



## MEDIA RELEASE

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### **Pharmacy Development Services (PDS) Offer Superstar Speakers at the All Star Super- Conference**

[Pharmacy Development Services \(PDS\)](#) announces the keynote speakers for our 13th Annual [All Star Super-Conference](#) on February 23-25th, 2017 in Orlando, Florida. This event is a call-to-arms for independent pharmacy entrepreneurs. Attendees will learn about proven, data-driven solutions to increase profits, and improve operations while connecting with thousands of like-minded pharmacy owners, reputable vendors, and business experts in a forum unlike any other.

Open to both PDS members and guests; 1,000+ attendees are expected and 100+ pharmacy exhibitors will be on-site showcasing products and hosting demonstrations. The Grand Event Sponsor is [RX Safe](#), the Presenting Sponsor is [Parata](#), and the Pharmacy Software Sponsor is [PioneerRx](#). Other top level sponsors include McKesson, QS1, and Live Oak Bank.

PDS is bringing nationally-recognized and relevant speakers to share their experience and expertise with conference attendees. The goal is to encourage pharmacy entrepreneurs to dispose of preconceived notions about doing business in the industry, rethinking what success looks like, and how to achieve it.

#### *Featured Keynote Speakers*

[Paul DePodesta](#) is our featured keynote speaker at the All-Star Super Conference. DePodesta will share his methodology for evaluating, measuring, and assigning value through data-mining. This strategy was the subject of the Michael Lewis's book, [Moneyball: The Art of Winning an Unfair Game](#), and [Moneyball](#) the Oscar-nominated 2011 movie. Data-mining has revolutionized industries—from Wall Street and Fortune 500 corporations to government and healthcare organizations. The presentation will draw connections between professional sports and basic business operations, providing valuable lessons that attendees can take and apply to their business.

[Dr. Nido Qubein](#) will also join the 2017 PDS All Star Super-Conference as a keynote speaker. His life's mission has been to live in service of others, and this mindset has created a life of abundance and

opportunity for him as an educator, business leader and author. Dr. Qubein will share his story, ideas, and strategies for succeeding through turbulent times. His presentation is a dynamic, authentic, and entertaining way to deliver a powerful, inspiring message on finding focus, balance, and meaning in business, and in life.

Conference Keynote Speakers

[Joel Weldon](#) is one of the most highly respected motivational speakers in North America. Additionally, he has served many of the world's leading organizations and businesses for over three decades as an Idea Consultant and Sales Trainer.

[Dan Heath](#) is the co-author of three three New York Times best sellers Switch, Decisive, and Made to Stick. Currently, Heath is a Senior Fellow at Duke University's CASE Center, which supports entrepreneurs fighting for social good.

[Earl Leroy "Buddy" Carter](#) is a U.S. Representative for Georgia's 1st congressional district. Buddy is an experienced businessman, healthcare professional, public servant and owner of Carter's Pharmacy, Inc., in South Georgia.

For more information, photos of keynote speakers, and to register, call (866) 996-9939 and visit <https://www.pdsconference.com/2017>

*PDS's core belief is that the individual pharmacy owner, along with the collective power of a unified network of thousands — can improve the industry and create something better.*

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