

2021 FMHA Annual Convention

"WE'RE BETTER TOGETHER"

JUNE 17-18, 2021 | HYATT REGENCY | SARASOTA, FL

FMHA CONVENTION PROGRAM SCHEDULE

THURSDAY, JUNE 17

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| 10:00 AM | Board of Directors Meeting |
| 11:00 AM | Registration Opens |
| 11:00 AM - 12:45 PM | Coffee Break in the Exhibit Area |
| 1:00 PM - 3:45 PM | Featured Workshop: All Things COVID-19 |
| 4:00 PM - 4:45 PM | Division Meetings/Elections |
| 5:00 PM - 7:00 PM | Welcome Reception, Sponsored by Lutz, Bobo & Telfair |



FRIDAY, JUNE 18

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| 8:00 AM - 9:00 AM | Breakfast with the Exhibitors |
| 9:05 AM - 9:15 AM | Early Bird Drawing & Welcome Remarks by FMHA President Mark Kelly |
| 9:15 AM - 10:00 AM | Keynote Speaker: Elliot Eisenberg, The Bowtie Economist, Sponsored by Yes! Communities |
| 10:00 AM - 10:30 AM | Coffee Break in Exhibit Area |
| 10:45 AM - 11:45 AM | Workshop 1 – Staffing Up! Finding Qualified Employees |
| 10:45 AM - 11:45 AM | Workshop 2 – Easy and Effective Automation Turns Leads into Sales |
| 12:00 PM - 1:15 PM | Annual Awards Luncheon, Sponsored by Blair Group Communities |
| 1:30 PM - 3:30 PM | Workshop 3 – It's the Little Treasures that Make Your Marketing Sparkle |
| 1:30 PM - 3:30 PM | Workshop 4 – Ask the Lawyers |
| 3:30 PM | Convention Ends, Enjoy Your Weekend! |