

2026 Conference Schedule

as of 1.13.26

Saturday, May 2

10 am - 5 pm Registration - Setup

6:00 - 9:00 pm BOD Reception/Dinner

Sunday, May 3

7:30 am - 8:00 am BOD Breakfast

8:00 am - 12:00 pm BOD Meeting (Closed)

9:00 am - 12:00 pm Registration Desk SET UP

2:00 pm - 5:00 pm Registration OPEN

1:00 pm - 3:50 pm Repfabric Training

1:00 pm - 3:50 pm Repfabric Training

1:00 pm - 3:50 pm Repfabric Training

1:00 pm - 5:00pm Legal Consultations

1:00 pm - 5:00 pm Vendor Set Up

5:30 pm - 6:30 pm First-Timer Attendee Reception/Past President Reception

6:30 pm - 8:30 pm Welcome Reception

Monday, May 4

7:30 am – 12:00 pm PTRA Registration and Vendor Displays

7:30 am – 9:00 am Coffee & Breakfast

7:30 am – 8:30 am 2025-2026 Task Force Meetings - Membership
2025-2026 Task Force Meetings - Education
2025-2026 Task Force Meetings - Rep Principal
2025-2026 Task Force Meetings - Marketing

8:00 am - 5:00 pm RepMIX Setup

8:30 am - 9:30 am Welcome and Opening Remarks

	Keynote: Beyond Resilient: How to Be Future Ready™ in an Age of AI and Constant Change- Simon Anderson
9:30 am – 10:30 am	
9:45 am - 3:00 pm	Guest Program
10:30 am - 10:45 am	Break
10:45 am – 11:45 am	The Biggest Challenges solved! Panel Discussion - Bryan Shirley Panel Discussion
10:00 am – 12:00 pm	Guest Excursion
10:00 am – 1:00 pm	Legal Consultations
1:00 – 6:00 pm	Golf Tournament
	Dinner on own

Tuesday, May 5

7:30 am – 12:00 pm	PTRA Registration and Vendor Displays
7:30 am – 9:00 am	Coffee & Breakfast
7:30 am – 8:30 am	2025-2026 Task Force Meetings - Membership 2025-2026 Task Force Meetings - Education 2025-2026 Task Force Meetings - Rep Principal 2025-2026 Task Force Meetings - Marketing
8:00 am – 12:00 pm	RepMIX Set Up
8:30 am – 9:00 am	Annual Business Meeting – Reps
8:30 am – 9:00 am	Annual Business Meeting - Principals
9:00 am - 11:50 am	Concurrent Breakout Sessions Buy/Sell -Merge Rep Firms: Successful Succession Plans! Bryan Shirley Powering Up Your PTRA Agency: AI and the Next 5 Years - John Mitchell Distilled Brand - Ryan Rhoden From Insight to Action: Apply the Future-Ready Formula™ to Your Work - Simon Anderson
9:30 am – 10:00 am	Guest Brunch
10:20 am – 10:30 am	Break
12:00 pm – 4:00 pm	Legal Consultations
12:20 pm – 1:30 pm	Lunch on own

1:30 pm – 5:30 pm RepMIX (Manufacturer/Representative Information Exchange)

Dinner on own

6:00 pm – 9:00 pm RepMIX Tear Down

Wednesday, May 6

8:00 am – 12:00 pm PTRA Registration and Vendor Displays

7:30 am – 9:00 am Coffee & Breakfast

8:00 am - 9:00 am Past Presidents Breakfast

8:00 am - 9:00 am 2025-2026 Task Force Meetings - Membership

2025-2026 Task Force Meetings - Education

2025-2026 Task Force Meetings - Rep Principal

2025-2026 Task Force Meetings - Marketing

9:15 am – 9:45 am Induction of New Officers/Announcements/Picture

Keynote: The Advantages of Anticipating Changes in Business

10:00 am – 11:30 am Direction - Taylor St. Germaine

Insights from ITR Economics

11:30 am – 12:00 pm Conference Closing Remarks & Reminders

12:00 pm - 6:00 pm On own

12:30 pm – 3:00 pm PTRA Board Meeting & Lunch (closed)

5:00 pm – 6:30 pm President's Reception - Invite Only

6:30 pm – 10:00 pm Closing Banquet