



nationwide LEARNING ACADEMY

Nationwide Learning Academy Class Descriptions

Appliance Product Training	Bedding Product Training	Business Services
Consumer Electronics Product Training	Digital Marketing	Emerging Opportunities
Financial Services	Furniture Product Training	General Marketing
Leadership/People	Merchandising	Product Protection
Service Leaders Network	Social Media Marketing	Website Management

Appliance Product Training *(listed alphabetically by course title)*

A Range of Options: New Cooking Products from Whirlpool Corporation

Todd Obuchowski, Senior Sales Trainer, Whirlpool

Breanna Ratering, Regional Sales Trainer, Whirlpool

Monday, 1:35 PM - 2:15 PM

Have you heard of Air Frying? Of course you have! Come learn how Whirlpool Corporation is incorporating this popular cooking style directly into our new range lineup! During this engaging culinary session we will also showcase Whirlpool, Maytag, and KitchenAid brand's latest cooking innovation, including a range of new options and styles in microwave units. Be sure to attend this entire session to take advantage of additional entry opportunities into our grand prize drawing!

Better When Connected with SmarthQ and new GE Water Heaters

Aaron Jahn, Senior Commercial Trainer, GE Appliances

Michael Earls, Senior Merchandising Specialist - SmartHome Solutions, GE Appliances

Monday, 1:35 PM - 2:15 PM

GE Appliances is the leader when it comes to smart, connected appliances. This session will cover the SmarthQ app and the exclusive and advanced connected features included across GE Appliances' House of Brands. Learn more about the connected home strategy that is sure to impress the most tech-savvy consumers. Also, come to learn more about GE Appliances newest gas and electric water heaters.

Nationwide Learning Academy Class Descriptions

Cooking up Innovation with Frigidaire

Joseph McAteer, Electrolux

Victoria Andino, Electrolux

Monday, 2:25 PM - 3:05 PM

More Details Coming Soon!

Don't Forget What's Under the Counter!, presented by Whirlpool

Noah Berger, Senior Sales Trainer, Whirlpool

Todd Obuchowski, Senior Sales Trainer, Whirlpool

Monday, 12:45 PM - 1:25 PM

Drinks, dishes, deli, desserts - a lot happens under that countertop in the kitchen - let's not let our customers forget it! In this fun training session we will uncover and highlight Whirlpool, Maytag, and KitchenAid brand's newest undercounter products. Come learn about our new styling options and purposeful approach to kitchen innovation so you can provide your customers the ultimate cleaning and entertaining tools for their homes. Be sure to attend this entire session to take advantage of additional entry opportunities into our grand prize drawing!

Electrolux Laundry: Best in Clean and Care

Joseph McAteer, Electrolux

Victoria Andino, Electrolux

Monday, 1:35 PM - 2:15 PM

More Details Coming Soon!

Elevating Electrolux in 2021

Joseph McAteer, Electrolux

Victoria Andino, Electrolux

Monday, 12:45 PM - 1:25 PM

More Details Coming Soon!

Keep it Clean with GE and GE Profile

Kristie Crenshaw, Senior Commercial Trainer, GE Appliances

Monday, 3:15 PM - 3:55 PM

This session will cover all the new and exciting offerings when it comes to CLEAN. Kristie will cover new product introductions in dishwashers, including the EXCLUSIVE Ultra Fresh model (and the importance of our exclusive Microban partnership). Kristie will also introduce the newest top load laundry offerings coming out in GE Profile.

Nationwide Learning Academy Class Descriptions

Loads of Laundry Innovation from Whirlpool & Maytag Brands

Breanna Ratering, Regional Sales Trainer, Whirlpool

Elizabeth DiFranco, Senior Sales Trainer, Whirlpool

Monday, 2:25 PM - 3:05 PM

Agitator or impeller ...that was the question. Now, with Whirlpool Corporation, you can offer your customers both in one unit! Learn more about Whirlpool brand's newest laundry innovation with the 2 in 1 removable agitator, plus our extra powerful Maytag laundry pairs bringing major cleaning muscle to your customers' homes. Be sure to attend this entire session to take advantage of additional entry opportunities into our grand prize drawing!

