



The Channel Focus Club50 Retreat May 2022 May 17th, 18th, and 19th 2022

The Lodge at Torrey Pines

The Invitation-Only Forum for Channel VPs that Tackles the Most Important Issues facing Channel Executives Today.

The Roundtables

The goals of the Roundtables are to build an industry consensus on the best way to tackle these issues. Led by seasoned moderators, we will be looking to deliver concrete answers to each of the questions in each Roundtable. The goal is to enable participants to work together to build an actual roadmap they can use to help them effectively tackle these issues.

May 17th, 2022

6:00 pm - The Retreat Welcome Reception – The Arroyo Terrace
Food, drink, and conviviality! Meet your fellow Club members.

Agenda – May 18th and 19th 2022

Day 1: Wednesday, May 18th, 2022

7:30 – 8:15am	BREAKFAST		
8:15 – 8:45am	Introduction to Club50 and New Member Introductions: Craig Schlagbaum, Joe Sykora Moderator: Rod Baptie – Baptie & Company: Charles Reiffel Room		
8:45 – 10:00am	Panel: The Great Resignation: 4 Members in Competing Companies Debate How We Can Bring a Level of Sanity to Retaining Existing Staff and Hiring New Staff Lisa Citron – F5, Louise McEvoy – Trend Micro, Frank Rauch – Check Point, & Joe Sykora – Proofpoint Charles Reiffel Room		
10:00 – 11:00am	Where Are We? The Group Uses Polling Technology to Answer Key Questions: Charles Reiffel Room		
11:00 – 11:20am	COFFEE BREAK Charles Reiffel Room		
	Roundtable Option A	Roundtable Option B	Roundtable Option C
11:20 – 12:25pm	Roundtable 1: Partner compensation – What Should We Be Paying For? Moderator: Larry Walsh – Channelnomics Maurice Braun II	Roundtable 2: The Evolution of Your CAM Team – Should You Be Moving from Jack-of-all-trades to Specialized Expertise? Moderator: Theresa Caragol – AchieveUnite Maurice Braun I	Roundtable 3: Building a Business Portfolio and Practice to Leverage the MSP Market. Moderator: Rod Baptie – Baptie & Company Maurice Braun III
12:25 – 1:40pm	BIRDS OF A FEATHER LUNCH AND ROUNDTABLE FEEDBACK		
1:40 – 2:45pm	Roundtable 4: Bold New Ideas – Each Participant Brings One Bold Idea to the Roundtable. Moderator: Theresa Caragol – AchieveUnite Maurice Braun I	Roundtable 5: Incentives – What is Actually Working? Moderator: Larry Walsh – Channelnomics Maurice Braun II	Roundtable 6: The Channels of the Future – What are the Emerging Channels and How Do You Work with Them? Moderator: Rod Baptie – Baptie & Company Maurice Braun III
2:45 – 3:05pm	COFFEE AND ROUNDTABLE FEEDBACK Charles Reiffel Room		
3:05 – 3:45pm	Club50 debate: The Shift from Channel to Eco-System – Is It Real, and If so, what is Required to Make the Change? Charles Reiffel Room		
4:15 Onwards	GROUP DEPARTS FOR EVENING EVENT AND GALA DINNER- Charles Fries Room & Terrace		

Day 2: Thursday, May 19th, 2022

7:30 – 8:45am	RELAXED NETWORKING BREAKFAST Charles Reiffel Room		
8:45 – 9:45am	Discussion and Polling: What is the Future of the Channel and How Will it Evolve in the Next 5 Years? Charles Reiffel Room		
9:50 – 10:50am	Group Debate: The Group Will Break into Those in Favor and Those Opposed to Debate 3 Key Channel Statements Charles Reiffel Room		
10:50 – 11:10am	COFFEE Charles Reiffel Room		
	Roundtable Option A	Roundtable Option B	Roundtable Option C
11:15 – 12:15pm	Roundtable 7: Sales Flow and the Customer Journey: How Do We Get Our Partners Fully Engaged? Moderator: Theresa Caragol – AchieveUnite Maurice Braun I	Roundtable 8: Marketplaces – How are They Evolving and What Are the New Opportunities? Moderator: Rod Baptie – Baptie & Company Maurice Braun III	Roundtable 9: Understanding How Your Partners Make Money and How This Affects What They Want from You. Moderator: Larry Walsh – Channelnomics Maurice Braun II
12:20 – 12:35pm	ROUNDTABLE FEEDBACK Charles Reiffel Room		
12:35 – 1:45pm	NETWORKING LUNCH Charles Reiffel Room		
1:45 – 2:30pm	CLUB50 FUTURE DIRECTIONS AND INITIATIVES Charles Reiffel Room		
2:30 – 2:45pm	FINAL REMARKS Charles Reiffel Room		