

**Heartland Summit Schedule  
October 23 – 25 2011  
Concordia University, Ann Arbor**

**Sunday, October 23**

3:00 – 5:00	Arrive and Check-in		Ann Arbor Regent Hotel
4:00 – 5:00	Tour of Concordia University (optional)	Marty Moro, CUA A Director of Development	CUAA
5:00 – 5:30	Welcome and Introductions	Dr. Ross Stueber, ALSS Executive Director	Riverside Rooms A/B
5:30 – 6:00	Devotion	Dr. Patrick Ferry, CUW President	Riverside Rooms A/B
6:00 – 7:00	Dinner		Riverside Room A
7:00 – 9:00	What's Going On At Your School?		Riverside Rooms A/B

**Monday, October 24**

6:30 – 8:00	Continental Breakfast		Ann Arbor Regent Hotel
8:30 – 9:30	Web 2.0 Marketing	Mark Parent, Sugarbush Media Solutions CEO	Riverside Rooms B/C
9:30 – 9:45	Break		
9:45 – 10:45	Web 2.0 Marketing	Mark Parent, Sugarbush Media Solutions CEO	Riverside Rooms B/C
11:00 – 11:30	Chapel		CUAA Chapel
11:30 – 1:00	Lunch		Riverside Room C
1:00 – 2:30	Student Recruitment- What Works for VLHS and You	Tom Roekle, VLHS Director of Recruitment	Riverside Rooms A/B
2:30 – 2:45	Break		
2:45 – 4:00	The Role of Lutheran Schools in an Increasingly Pluralistic Society	Ben Limback, CUA A Director of Admissions	Riverside Rooms A/B
4:00 – 4:15	Break		
4:15 – 5:30	BYOD (Bring Your Own Device)		Riverside Rooms A/B
6:00 – 7:00	Dinner	Steve Garrabrant, LHS Principal & John Reincke, LHN Principal	Riverside Room A
7:00 - ????	Reception		Manor House

**Tuesday, October 25**

6:30 – 8:00	Continental Breakfast		Ann Arbor Regent Hotel
8:30 – 9:45	Servant Leadership	James Hunter, J.D. Hunter Associates CEO	Riverside Rooms A/B
9:45 – 10:00	Break		
10:00 – 11:15	Servant Leadership	James Hunter, J. D. Hunter Associates CEO	Riverside Rooms A/B
11:15 – 11:30	Closing Devotion	Paul Looker, LHNW Principal	Riverside Rooms A/B
11:30 – 12:30	Lunch (box lunch)		Riverside Rooms A/B