Monogram is YOUR Luxury Brand

Alex Ochsner, Training & Development Senior Manager, Monogram Appliances

Julie Burns, Executive Director, Monogram Appliances

Sunday, 4:20 PM – 5:00 PM

In this 20-minute session, we will walk you through the transformation of Monogram Appliances via our investments in people, products, displays, programming, and you - our partners. We will highlight new, award-winning flagship products that you'll want to be sure to come see in our booth. We will discuss our consistent and competitive programming to help you sell luxury appliance packages. All of these factors combined is why Monogram is YOUR luxury appliance brand. We look forward to seeing you there!

Preserving Food with Style and Substance

Aaron Jahn, Senior Commercial Trainer, GE Appliances

Kristie Crenshaw, Senior Commercial Trainer, GE Appliances

Monday, 2:25 PM - 3:05 PM

The convenience and accessibility of 4-door refrigerators will be showcased as GE Profile and Cafe are launching counter-depth models of this popular configuration. The session will also cover updates to the Profile Side-by-Side series and speak to the benefits of Fingerprint Resistant Stainless Steel as we transition more of our products to this easy to clean finish.

Samsung On Command

Roberto Rivera,

Monday, 12:45 PM - 1:25 PM

More Details Coming Soon!

Nationwide Learning Academy Class Descriptions

Speed Queen - Pet Plus

Matt Bakich, Product Business Partner, Speed Queen

Susan Miller, Marketing Business Partner, Speed Queen

Sunday, 2:40 PM – 3:20 PM

The course will cover an introduction to the Speed Queen Pet Plus cycles and consumer benefits.

The Beko EverFresh+ Promise - To Your Customers and to You! Why Our Promise Has So Many Dealers Joining Beko!

Mark Lamar, Beko Appliances

Monday, 3:15M - 3:55 PM

More Details Coming Soon!

The Connected Kitchen with BSH - Elevating your appliance experience with a smart kitchen

Kay Kwok, Head of Connected Products and Digital Services, BSH Home Appliances

Mimi Doan, Bosch Marketing Manager, BSH Home Appliances

Sunday, 3:30 PM – 4:10 PM

More Details Coming Soon!

Traeger: The Industry Leader in Outdoor

David Niedzielski, Appliance Channel Manager, Traeger Grills

Tuesday, 8:00 AM – 8:30 AM

Wednesday, 8:30 AM - 9:00 AM

Class is in session! Traeger's own David Niedzielski is teaching about all things Traeger in this Nationwide Primetime Learning Academy! Come join us to learn everything from Traeger history, why Traeger is leading the outdoor category, and why you're missing out by not effectively promoting the outdoor category in your retail space. Want to take your customers Traeger shopping experience to the next level? David discusses key merchandising tips and tricks, and an overall look at how to find top level success with the hottest brand in the outdoor category! Don't miss out! David is excited to show NMG members what Traeger is all about! Sit back, relax, take notes, and engage in any questions you've been dying to ask about Traeger. This is your chance to see what's cooking in the Traegerhood!

Understanding the POWER and Possibilities for your Business with LG ...! Come be a part of the "Wave of Momentum with LG" that is sweeping the nation with Nationwide members.

Don Wilson, Sr National Director, Regional HA Sales, LG Electronics

Mike Pechtcl, Sr Regional Sales Manager, Buying Groups, LG Electronics

Monday, 3:15 PM - 3:55 PM

Nationwide Learning Academy Class Descriptions

Attendees will get a chance to see how Nationwide members are successfully growing their business through LG. Find out how you can tap into the power of LG Brand to drive growth for your business. As LG rides our strong momentum with Nationwide we want to invite members to join the ride and experience similar success.

Winning with LG Laundry and Dishwashers ... Come see how LG is driving RECORD results with Nationwide Members.

Michael G Pechtcl, Sr Regional Sales Manager, LG Electronics

Monday, 2:25 PM - 3:05 PM

Come see for yourself what is driving RECORD growth for Nationwide Members in the world of Laundry and Dishwashers with LG. Get a 1st hand look at our merchandising and go-to-market plans and find out how you too can achieve the same levels of growth for your business ...!

