



# WE ARE THE WOMEN WHO COUNT

*2023 National Conference*

October 25-27, 2023

Reno, NV

The Peppermill Resort Spa & Casino

Yes, you count numbers, dollars, sales, income, & expenses. But you also count because you make a difference. As a woman in accounting & finance, you empower businesses to succeed, you educate clients to manage finances, & you guide employers to take care of employees.

*You count more!*



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Source: 2023 ADP survey of 248 Accountant Connect users.



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# IN THIS PROGRAM

1. Cover Page
2. ADP Advertisement
3. Table of Contents
4. Welcome from AFWA
5. Conference Volunteers
6. Conference Map
7. General Information
8. AFWA Mobile App Instructions
9. Foundation of AFWA Events
10. The Signature Event details
11. The After Party Details
12. Monday, October 23 Schedule
13. Tuesday, October 24 Schedule
14. Wednesday, October 25 Schedule
15. Wednesday, October 25 Schedule
16. Wednesday, October 25 Schedule
17. Thursday, October 26 Schedule
18. Thursday, October 26 Schedule
19. Thursday, October 26 Schedule
20. Friday, October 27 Schedule
21. Friday, October 27 Schedule
22. Friday, October 27 Schedule
23. Exhibitors
24. Exhibitors
25. Exhibitors
26. Sponsors
27. Educational Sponsorship Challenge Participants
28. Avantax Advertisement
29. Women Who Rock & Magee Women's Research Institute Advertisement
30. Save the Date! 2024 Conference
31. Closing Page



# WELCOME BACK!

**Welcome back!** We are excited to see you here in Reno at the 2023 Annual Women Who Count Conference!

AFWA has put together an incredible speaker line up with the support of our partners, sponsors, speakers, and volunteers. With such a healthy mix of CPAs from both private and public accounting firms, as well as professionals in the industry, CFOs, bankers, and investment advisors, we are pleased that this year's conference offers insightful information and guidance to help you prepare for your business.

Whether it is accounting, auditing, taxation, operations, fiscal management, technology, or leadership training, we have got you covered! Take initiative in attending the sessions by recognizing ideas that you can take back home and implement in your day-to-day work life. Review all the conference sessions and identify areas that you want to learn more about and take advantage of those offerings! And most importantly, take what you learn back to your firm, office, or local AFWA chapter and spread the excitement!

We would not enjoy the level of success that we do, if not for our Corporate Partners, Sponsors and Exhibitors. We would like to personally thank them for their continued support for our organization and this conference. Please be sure to visit them between sessions and at the Welcome Reception.

We have some exciting events planned for Reno. Don't miss The Signature Awards Event and the Barbie Movie Night. Please join us and support the Foundation FUNd-raising activities and the new Wine Bottle Pull. These are all great opportunities to get to know other attendees and chapters better and we hope you join us!

As you can see, there are so many opportunities to connect with your peers, advance your knowledge, and hone your skills to lead. We encourage you to take advantage of everything this conference has to offer!



Grace Staten

President of AFWA



# THANK YOU TO OUR AMAZING VOLUNTEERS!

Eleanor Siverts-Akerman

Trina Allen

Melody Stone

Dawn Gillis

Marie Ramkey

Kris Culliton

Melody King

Heather Spurduto

Pam Wenner

Christi Olsen

Barbara Covington

Beverly Anderson

Karletta Jones

Anat Boroandsky

Kim Lyons

Laura Mangan

Grace Staten

Melissa Sager

Stacey Craig

Katharine Dill

Wendi Christian

Wendi Hall

Michelle Venus

Beverly Anderson

Jennifer Leger

Stephanie Sommers

Tyrah Sexton

Sharrin Fuller

Debbie Rowden

Lori McKeage

Pamela Meadows

Tracey Bond Weincyzk

Addison Muller

Kimberly Lindstrom

Christi Olsen

Alyssa Bonfiglio

Helen Maleady

Alanna Abreu

Tiwa Nwogu

Karyn Hartke

Chelsea Sowers

Marie Rankey

Sharrin Fuller

Sheryl Wagner

Madeline Trimble

Sara Page

Sydney Phillip

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# CONFERENCE MAP



# **GENERAL INFORMATION**

## **REGISTRATION DESK**

For any questions regarding your conference registration, conference schedule, or AFWA Membership, please stop by the Conference Registration Desk. Information about Reno sites and dining may be located at the concierge desk in the main hotel lobby.

