

Welcome Kit

We're thrilled to welcome you to the Omni PGA Frisco Resort for this year's Senior Leadership Summit. Here are some helpful details and reminders to make your time here a success.

Welcome Reception

Join us at 5:00 PM in the Library Lounge and Terrace (located behind the lobby) for our official welcome reception. Stop by the check-in table to pick up your event badge and a few goodies.

Please note that this event will be held outdoors, so consider bringing a light jacket or sweater as temperatures cool in the evening.

Event Overview

Throughout the summit, you'll enjoy a mix of general sessions, breakout discussions, and networking opportunities designed to inspire collaboration and growth.

Monday

Breakfast will be served from 7-8 AM at the Wanamaker Ballroom. The first keynote begins at 8:00 AM and lunch will be served at 11:45 AM

Monday afternoon's Brand Growth Circuit will feature three breakout sessions designed to spark ideas, share success stories, and explore strategies that strengthen our network of brands.

All three sessions, Marketing, Plumber Panel, and Multi-family Growth will run concurrently, and each presenter will deliver their session three times so every group can attend all topics.

Your group color, found on the back of your badge, will determine your rotation order:

- Group 1 – Blue
- Group 2 – Green
- Group 3 – Pink

Breakout Rotation Schedule

2:00 – 2:45 PM

- Group 1: Marketing
- Group 2: Plumber Panel
- Group 3: Multifamily Growth

2:45 – 2:50 PM – Transition

2:50 – 3:35 PM

- Group 1: Plumber Panel
- Group 2: Multifamily Growth
- Group 3: Marketing

3:35 – 3:40 PM – Transition

3:40 – 4:25 PM

- Group 1: Multifamily Growth
- Group 2: Marketing
- Group 3: Plumber Panel

4:25 – 4:30 PM – Wrap-up and transition back to the Wanamaker Ballroom

For detailed timing, session descriptions, and speaker information, visit arosummit.com

Monday night's festivities will be held at the Lounge by TopGolf at 5:00 P.M. Wear your favorite team jersey and join us for happy hour, drinks and dinner during Monday Night Football.

*Please note, The Lounge by Topgolf is located on the Omni PGA property, just a brief walk from the resort. If you prefer not to walk, a complimentary shuttle is available and picks up just outside the valet area.

Tuesday Morning Reminders

A buffet breakfast will be served from 7:00–9:00 AM outside the Wanamaker Ballroom for spa guests, Dallas Cowboys tour attendees, and anyone not golfing.

Golf – East Course

- **Meet Time:** 7:30 AM at the East Course
 - **Tee Time:** 8:30 AM
 - **Breakfast:** Served at the First Tee Event Lawn from 7:00–8:00 AM
 - **Attire:** Collared shirt, golf shoes or sneakers.
 - **Notes:** Club rentals are provided
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Mokara Spa

- **Location:** First Floor of the Omni PGA Frisco Resort
 - **Arrival:** Please arrive 30 minutes prior to your appointment time.
 - **Hours:** 9:30 AM – 5:00 PM
 - **Attire:** Comfortable clothing; robes and slippers will be provided.
 - **Amenities:** Enjoy the pool, co-ed relaxation lounge, Green Cactus Café, and the men's and women's hot tubs, steam rooms, and Jacuzzis.
 - **Tip:** Bring a swimsuit and flip-flops or sandals to fully enjoy all amenities.
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Dallas Cowboys Tour

- **Meet Time:** 8:45 AM
- **Departure:** 9:00 AM from the main valet area outside the hotel lobby
- **Return:** Approximately 12:30 PM
- **Attire:** Casual wear and comfortable walking shoes.
- **Notes:** The bus will depart from *The Star* at 12:00 PM returning to the Omni PGA Resort by 12:30 PM.

Lunch will be served at 1PM outside the Wanamaker Ballroom, and afternoon sessions begin at 2PM.

Tuesday Night

The Awards Reception begins at 5:00 PM in the Panther Creek Pavilion (a separate building near the ballroom area).

- **Attire:** Smart casual recommended.
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Wednesday Morning Reminders

- Breakfast will be served from 7-8 AM at the Wanamaker Ballroom
- Hotel check-out is at 11AM. Plan to check out before the morning sessions begin.

- Rod's final remarks will begin at 10:15AM.

Please check your emails frequently throughout the event to stay updated.