Winning with LG Refrigeration and Cooking ... Come see how LG is driving RECORD results with Nationwide Members.

Michael G Pechtcl, Sr Regional Sales Manager, LG Electronics

Monday, 1:35 PM - 2:15 PM

Come see for yourself what is driving RECORD growth for Nationwide Members in the world of Refrigeration and Cooking with LG. Get a 1st hand look at our merchandising and go-to-market plans and find out how you too can achieve the same levels of growth for your business ...!

Bedding Product Training

A Refresher on Tempur-Pedic®/Bases

Natalie Flores, Sales Training Content Manager, Tempur+Sealy

Sunday, 2:40 PM - 3:20 PM

This summer has been a scorcher, but that doesn't mean you have to sleep hot! Come learn about the cooling technology behind Tempur-Pedic®'s breeze° line, as well as how our Ergo Smart Bases contribute next-level sleep.

Creating a Smarter Merchandising Strategy (And a Better Bottom Line)

Eric Holmstead, Director of Sales, Malouf

Scott Carr, Director of Marketing, Malouf

Sunday, 4:20 PM - 5:00 PM

Are you capturing online sales? Do you have the space for the products you want to sell? What about rising inventory holding costs? In this course, you'll learn how you can reach a broader audience and sell smarter—giving your business a better bottom line. Join us to discover how to improve and expand your reach across all channels in 2021.

Nationwide Learning Academy Class Descriptions

Everything you want to know about CMC Mattress in Box program

Davis W. Whitworth, Senior Director Business Development - Sales, Corsicana Mattress Company

David Cartledge, Senior Product Manager, Corsicana Mattress Company

Sunday, 1:50 PM - 2:30 PM

Everything the NMG Member needs to know about Corsicana "made in the USA" mattress in a box program:

- 1) Select from 20+ models
- 2) Ship from USA plant within 7 business days DTC or NMG member's DC/Store
- 3) In-store RSA sales training support

Grow Your Bedding Business with New Innovations from Beautyrest

Jessica Goldberg,

Erik Brandt,

Sunday, 1:00 PM - 1:40 PM

More Details Coming Soon!

Grow Your Bedding Business with New Innovations from Serta

Justin Johns,

Sunday, 1:50 PM - 2:30 PM

More Details Coming Soon!

Nectar - Sweet Sound of Door Swings

Bob Muenkel, Vice President Retail Engagement, Resident - Nectar – DreamCloud

Doug Stewart, National Account Manager, Resident - Nectar - DreamCloud

Sunday, 3:30 PM - 4:10 PM

Tuesday, 8:30 AM – 9:00 AM

The internet has changed how consumers access information, research products, and determine which retailers they will shop. This session "opens the books" on Nectar & DreamCloud web sessions, conversions, store door searches, and retail traffic to partner retailers.

If you want/need more customer traffic, this session shows the actual data, market by market, and how consumers beat a path to your store. We drive traffic.

Nationwide Learning Academy Class Descriptions

PureCare: The Perfect Fit

Dan Ramos,

Jason Mihalovits

Sunday, 1:50 PM - 2:30 PM

More Details Coming Soon!

Retail Reinvigorate, presented by Bedgear

Tammy Schneider,

Sunday, 1:00 PM - 1:40 PM

More Details Coming Soon!

What's New With Sealy in 2021?

Natalie Flores, Sales Training Content Manager, Tempur+Sealy

Sunday, 3:30 PM - 4:10 PM

Wednesday, 8:30 AM - 9:00 AM

2021 is a big year for Sealy®. Come learn about:

The return of Posturepedic®!

Our investment in new features, price points, and models

Our simple, clear, easy to understand new portfolio and terminology

Business Services

Master Your Deliveries and Your Experience with Dispatch Track

Bob Bauer, Dispatch Track

Monday, 3:15 PM - 3:55 PM

More Details Coming Soon!

NMG Health Benefits 101: Understanding the New Offering from Lockton and NMG

Chris Tyrell,

Monday, 1:35 PM - 2:15 PM

Tuesday, 10:00 AM - 10:30 AM

More Details Coming Soon!