## **CONFERENCE BADGE**

The official conference badge and badge holder must be worn for admission to sessions, exhibits, and other conference activities. There will be a \$25 fee to replace any lost conference badge. We thank you in advance for your cooperation.

## **FREE WIFI FOR ATTENDEES**

Wi-Fi is exclusively available in all meeting spaces and guest rooms for the AFWA Conference attendees. To login, use the following networks and passwords:

NETWORK: Peppermill network

PASSWORD: Slots

## **PROGRAM EVALUATIONS**

Following each session, please take a moment to complete a session evaluation in the AFWA app.

## **CPE CREDIT**

This year's conference will offer each attendee up to 21 CPE credit hours.

Each attendee is responsible for completing the CPE Certificate of Completion for their individual sessions attended. The Certificate of Completion must be completed in the AFWA app.

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been based on a 50-minute hour. 1 CPE credit for 50 minutes and 2 CPE credits for 100 minutes.





# ROCK THE FUTURE OF WOMEN'S HEALTH

Women Who Rock™ is on a mission to eliminate the gap in women's health and music by partnering with the fiercest female musicians and Magee-Womens Research Institute, the world's largest research institute dedicated to women's health. With your help, we will change the way the world treats women.



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## CONFERENCE MOBILE APP

(Available for smartphone, tablet, or desktop!)

Enhance your conference experience with the mobile app. It's all the information you'll need! You can find sessions & speaker details, sponsors & exhibitor listings, and all of the attendees.

Share your event experience with others on social media using the hashtag #WomenWhoCount2023

### HOW TO GET STARTED...

Search AFWA in the app store, or search AFWA app in Google, or any search engine.



**Then, download the app and get started!**





# THE FOUNDATION OF AFWA SILENT AUCTION

The Women Who Count National Conference not only provides valuable education and networking opportunities—it also offers a chance to take part in fun events that benefit The Foundation of Accounting & Financial Women’s Alliance. Socialize with colleagues and do a little shopping to raise funds to support the mission of the Foundation.

AFWA’s National Conference provides the greatest amount of financial support for The Foundation. Your participation in these events will help support scholarship and educational advancement for the upcoming year.

Support The Foundation through a silent auction featuring items from chapters, firms, and individuals across the country. Items include themed baskets, electronics, hand-crafted items, and much more! You need not be a member to win or present to win!

*Shine Bright, Do Good* ✨



KENDRA SCOTT

DATE

OCTOBER 25 - OCTOBER 27

DETAILS

Shop at [kendrascott.com](https://kendrascott.com) to donate 20% of your purchase back to The Foundation of Accounting and Financial Women's Alliance

Apply code **GIVEBACK-EXZPE** to your cart when checking out

Give back to the Foundation of AFWA by shopping online at Kendra Scott using the code: **GIVEBACK-EXZPE**

This will donate 20% of your purchase back to the Foundation of AFWA.

THE

Signature

EVENT

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**The Annual Signature Awards & Foundation Fundraiser**

*Join us for a night of*

**Dinner, cocktails, entertainment, awards, & The After Party!**

This will be a formal dinner event to honor our Women Who Count Award recipients and other leaders of our organization.

This will also be a fundraising event for the AFWA Foundation.

**\*\*This is a separate ticketed item\*\***

**6:00pm- Cocktail Reception**

**6:30pm-8:30pm- Awards Event**

**8:30pm-11pm- The After Party**

*\*You must attend The Signature Event to be able to attend The After Party.\**

**Emcees:**

*Olivia Brinker and Brian Bohn*

We will recognize Women Who Count Award recipients  
and Chapter Achievement Award recipients.

