

# Ridin' the Storm Out

# SCHEDULE

## TUESDAY, JAN. 16th

**8:30 a.m. to 5:00 p.m. Salon 11**  
Howard Partridge and Jim McDonough  
How to Build the Ultimate Softwashing Business  
Free with Waypoint Ticket

Register at  Partridge Workshop

**10:00 a.m.**  
SWS Annual Golf Tournament

**3:00 p.m. to 6:00 p.m.**  
Registration - Ballroom A

## WEDNESDAY, JAN 17th

**8:30 a.m.**  
Doors Open

**8:45 a.m. to 9:00 a.m.**  
Parade of Flags

**9:00 a.m. to 10:00 a.m.**  
AC Lockyer

**10:00 a.m. to 11:00 a.m.**  
Interview - Classic Softwash

**11:00 a.m. to 12:00 p.m.**  
Darryl Strawberry

**12:00 p.m. to 1:00 p.m.**  
Lunch

**1:00 p.m. to 3:30 p.m.**  
Howard Partridge Workshop

**3:30 p.m. to 4:30 p.m. Salon 11**  
Bonnie Minor, WordJack  
Digital Marketing Roadmap

Register at  Wordjack Media Workshop

## THURSDAY, JAN 18th

**8:30 a.m.**  
Doors Open

**8:45 a.m. to 10:00 a.m.**  
Dan Holland

**10:00 a.m. to 11:00 a.m.**  
Interview - East Carolina  
Softwash

**11:00 a.m. to 12:00 p.m.**  
Sarah Newcomb

**12:00 p.m. to 1:00 p.m.**  
Lunch

**1:00 p.m. to 3:30 p.m.**  
Sarah Newcomb Workshop

## FRIDAY, JAN 19th

**8:30 a.m.**  
Doors Open

**8:45 a.m. to 10:00 a.m.**  
AC Lockyer

**10:00 a.m. to 11:00 a.m.**  
Interview - ProShine Softwash

**11:00 a.m. to 12:00 p.m.**  
Tom Ziglar

**12:00 p.m. to 1:00 p.m.**  
Lunch

**1:00 p.m. to 2:00 p.m.**  
Interview - Tommy Mello

**2:00 p.m. to 3:30 p.m.**  
Tom Ziglar Workshop

**6:00 p.m. to 7:00 p.m.**  
Pre-Banquet Social Hour  
Ballroom A

**7:00 p.m. to 9:30 p.m.**

**2024 Awards Banquet**

Purchase Banquet-only tickets at

 Awards Banquet  
Only Ticket

**2024 AWARDS BANQUET**  
SoftWash SYSTEMS  
Ballroom A

THE  
**WAYPOINT**  
CONFERENCE 2024

\*Schedule subject to change