

ZENITH RISK STRATEGIES CONFERENCE SUMMER SERIES PRESENTS:

BUCA VS BLUEBONNETS



04.23.2026 | The Statler 





WHY WE'RE HERE

- *Align on summit vision + audience*
- *Set expectations for stage + format*
- *Confirm logistics + timeline*
- *Ensure we deliver a cohesive experience*

EVENT DIRECTOR | MARKETING | OPERATIONS

Gwen Diede



Phone: +1 512-787-7922

Email: gdiede@zenithriskstrategies.com

- *Venue negotiation*
- *Speaker coordination*
- *Agenda and Run of Show execution*
- *Social media/ LinkedIn Strategy*
- *Broker Outreach/Registration*

CEO & FOUNDER | LEAD SPEAKER

Thomas Wagner

Phone: +1 512-409-0352

Email: twagner@zenithriskstrategies.com

- *Strategic framing*
- *Opening & closing*
- *Panel moderation*
- *Relationship development*
- *Budget control*



STATLER EXECUTIVE MEETING MANAGER

Dee Skinner

Phone: +1 469 776 3722

Email: DEE.SKINNER@HILTON.COM

1914 COMMERCE ST. DALLAS TX 75201

THESTATLER.COM

EVENT

TEAM

ROLE IN 2026 SERIES

OUR THREE CONFERENCES WITH PURPOSE

DALLAS

scale & pressure

GEORGIA/HILTON HEAD

Foundation and Relationship
Capital

DENVER

Discipline at Altitude

WHY DALLAS?

Dallas represents scale.

- ***More brokers.***
- ***Faster decision cycles.***
- ***Higher carrier density.***
- ***More exposure to default BUCA models.***
 - ***This is not a foundation market.***
 - ***This is a pressure market.***



BLUEBONNET VS BUCA

Order Before Growth

Dallas is not a foundation market. It is a pressure market.

THIS SUMMIT IS A LIVE TEST OF OUR THESIS:

- *Growth without structure defaults to BUCA.*
- *Growth with discipline compounds.*

If disciplined healthcare design holds in Dallas, it can hold anywhere. Dallas sets the tone for how Zenith shows up in pressure environments. Structure first. Scale second. Order before growth.



THE DALLAS SUMMIT TESTS ONE QUESTION:

Does disciplined healthcare design hold under growth?

ZENITH'S THESIS:

Cost containment is not achieved through speed. It is achieved through structure built for the climate it operates in.

STRATEGIC PURPOSE



TRUE: *(this is)*

Collaborative

Strategic

Built for real Conversations

Focused on Outcomes

A sales pitch Event

Scripted presentations

Vendor-heavy or transactional

Surface-level Discussion

FALSE: *(this is not)*

TRUE OR FALSE

setting the tone:



TARGET AUDIENCE



IDEAL ROOM SIZE:

35-50 decision-makers & brokers

- *Regional & National Brokers*
- *TPA's*
- *Employer CFOs (50-500 lives)*
- *Growth-stage employers*
- *Advisors navigating volatility*

SUMMIT EXPERIENCE



Opening & Framing



Strategy Sessions



Interactive Discussion



Broker Hot Seat Panel



Networking Reception



WHY THE STATLER

(subject to change)

- DOWNTOWN DALLAS LOCATION
- EXECUTIVE FEEL
- BUILT IN EVENT SPACE
- DISCOUNTED HOUSE AV
- NO RESORT FEE
- LOW ROOM GROUP RATE

WE EVALUATE COST ON:

1. Cost
2. Executive feel
3. Accessibility
4. Brand Alignment
5. F&B Minimum Risk

THE STATLER'S STRENGTHS:

- low room rental
- manageable minimum
- downtown access

TO NEGOTIATE:

- 27% service fee
- parking cost

COST DECISION FRAMEWORK



→ ROOM RENTAL
\$500

→ F&B MINIMUM
\$5000
(27% service charge)
(8.24% sales tax)
=\$6,900

→ AV PACKAGE
\$700

(subject to change)

→ HOTEL ROOM
\$279

→ MARKETING & EXECUTION
\$1000

→ TOTAL SPLIT 9 WAYS
= \$1,066



THE COST

2026

DALLAS

SPEAKER

LINEUP

Thomas Wagner

Jarred Pierce

Courtney DeWitt

Jason Roll

Michael Espenlaub

Ashley Jones

Romy Jones

Timothy Hyde

Dante Panella



- *Panel-driven + discussion-based*
- *Minimal slides (if any)*
- *Conversational delivery*
- *Real examples > polished decks*

HOW YOU'LL SHOW UP



WHAT WE NEED FROM YOU:

- *Bring real-world perspective*
- *Be direct and honest*
- *Focus on decisions, not theory*
- *Speak to brokers, not at them.*

- *Headshot & Bio*
- *Slide Deck*

- *Set 1 on 1 brief overview meeting with Gwen*



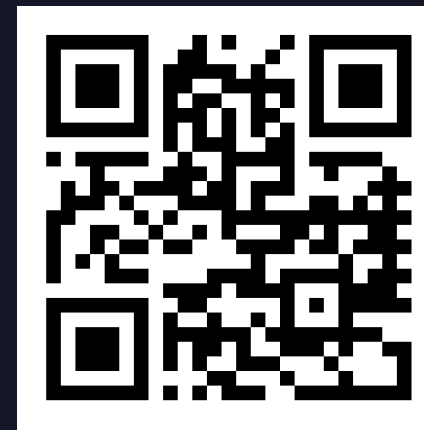
Clarity > complexity

THANK YOU!

GWEN DIEDE

512-787-7922

gdiede@zenithriskstrategies.com



VISIT THE ZENITH EVENTS PAGE



ZENITH WEBSITE