**THANK YOU TO OUR SPONSORS!**

Signature Awards Sponsor



Signature Event Sponsor



Scholarship Sponsor





# The After Party

CASH BAR | DJ | PHOTOBOOTH | OUTDOOR FIRE PITS

The After Party will begin directly after The Signature Event from 9:30pm-11pm

**\*\*You must attend The Signature Event to be able to attend The After Party\*\***

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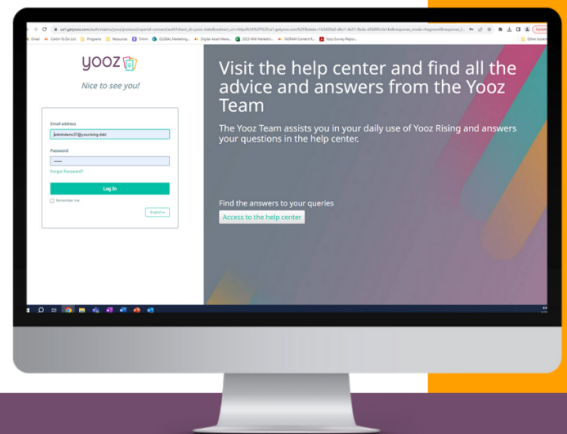
**#RunWithThePack**

# Monday, October 23 Schedule

<b>8:00am-5:00pm</b>	<b>Conference Move In &amp; AV Setup &amp; Exhibitor Move In</b> <i>All Locations (Exhibitors 1-5)</i>
<b>1:00pm-4:00pm</b>	<b>Foundation Board Meeting</b> <i>17th Floor Sierra View 1748</i>
<b>6:00pm-8:00pm</b>	<b>Presidents Reception-Invitation Only</b> <i>Florence Room</i>



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# Tuesday, October 24 Schedule

<b>8:00am-10:00pm</b>	<b>Exhibitor &amp; Silent Auction Setup</b> ( <i>Setup to be completed by 7a Wednesday</i> ) <i>Naples 1-5</i>
<b>8:00am-5:00pm</b>	<b>AFWA Store Setup</b> ( <i>See posted store hours.</i> ) <i>Sorrento 3</i>
<b>9:00am-12:00pm</b>	<b>AFWA National Board Meeting</b> <i>17th Floor Room Sierra View 1748</i>
<b>12:00pm –5:00pm</b>	<b>Registration Open</b> <i>Naples Welcome Center</i>
<b>12:00pm –5:00pm</b>	<b>Store Open</b> ( <i>Hours of store subject to change.</i> ) <i>Sorrento 3</i>
<b>1:00pm –2:30pm</b>	<b>Membership Chair Meeting</b> <i>Capri 1</i>
<b>1:00pm –2:30pm</b>	<b>Chapter President’s Meeting</b> <i>Capri 2</i>
<b>2:45pm—4:15pm</b>	<b>Chapter Round Table</b> <i>Naples 6ab 7ab</i>
<b>4:30pm—6:00pm</b>	<b>Annual Business Meeting</b> <i>Naples 6ab 7ab</i>
<b>7:00pm—10:00pm</b>	<b>MOVIE NIGHT!</b> <i>Showing, <b>The Barbie Movie</b></i> <b>“How the Latest Box Office Hit Embraces Empowerment”</b> 1 CPE Credit  Bring your Best Barbie Dress to the Wild Wild West! (Prize will be given away for the best dressed!)