Nationwide Learning Academy Class Descriptions

TBI Presents, Improving your Customer Experience with Technology

Kevin Heidy, Channel Manager, TBI

Monday, 3:15 PM - 3:55 PM

In this session we will discuss how NMG and TBI have partnered to provide free technology analysis to help our Members get the solutions they need to impact their business. We will walk through the different product areas we are able to support and provide some Member use cases highlighting the cost savings and customer experience improvements we've been able to provide

What Makes a Good Point of Sale System, presented by EPASS

Nick Faiola, President, ePASS Software

Mimi Corsini, Director of Training and Operations, ePass Software

Monday, 12:45 PM - 1:25 PM

Wednesday, 11:00 AM - 12:00 PM

This presentation will highlight the key factors that make a strong fully integrated POS system which includes facets from Inventory Control, Warehouse Management, Ordering, Barcoding, Dispatching, Website Integration, 360 incentives, Google Ranking, Commissions, Spiffs, Sell Through's, and all Accounting systems.

Consumer Electronics Product Training

Increase Revenue & Profit with DIRECTV/AT&T

Kurt Whiton, Senior Sales Manager, DirecTV

Frank Rebel, Director-Indirect Sales & Emerging Markets, DirecTV

Monday, 2:25 PM - 3:05 PM

Learn how you can increase your revenue and profitability by offering video/broadband/wireless services from DIRECTV & AT&T! We will share options for in-store & on-line marketing to increase your customer traffic! We can help you offer these services to your customers on your terms!

Samsung Home Entertainment 2021 - Screens for Everywhere

Jason Baruch, National Trainer, Samsung

Monday, 12:45 PM - 1:25 PM

This session will cover an introduction to Samsung's 2021 TV line-up. Including the incredible Neo QLED, Frame, and Terrace TVs.

Nationwide Learning Academy Class Descriptions

To The Contrary Nevertheless, presented by Klipsch

Jim Kozicki, Regional Sales Manager, Klipsch

Monday, 1:35 PM - 2:15 PM

This course will focus on the the origins Klipsch, the reasons why Klipsch is the best selling brand in the world and how selling Klipsch benefits dealers. The session will also provide in-depth explanation of our best selling products within the Nationwide Group.

Digital Marketing

Budgeting Digital – Finding Your Optimal Solution

Tristian Bailey, Business Intelligence, Site on Time

Tuesday, 9:00 AM - 9:30 PM

In this class you will learn how to determine what the best budget is for you. You will discover how to balance traditional spend with digital as well as when to use co-op funds. We will discuss the best strategies for dividing up you budget to meet your business goals.

Chat 101: Intro to Online Chat

Nate Puplis, Director of Business Development, Site on Time

Sunday, 3:30 PM – 4:10 PM

Tuesday, 9:30 AM - 10:00 AM

One of the biggest challenges that arises with e-commerce is the loss of the support person there to answer any questions or concerns for the consumer. Chat negates this challenge, by allowing your sales team to be in contact with the consumers on your website in real time instead of the customer having to call your store. Being able to assist in such a timely manner also builds trust and rapport while also increasing conversion rates. With chat you can also view data about your consumers behavior while on your website. What products were they looking at? What pages did they frequent the most? This can be a very helpful tool for re-marketing in the future.

Digital First, Brick-and-Mortar Second: Navigating the Shopper Journey through Today's Challenges

Genna Majuta, CEO, RWS

Jennifer Danko, Site on Time

Wednesday, 8:00 AM - 9:00 AM

As shoppers adapt to today's challenges, their paths to purchase are shifting, but one thing is constant: shoppers start with digital first and brick-and-mortar second. Another reality is that many businesses are operating with some kind of deficit, be it inventory, staff, time, or some combination of three. With these scarce resources, learning how to work smarter and not harder is key to both success and sanity. This session will walk you through how digital solutions and strategies will help you gain efficiencies to manage your challenges, while meeting shoppers with the right message as they move through the awareness, consideration, evaluation, and purchase steps of their journey.

