



NFDA 2026 Executive Summit October 28-30, 2026

JW Marriott Desert Springs Resort & Spa
Palm Desert, CA

Updated 7-10-26

Wednesday, October 28		
8 AM (first tee time)	Golf Outing ★ <i>Optional</i>	JW Valley Course
3:00 – 5:00 PM	NFDA Board of Directors Meeting	Director 6 Meeting Room
5:30 PM	New Member Welcome – <i>By Invitation</i>	The Pointe at JW
6:00 – 7:30 PM	Welcome Reception	The Pointe at JW
Thursday, October 29		
8:00 – 9:00 AM	Breakfast Buffet <i>(For all registered attendees, spouses & guests)</i>	San Jacinto Ballroom
9:00 AM	Meet-Up at the Hideaway Cabanas <i>(For all registered guests and spouses)</i>	JW Oasis Pool
9:30 – 11:00 AM	AI for Distribution Leaders: Practical Use Cases and Business Impact – Hartman Advisors	San Jacinto Ballroom
11:00 – 11:15 AM	Break	
11:15 – 12:15 PM	Interactive Workshop: AI Application and Executive Learning – Hartman Advisors	San Jacinto Ballroom
2:30 – 5:30 PM	Pickleball Round Robin ★ <i>Optional Activity</i>	JW Lawn & Tennis Club
Evening	Dinner on own	
Friday, October 30		
8:00 – 9:00 AM	Breakfast Buffet <i>(For all registered attendees, spouses & guests)</i>	San Jacinto Ballroom
9:00 – 10:30 AM	Developing a Champion Mindset – Jerry Roisentul	San Jacinto Ballroom
10:30 AM	Closing Announcements, Goodbye Palm Desert!	
Hotel checkout is 11:00 AM		

★ *Optional activities may have additional participation fees.*