# Wednesday, October 25 Schedule

7:00am	Exhibitor & Silent Auction Setup– <a href="#">Naples 1-5</a>
7:15am-9:00am	Continental Breakfast with Exhibitors– <a href="#">Naples 1-4</a>
7:15am-7:00pm	Foundation Silent Auction Open– <a href="#">Naples 5</a>
7:30am-6:30pm	Registration is Open– <a href="#">Naples Welcome Center</a>
7:30am-8:30am	First Time Attendee Orientation– <a href="#">Sorrento 4</a>
8:45am-9:00am	Doors Open for Opening Session– <a href="#">Naples 6ab 7ab</a>
9:00am-9:20am	Opening Remarks & Kickoff– <a href="#">Naples 6ab 7ab</a>
<p data-bbox="99 863 354 898"><b>9:25am-10:15am</b></p> 	<p data-bbox="431 863 1084 898"><b>Opening Keynote Speaker– Kathy Enstrom</b></p> <p data-bbox="431 919 1000 955">Presenting: “Maintaining Independence”</p> <p data-bbox="431 976 1263 1012">Overview / 1 CPE credit / Non-Technical– <a href="#">Naples 6ab 7ab</a></p> <div data-bbox="927 1062 1474 1146" style="text-align: right;"> <p><b>Moore Tax Law Group</b>  <small>A Tax Controversy and Tax Litigation Boutique</small></p> </div>
<p data-bbox="99 1199 370 1234"><b>10:30am-11:20am</b></p> 	<p data-bbox="431 1199 721 1234"><b>Jevonne Shepherd</b></p> <p data-bbox="431 1262 1419 1297">Educational Track 1 – Presenting, “The Future of ESG is Right Now”</p> <p data-bbox="431 1325 935 1360">Overview / 1 CPE credit / Technical</p> <p data-bbox="431 1381 597 1417"><a href="#">Capri 3 &amp; 4</a></p>
<p data-bbox="99 1549 370 1585"><b>10:30am-11:20am</b></p> 	<p data-bbox="431 1549 570 1585"><b>Ed Kless</b></p> <p data-bbox="431 1612 1406 1648">Educational Track 2 – Presenting, “Confessions of a Metaconsultant”</p> <p data-bbox="431 1669 1005 1705">Overview / 1 CPE credit / Non-Technical</p> <p data-bbox="431 1726 540 1761"><a href="#">Capri 2</a></p> <div data-bbox="1206 1696 1455 1837" style="text-align: right;">  </div>

10:30am-11:20am



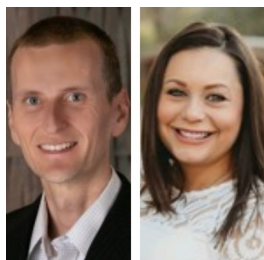
**Alanna Abreu**

Educational Track 3 – Presenting, “Being an Introvert in an Extrovert World”  
Basic / 1 CPE credit / Non-Technical  
Personal Development  
*Capri 1*

11:30am-12:30pm

Lunch Pick Up – Exhibitor Area– *Naples 1-4*

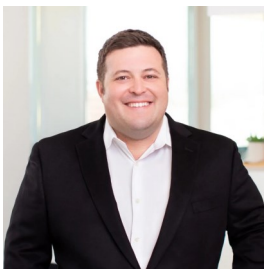
12:30pm-2:00pm



**John Werlhof & Misty Howell, CLA**

Educational Track 1 – Presenting, “Inflation Reduction Act & Secure Act 2.0 (Federal Tax Update)”  
Update / 1 CPE credit / Technical  
*Capri 3 & 4*

12:30pm-2:00pm



**Sam Brotman,**

Educational Track 2 – The Employee Retention Tax Credit: How CPAs can protect their clients and themselves  
Field of Study: Taxes  
Update / 1 CPE credit / Non-Technical  
*Capri 1*



12:30pm-2:00pm



**Wendi Hall**

Educational Track 3 – Presenting, “Ethics Can Be Fun”  
Overview / 1 CPE credit / Non-Technical  
Field of Study: Behavioral Ethics  
*Capri 2*

2:10am-3:00pm



**Cecilia Angat**

Educational Track 1 – Presenting, “Fiscal Oversight in Nonprofit Organizations”  
Basic / 1 CPE credit / Technical  
Field of Study: Specialized Knowledge  
*Capri 1*

2:10pm-3:00pm



**Sean Duncan**

Educational Track 2 – Presenting, “How to Build a Real Business Plan”  
Basic/ 1 CPE credit / Non-Technical  
**Field of Study:** Business Management & Organization