Nationwide Learning Academy Class Descriptions

Digital Marketing Testing and Personalization

Alicia Rose, Digital Marketing Manager, NMG

Joe Walz, Senior Marketing Manager, NMG

Wednesday, 10:30 AM - 11:00 AM

It's easy to fall into the trap of a rinse and repeat digital plan, but every now and then take a step back and look for new opportunities within your digital strategy. In this session, we'll share some of our most recent Test & Learn campaigns, what we've learned along the way, and how to make data-based decision for their own marketing and digital campaign strategy.

Digital metrics 101: What are the metrics that matter (General Mkt Too)

Joe Walz, Sr. Marketing Manager, NMG

Emily Goret, Digital Advertising Advisor Team Lead, RWS

Wednesday, 9:30 AM - 10:00 AM

Whether you work with NMG's digital providers or a local company or your own employee, it's vital to understand the metrics you're seeing. And, more importantly, are these metrics that matter? Join this session to understand the metrics available and what they mean; which ones are fluff and which ones should be focused on; and industry relevant benchmarks.

Digital Metrics 201: Bridging The Gap Between Online Advertising and Offline Revenue

Cyrille Aragon, Director, Digital Marketing, NMG

Wednesday, 10:00 AM - 10:30 AM

You will learn how to use online and offline digital metrics to estimate the return on your digital advertising. We will touch on how to estimate your in store sales that were driven by your digital advertising.

Digital Product Launch! Introducing the Chatterbox Chat Platform

Jennifer Danko, Senior Vice President Opti-Channel Technology, Site On Time

Monday, 2:25 PM - 3:05 PM

Tuesday, 11:00 AM - 11:30 AM

NMG is proud to announce the launch of Chatterbox, a web-based communication platform that allows you to utilize web chat, live video calls and text messages to engage customers digitally. Chatterbox is integrated with the WebFronts platform to quickly and easily get you up and running. In this session, you'll learn more about the ever-growing importance of digital communications across the shopper journey, and how you can leverage Chatterbox to increase sales and deliver greater customer service.

Nationwide Learning Academy Class Descriptions

FlashTags: Save Time and Money with this Easy-To-Use Electronic Tag Manager

Jodie Pierce, COO, RWS

Daniel Langley, Software Developer Team Lead, RWS

Wednesday, 10:00 AM - 10:30 AM

FlashTags is quick, easy and integrated with your Level 4 WebFront. Learn the ins and outs of getting started, creating tags, advanced tag creation methods and how your ESL tags will work hand-in-hand with your website. And discover some unexpected benefits that retailers have shared from the showroom floor!

How Digital Marketing Builds Your Brand

Jodie Pierce, COO, RWS

Nate Puplis, Director of Business Development, Site on Time

Sunday, 1:00 PM - 2:00 PM

Wednesday, 10:30 AM - 11:30 AM

Digital Marketing encompasses several practices such as search engine optimization, PPC advertising, email marketing, and social media management, among others. Each of these play a role in the marketing mix and help to build a brand successfully.

The most important part of building a brand is to build trust, and digital marketing has sped up that process ten-fold from before it existed. Consumers are more likely to choose brands they recognize, and digital marketing allows you to be present in every phase of the shopper's journey from awareness to consideration, and finally the decision to become a consumer of your product.

Using digital marketing you can reach a much larger audience in a way that is cost-effective and measurable, you will save money and reach more customers that with traditional marketing methods. You also can get to know your audience while also allowing them to get to know you which will create brand loyalty.

Leveraging Your NMG Programs Across the Shopper Journey

Aaron Bundschuh, Chief Digital and Technology Officer, NMG

Monday, 12:45 PM - 1:45 PM

Tuesday, 9:30 AM - 10:20 AM

There are many moving parts in your business, and with the added pressure of inventory challenges and staffing shortages, your hands are full. That's where we come in. Nationwide has curated a best-in-class array of services to help your business win in this complex environment. Today's shopper journey is a winding omni-channel road, and we can help you win at every step while gaining efficiencies that will allow your team to perform optimally. Learn from a panel of Nationwide experts about different tools at your disposal. From digital solutions, warranty and financing programs, marketing services, and more, you'll hear about tried-and-true way for how to increase profitability and operate more effectively along the shopper journey.

