

Welcome to the 14th Annual HFTP Mid-South Atlantic Regional Conference

This conference has always been an effort to bring together all the HFTP Professionals in the region for continuing professional education and time for socializing and getting to know each other better.

Wednesday February 19th

- 5:00 pm to 6:00 pm – Opening Cocktail Reception and Vendor Showcase
- 6:00 pm – Dinner on your own and explore downtown Asheville!

Thursday, February 20th

- 7:00 am to 8:00 am— Light continental breakfast, Registration, Networking, and Vendor Showcase
- 8:00 am to 8:15 am—Welcome and Opening Remarks
- 8:15 am to 9:15 am --- Session---Mitchell L. Stump, CPA---“What is a Controller/”—This session takes a hard look at the definition of a Controller and what a Controller really is, and should be.
- 9:15 am to 10:15 am— Session—Bobby Usher—“IT Endpoint Protection”—This session looks in depth at the Information Technology issues in providing adequate protection at the Endpoint.
- 10:15 am to 10:30 am—Break
- 10:30 am to 12:00 pm-- Session— Tyler Enslin—“Effective Feedback”—Creating a culture that embraces candid feedback is a challenge. This session will examine feedback from both perspectives: giving and receiving.
- 12:00 to 1:30 pm—Lunch and Sponsor Showcase—“Update of HFTP”—Frank Wolfe, CEO, HFTP Global
- 1:30 pm to 3:00 pm—Session—Denise Ryan—“How to Be More Innovative”—This provocative session will get you thinking about game changers for your work and your life—how to think in new ways and generate new ideas.
- 3:00 pm to 4:00 pm—Session—Richard Livingston of Dixon, Hughes, Goodman—“Fraud Deterrence & Detection – No Silver Bullet Here”—This session will present to you what you need to be observant of to detect fraud within your organization.
- 4:00 pm to 5:00 pm— Sponsor Giveaways and Door Prizes (First 15 minutes) Reception--Cocktails Only
- 5:30 pm to 7:00 pm—Biltmore House Private Tour
- 7:30 to 9:00—Dinner on your own

Friday, February 21st

- 7:00 am to 8:00 am –Breakfast, Networking, and Vendor Showcase
- 8:00 am to 9:30 am—Session—Mike Hourigan—“Change Management”—This session will share strategies for managing transformation in the turbulent waters of change.
- 9:30 am to 10:30 am—Session—Ed Rehkopf—“A Holistic View of Human Resources in Hospitality Operations”— There are many issues to face in HR today. This session will examine what they are in Hospitality Operations, and how to handle them.
- 10:30 to 10:45--Break
- 10:45 am to 12:15 pm-- Session—Marilyn Feldstein—“Engaging and Connecting Members in 5 Minutes or Less”— This session will deal with all aspects of maintaining strong career relationships and understanding yourself and others.

- 12:15 pm to 1:15 pm—Lunch
- 1:15 to 2:45--Session—Nicole Greer—“Vibrant Leadership”—This sessions is for professionals who know they can do more but feel limited by lack of communication, conflicts, and a need for powerful people skills.
- 2:45 am to 3:00 pm —*Closing Comments, Survey Completion, and Adjournment*