*Capri 2*

2:10pm-3:00pm



**Samantha Dunn**

Educational Track 3 – Presenting, “Maximizing the LinkedIn Algorithm to Build Your Business and Personal Brands”  
Basic / 1 CPE credit / Non-Technical  
**Field of Study:** Communications & Marketing

*Capri 3 & 4*



3:00pm-3:30pm

Visit the Exhibits- *Naples 1-5*

3:30pm-5:10pm

**Panel Discussion**

“Diversity, Equity & Inclusion – DEI is Not Dead- How to Transform the Narrative, Galvanize Commitment & Communicate Benefits for All “

**Moderator Bonnie Buol Ruszczyk, Melinda Colaizzi, Women Who Rock; Michael Annichine, Magee Women’s Research Institute and Foundation; Twana Howard, Georgia Pacific, Panelist**

*Naples 6ab 7ab*



5:10pm

AFWA Closing Remarks—*Naples 6ab 7ab*

6:00-7:00p

Welcome Reception with Exhibitors—*Naples 1-4*

7:00-8:00p

**Chapter Leaders Reception**

*(By Invitation Only)*

Sponsored By Miles Consulting Group









*Florence Room*



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# Thursday, October 26 Schedule

<p><b>6:30am-9:00am</b></p>	<p>Continental Breakfast with Exhibitors— <a href="#">Naples 1-5</a></p>
<p><b>6:00am-5:00pm</b></p>	<p>Visit Exhibitors — <a href="#">Naples 1-4</a></p>
<p><b>6:30am-5:00pm</b></p>	<p>Registration Open — <a href="#">Naples Welcome Center</a></p>
<p><b>7:00am-7:50am</b></p> 	<p><b>Kimberly Stiener-Murphy &amp; Wendy Brenes</b>, RobertHalf</p> <p>Thursday Morning Early Bird (1) – Presenting, “The Demand for Skilled Talent and Inclusive Teams” — <a href="#">Naples 6ab 7ab</a></p> <p><b>Field of Study:</b> Business Management &amp; Organization</p> <p>Overview / 1 CPE credit / Non-Technical</p> 
<p><b>8:00am-8:50am</b></p> 	<p><b>Heather Sperduto</b></p> <p>Thursday Morning Early Bird (2) – Presenting, “Economic Outlook”</p> <p><a href="#">Naples 6ab 7ab</a></p> <p><b>Field of Study:</b> Economics</p> <p>Overview / 1 CPE credit / Non-Technical</p> 
<p><b>7:00am-5:00pm</b></p>	<p>Visit Exhibitors / AFWA Store (Visit throughout the day!) — <a href="#">Sorrento 3</a></p>
<p><b>8:00am-9:00pm</b></p>	<p>Foundation Silent Auction (Visit throughout the day!) — <a href="#">Naples 5</a></p>
<p><b>9:00am-10:50am</b></p> 	<p><b>Keynote Session — Greg Kyte</b></p> <p>Presenting, “Three Jaw-Dropping, Real-world Frauds &amp; What We Can Learn From Them” — <a href="#">Naples 6ab 7ab</a></p> <p><b>Field of Study:</b> Accounting</p> <p>Basic / 1 CPE credit / Technical</p>  
<p><b>11:00am-11:50am</b></p> 	<p><b>Jevonne Shepherd</b></p> <p>General Session – Presenting, “Real Talk: DEI” — <a href="#">Naples 6ab 7ab</a></p> <p><b>Field of Study:</b> Personnel/Human Resources</p> <p>Overview / 1 CPE credit / Non-Technical</p>

12:00pm-1:00pm

**Past National Presidents and Past National Foundation Chairs Luncheon**

*(By Invitation Only)— 7th Floor Sierra View 1748*



12:00pm-2:00pm

Lunch with the Exhibitors— *Naples 1-4*

1:00pm-2:00pm

**Vendor Dessert Party**— Happy 85th Birthday, AFWA!

*Sponsored by Avantax— Naples 1-4*



2:00pm-2:50pm

**Tatiana Scripnic**



Educational Track 1 – Presenting, “Auditing Blockchain and Crypto Technology” — *Capri 1*