Nationwide Learning Academy Class Descriptions

Marketing in 2021: a guide for moving to a digital-first strategy

Rob White, VP Brand and Strategy, NMG

Amanda Evans, VP Shopper Marketing, NMG

Sunday, 1:00 PM - 2:00 PM

Wednesday, 8:00 AM - 9:00 AM

You've heard countless people tell you how the pandemic reshaped the shopper experience and that digital is critical, but do you have a guide for getting there? This session is built for those of you who know you need to migrate more to digital, but aren't quite sure how to get there or where to put your energy.

RetailDeck – The App to Elevate and Support Your Sales Team

Kristin Hungerford, Account Manager Team Lead, RWS

Wednesday, 9:00 AM - 9:30 AM

Have you ever wished you had product specs, user manuals, competitive pricing and rebates all in the palm of your hand on the sales floor? RetailDeck arms your entire staff with the ability to shop the Big Box competitors, track rebates, create and send professional price quotes and answer all their detailed product questions without ever leaving your customer's side. Spend 25 minutes learning how RetailDeck can empower even the newest member of your sales staff to feel confident and sound like a pro!

Smart Digital Advertising When Business is Good, Stock is Low and You're Ready to Grow

Melissa Gamez, AdRocket Boost Team Manager, RWS

Spencer Hernandez, AdRocket Boost Team Lead, RWS

Sunday, 2:40 PM - 3:20 PM

Wednesday, 11:00 AM - 11:30 AM

As the world enters Post-Pandemic recovery, Digital Marketing is more important than ever. With the competition growing so quickly, it is important to understand how to be successful online, with Smart Goals and an effective strategy that is flexible, scalable, and adaptable to the current market. Learn how partnering with RWS, utilizing the award winning AdRocket platform and our highly trained team of Digital Advertising Advisors, can increase not just your sales, but elevate you as a premier business in your area.

Turning Your Website Into Your Top Salesperson

Adam Gilbert, CGO of RWS

Monday, 1:35 PM - 2:15 PM

Tuesday, 11:30 AM – 12:00 PM

In today's day and age, with all the uncertainty we're faced with, having a successful digital presence has never been more critical. In the midst of inventory and staffing challenges, this session will teach you what you can do to make your website the most effective and efficient salesperson on your team. From automated targeting to amazing lead generation, find out what tools are at your fingertips that will help you win more customers from the online world.

Nationwide Learning Academy Class Descriptions

WebFronts Level 4: Save Time and Improve Your Results with Automation, Machine Learning and Artificial Intelligence

Andy Polito, Director of Sales, RWS

Wednesday, 9:30 AM - 10:00 AM

Join us for a deep dive into the expansive digital marketing features built into WebFronts Level 4. Find out how automation and advanced technologies are weaved throughout Level 4 to be your 24/7 always on lead generating marketing machine. You will leave the session with an understanding of how Level 4 works to deliver real results for your business!

Your Online Reputation: Win More Business with the New Word-of-Mouth

Andy Polito, Director of Sales, RWS

Sunday, 1:00 PM – 1:40 PM

Wednesday, 11:00 AM - 11:30 AM

WebFronts Review and Reputation Management 101! With 48% of shoppers reading reviews more now than they were before the pandemic, your online reputation is increasingly critical. Learn: 1. Why reputation management is important. You can only take control from the drivers seat. Discover how monitoring and controlling your online reputation will help you win customers business over and over. 2. How easy reputation management can be with WebFronts Review. This isn't a set it and forget it exercise, but earning more positive reviews is achievable and we will show you how! 3. How WebFronts Review integrates with your WebFronts website.

Emerging Opportunities

Differentiate with Diagnostics in Mattress Sales

Brent Biermann, Director of Business Development, Xsensor

Sunday, 4:20 PM - 5:00 PM

Brent will demonstrate how Xsensor's selling process will work and present each system solution.

How to add sand to your sandbox, a new emerging Revenue stream opportunity, SmartLife by King Koil

Marty Melcher, VP of Sales, King Koil Mattress Company

Sunday, 2:40 PM - 3:20 PM

Sunday, 4:20 PM – 5:00 PM

A certain National Retail Bedding Giant is selling \$2.3B in a Sleep Number mattress at retail via 607 stores across America. Odds are they are in your market or close enough to advertise in your market. And they are averaging \$3.2MM/store, \$6K/sale. And you are not participating because you don't have an answer so you have to sell against them if the customer does comparison shop before making a decision.

