

Sunday, July 13	Monday, July 14	Tuesday, July 15	Wednesday, July 16	Thursday, July 17	Friday, July 18
<b>Accommodations, Meals &amp; Classes:</b> Steinberg Conference Center 255 South 38th Street Philadelphia, PA 19104 1.215.386.8300 Classroom:  <b>Academic Director</b> David Wessels  <b>Program Team</b> Janeen McQuarrie <a href="mailto:apesirid@wharton.upenn.edu">apesirid@wharton.upenn.edu</a>  Eileen Schnapp, Manager <a href="mailto:eschnapp@wharton.upenn.edu">eschnapp@wharton.upenn.edu</a>	Breakfast 7:30-8:30	Breakfast 7:30-8:30	Breakfast 7:30-8:30	Breakfast 7:30-8:30	Breakfast & Checkout 7:30-9:00
	8:30-12:00	8:30 - 12:00	8:30 - 12:00	8:30 - 10:15	9:00-11:30
	C-Suite Thinking <i>Instructor Managed Breaks</i>	Competitive Strategy <i>Instructor Managed Breaks</i>	Strategy Under Uncertainty/ Scenario Planning <i>Instructor Managed Breaks</i>	QuickDash Case Study: Customer Lifetime Value  <i>David Wessels</i>	QuickDash Case Study: Report Out  <i>David Wessels</i>
	<i>David Wessels</i>	<i>Harbir Singh</i>	<i>Kathy Pearson</i>	Break 10:15 - 10:30	Break 11:30-11:45
	Lunch 12:00-12:45	Group Photo & Lunch 12:00-12:45	Lunch 12:00-1:00	10:30 - 12:00	11:45-1:00
	12:45 - 4:15	12:45 - 2:30	1:00 - 4:00	Key Performance Indicators  <i>David Wessels</i>	The CFO/CEO Partnership  <i>David Wessels</i>
	The Link between Corporate Strategy and Value Creation <i>Instructor Managed Breaks</i>	QuickDash Case Study: Strategic Priorities  <i>David Wessels</i>	Strategic Execution <i>Instructor Managed Breaks</i>	12:45 - 4:00	1:00-1:15
	<i>David Wessels</i>	Break 2:30-2:45	<i>Kathy Pearson</i>	Financial Forecasting and Financing Growth <i>Instructor Managed Breaks</i>	NACS Closing Remarks
	Break 4:15 - 4:30	2:45 - 6:00	4:00 - 4:30 Interview with Dave Charles Facilitated by: <i>Kathy Pearson</i>	<i>David Wessels</i>	Optional Lunch 1:15-2:00
	4:30 - 6:00	Customer Centricity <i>Instructor Managed Breaks</i>	<b>Free Evening</b> Dinner on Your Own	Break 4:00 - 4:15	<b>Thank you for attending Wharton Executive Education</b>
2:30-3:00 Program Registration	QuickDash Case Study: Strategic Assessment  <i>David Wessels</i>	<i>Peter Fader</i>		4:15 - 5:45	<b>Safe Travels!</b>
3:00-6:00  Leadership <i>Instructor Managed Breaks</i>  <i>Greg Shea</i>	Dinner Available 6:00-8:00	Dinner Available 6:00-8:00		QuickDash: Final Preparations <i>David Wessels</i>	
6:00-6:30 Campus Tour (optional)				Dinner Available 6:00-8:00	
6:30-8:00 Reception Dinner & NACS Welcome					