**Field of Study:** Computer Software & Applications / Information Technology

Overview / 1 CPE credit / Technical

2:00pm-2:50pm

**Olivia Brinker & Brian Bohn**



*Merrill Lynch Wealth Management, The Gleason, Bohn, Floberg Group*

Educational Track 2 – Presenting, “The Family Love Letter”

*Capri 3 & 4*

**Field of Study:** Business Management / Finance / Management Services / Specialized Knowledge

Overview / 1 CPE credit / Non-Technical/Technical

2:00pm-2:50pm

**Adam Lean & Jeff Prager**



Educational Track 3 – Presenting, “How To Start a CFO Service”

*Capri 2*

**Field of Study:** Business Management & Organization  
Basic / 1 CPE credit / Non-Technical



3:00pm-3:50pm

**Andaye Hill-Espinoza & Steve Wang**



Educational Track 1 – An Update on Sustainability Reporting and it’s Impacts to External Reporting and Internal Audit

*Capri 3 & 4*

Field of Study: Auditing

Overview / 1 CPE credit / Technical

3:00pm-3:50pm



**Jay McLaughlin & Tarek Salem**

Educational Track 2 – “Point of Boom: Can Your Business Keep Up?”

*Capri 1*

**Field of Study:** Information Technology

Overview / 1 CPE credit / Technical



3:00pm-3:50pm



**Michael Annichine**

Educational Track 3 (1CPE) – Healthy Equity

*Capri 2*

**Field of Study:** Personal Development

Overview / 1 CPE credit / Non-Technical



4:00pm-4:50pm



**Carrie J. Reese, CPA & Ahmed M. Hafiz, CPA, MBA, MSA**

Educational Track 1 – “Digital Asset Taxation and Market Evolution”

*Capri 3 &4*

**Field of Study:** Accounting, Information Technology,  
Specialized Knowledge

Overview / 1 CPE credit / Technical

4:00pm-4:50pm



**JC Cudiamat**

Educational Track 2 – “Business Banking” — *Capri 2*

**Field of Study:** Business Management / Organization

Overview / 1 CPE credit / Non-Technical

4:00pm-4:50pm



**Monika Miles, Miles Consulting Group**

Educational Track 3 – “Rainmaking for Accounting/Finance Professionals”

*Capri 1*

**Field of Study:** Marketing / Communications

Overview / 1 CPE credit / Non-Technical



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6:00pm-8:30pm

**Signature Awards Event & Silent Auction**

**AFTER PARTY**  
8:30pm-11p

(All are welcome! – Formal Wear – Be sure to purchase a ticket which includes the After Party at the Edge Night Club!) — *Naples 6ab 7ab*

# Friday, October 27 Schedule

<p><b>6:45am-11:00am</b></p>	<p>Registration / Open — <i>Naples Welcome Center</i></p>
<p><b>7:00am-10:00am</b></p>	<p>Continental Breakfast with Exhibitors / AFWA Store Open — <i>Naples 1-4</i></p>
<p><b>7:00am-7:50am</b></p> 	<p><b>Bonnie Buol Ruszczyk</b>  <b>Early Bird Special Session – MOVE Project - Short Horizon Drive Success</b>  <i>6ab 7ab</i>  <b>Field of Study:</b> Business Management &amp; Organization /          Personnel/Human Resources          Update Overview / 1 CPE credit / Non-Technical</p> 
<p><b>8:00am-8:50am</b></p> 	<p><b>Cindy Stanley</b>  <b>Special Session – “Maximizing Leadership Skills – Tips for Chapter Leader Success” — <i>6ab 7ab</i></b>          Field of Study: Personal Development          Program Level: Overview / 1 CPE credit / Non-Technical</p>
<p><b>9:00am-9:50am</b></p> 	<p><b>Kay Gotshal</b>          Educational Track 1 – “Hot topics in the State and local Income Tax World”  <i>Capri 3 &amp;4</i>  <b>Field of Study:</b> Taxes          Overview / 1 CPE credit / Technical</p>
<p><b>9:00am-9:50am</b></p> 	<p><b>Samantha Jasper, Yooz</b>          Educational Track 2 – “Leading Through Instability: The State of Automation in Finance Survey Findings” —<i>Capri 1</i>  <b>Field of Study:</b> Finance          Program Level: Overview / 1 CPE credit / Technical</p> 