We have more than an answer for you. We have an excellent turnkey program that includes:

-Marketing assets

Nationwide Learning Academy Class Descriptions

- compelling Demo Display
- A superior product
- A unique selling approach for sales people that will raise your average ticket whether you sell our product or another product on the floor.

Come get the answer and let us help you tap into a new revenue stream that is continuing to grow. Get your share!

Maximizing your CEDIA Membership!

Robert Keeler, Sr Director, Sales, Sponsorships & Partnerships, CEDIA

Tuesday, 9:00 AM - 9:30 PM

Wednesday, 8:00 AM - 8:30 AM

This session will provide attendees with a understanding of what CEDIA means to them, their business, their industry and showcase a variety of ways to generate and keep their revenue. CEDIA offers a myriad of programs to enhance your business, yet most do not know what is available. If you are not allergic to money, please join Robert Keeler in this informative session on your industry association and how you can better prepare your business to earn and keep more revenue.

Next Level Distribution presents 2021 Emerging Opportunities

Shane Mullikin, VP of Sales, Next Level Distribution

Tuesday, 11:30 AM - 12:00 AM

More Details Coming Soon!

SKYWORTH 2021 OLED & 4K UHD Smart Android Televisions. The Right Brand for Independent Retailers!

Ed Schatell, Director of Sales, SKYWORTH USA

Andrew Terry, President, O'Rourke Sales Company

Tuesday, 10:00 AM - 10:30 AM

More Details Coming Soon!

TBI Presents, Improving your Customer Experience with Technology

Kevin Heidy, Channel Manager, TBI

Wednesday, 9:00 AM - 9:30 AM

In this session we will discuss how NMG and TBI have partnered to provide free technology analysis to help our Members get the solutions they need to impact their business. We will walk through the different product areas we are able to support and provide some Member use cases highlighting the cost savings and customer experience improvements we've been able to provide

Nationwide Learning Academy Class Descriptions

TCL - Getting to Know your Technology Partner

Bruce Walker, Product Evangelist, TCL

Monday, 2:25 PM - 3:05 PM

Tuesday, 11:00 AM – 11:30 AM

Who is the number 2 TV brand in the US? Who is a leader in such TV technologies as Mini LED and QLED (Quantum Dot)? TCL, that's who!

Join us to learn all about TCL, and how we can work together to make your customers' lives better! From the most awarded TVs in the industry, from 32" to wall-devouring 85", to unique soundbars to a variety of home-comfort appliances and mobile phones, TCL has great product for everyone.

It's all backed by a company that is easy to do business with. We are not happy unless you are! Our award-winning product is backed by an award-winning sales team and an award-winning customer service department.

Stop by and find out why Industry experts are saying that TCL "is the clear leader on every TV owner's lips" and that for 2021 "TCL put all other TV makers on notice: We're just getting started"!

The Power 5! 5 Opportunities to Build Your Ticket and Increase GM by expanding into new categories, presented by O'Rourke Sales Company

Andrew Terry,

Tuesday, 8:30 AM - 9:00 AM

More Details Coming Soon!

What Can D & H Distribution Do For You?

Leslie Davis, Director of Sales, D&H Distributing

Wednesday, 9:30 AM - 10:00 AM

D&H History & overview will be provided as well as the value we bring to the Nationwide members. As your one-stop-shop to a myriad of brands and categories, we will focus on a curated list of categories for regional retail - specifically TV, PC, ProAV, Small Appliance.

Nationwide Learning Academy Class Descriptions

Financial Services

Accelerate Your Digital Capabilities, presented by Synchrony

Axel Malave,

Tuesday, 8:00 AM - 8:30 PM

More Details Coming Soon!

