workshops**

RFDC concludes at 12:00 p.m.

Keynote Speakers



Tim Tebow

A two-time national champion, Heisman Trophy winner, first-round NFL draft pick, and a former professional baseball player and best-selling author



Austan Goolsbee

Chairman, President Obama's Council of Economic Advisers (2010-2011) and Professor of Economics, University of Chicago Booth School of Business



Wolfgang Puck

Famed chef, restaurateur, whose name is synonymous with the best of restaurant hospitality



Peter Cancro

Founder/CEO of Jersey Mike's Franchise Systems



John Coleman

Managing Partner Sovereign's Capital and Author of the Harvard Business Review Guide to Crafting Your Purpose