9:00am-9:50am



**Mayumi Young**

Educational Track 3 – “Take Back Control of Your Career” —*Capri 2*

**Field of Study:** Business Management & Organization

Overview / 1 CPE credit / Non-Technical

10:00am-10:50am



**Tetyana Guguchkina**

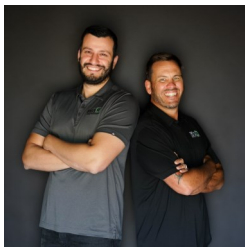
Educational Track 1 – “Introduction to Research & Development Tax Credits”

*Capri 1*

**Field of Study:** Taxes

Overview / 1 CPE credit / Technical

10:00am-10:50am



**Jay McLaughlin & Tarek Salem**

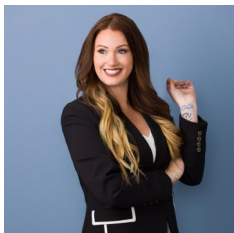
Educational Track 2 – Accounting & Artificial Intelligence & Chat GPT Can it work together? — *Capri 3&4*

**Field of Study:** Information Technology

Overview / 1 CPE credit / Technical



10:00am-10:50am



**Sharrin Fuller**

Educational Track 3- “Scalable to Saleable: 6 Steps to Build an Accounting Firm and an Exit Strategy” —*Capri 2*

**Field of Study:** Personnel/Human Resources

Overview / 1 CPE credit / Non-Technical

10:30am-11:00am

**Mimosa Toast with Exhibitors** (*By invitation only*) — *Naples 104*

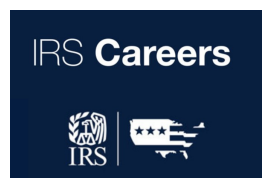
11:00am-4:00m

**Exhibitor Tear Down** — *Naples 1-4*

11:00am-12:30pm



**Derek Ganter- Closing Keynote** – The Good, the Bad and the Ugly – Tax Scams and IRS Transformations — *Naples 6ab-7ab*



12:30pm-2:00pm

Lunch on your own

2:00pm

**Casino Back of the House Informational Tour**

*(Must be registered for this event.)*

John Engineer for the Plant

Maximum # of each tour 25-30 (only 2 tours)

Tour last 25-30 minutes

**Peppermill Big Gamble on Green Pays Off (Geothermal Tour)** (Must be registered for this event.)

CFO and the Controller

Maximum # of each tour 20 (only 2 tours)

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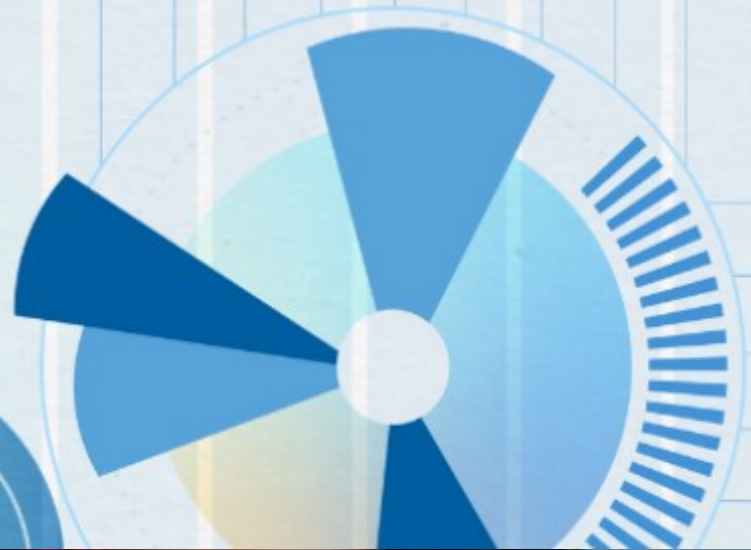
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