Credit Card Processing - A Necessary Evil: Panel Discussion With Executives From Nationwide's Vendor Partners

Megann McDaniel, Director of Financial Services, NMG

Tuesday, 11:00 AM - 12:00 PM

In this session, Nationwide's Megann McDaniel will be joined by executives from each of Nationwide's Credit Card Processing providers in a panel discussion. This session will provide insight into the world of credit card payments and processing. We will cover the benefits of the Nationwide credit card programs, online payments, touchless transactions, and new payment methods such as Apple Pay. We will also break down topics like interchange rates, chargebacks, delayed deliveries and fraud. You'll also get to know these executives and will be welcome to ask questions and learn more about how you can turn the necessary evil of credit card processing into an opportunity to gain and retain customers and reduce your credit card processing fees.

Payment Options - What's New and How Can It Help You?

Chris Kirk, VP of Member and Financial Services, NMG

Megann McDaniel, Director of Financial Services, NMG

Wednesday, 10:00 AM - 10:30 AM

In this session, Nationwide's Megann McDaniel and Chris Kirk will walk you through all the major payment options available beginning with primary credit all the way through tertiary credit. This session will cover both new (such as buy now, pay later) and existing payment options/categories as well as new and existing Nationwide vendor partners in these categories. We will show you how the new categories and vendor programs can help you reach new customer and new market segments. We will help navigate the payments options available and will cover criteria such typical target customer, costs to retailer, costs to consumers, payment term length. Retailers will walk away better informed of the payments options available, Nationwide vendor program partners, and armed with the knowledge and skills to use the payment options to increase sales while also growing and retaining happy and loyal customers

The Digital Difference - Understanding Your Digital Processing Options through Wells Fargo Retail Services

Christy Aloise, Wells Fargo

Tuesday, 8:00 AM – 8:50 AM

More Details Coming Soon!

Nationwide Learning Academy Class Descriptions

Furniture Product Training

How to Plan and Sell With So Much Uncertainty, presented by Elements

Joey Middleton, Elements

Sunday, 1:00 PM - 1:40 PM

More Details Coming Soon!

General Marketing

Digital metrics 101: What are the metrics that matter (General Mkt Too)

Joe Walz, Sr. Marketing Manager, NMG

Wednesday, 9:30 AM - 10:00 AM

Whether you work with NMG's digital providers or a local company or your own employee, it's vital to understand the metrics you're seeing. And, more importantly, are these metrics that matter? Join this session to understand the metrics available and what they mean; which ones are fluff and which ones should be focused on; and industry relevant benchmarks.

Digital Video Product Launch! Introducing the New MediaSign TV

Steve Bryant, Co-founder, Nationwide Prime Media

Monday, 3:15 PM - 3:55 PM

More Details Coming Soon!

Gen Z: Who they are and their slice of the retail pie

Zach Moore, Member Marketing Manager, NMG

Grace Dolan, VP Integrated Marketing, Samsung Electronics

Andrew Long

Monday, 2:25 PM - 3:25 PM

We'll examine Gen Z more in depth and discover key retail segments they are the primary target for, along with how to effectively reach them. In this session, you'll also hear from marketing leaders at key brands like Samsung Electronics and Serta Simmons on their approach with this burgeoning target market.

Nationwide Learning Academy Class Descriptions

Marketing in 2021: a guide for moving to a digital-first strategy

Rob White, VP Brand and Strategy, NMG

Amanda Evans, VP Shopper Marketing, NMG

Sunday, 1:00 PM - 2:00 PM

Wednesday, 8:00 AM - 9:00 AM

You've heard countless people tell you how the pandemic reshaped the shopper experience and that digital is critical, but do you have a guide for getting there? This session is built for those of you who know you need to migrate more to digital, but aren't quite sure how to get there or where to put your energy.

Optimizing Your Marketing GenerATIO: Getting Your Share and More from Boomers, to Gens X,Y and Z

Steve Bryant, Co-founder, Nationwide Prime Media

Amanda Evans, VP Shopper Marketing, NMG

Monday, 1:35 PM - 2:15 PM

Boomers, Gen X, Y and now Z! Who are they and how do we connect with them? It goes without question that not every age group is motivated by the same things or responds in the same ways. Let's take a look at who they are, where they are and how to connect with them in a meaningful way.

Think Outside the Big Box: In-Store Experiences that Differentiate, Dominate and Drive Traffic

Mike Whitaker, Nationwide PrimeMedia

Sunday, 2:40 PM - 3:10 PM

The marketplace today is more competitive than ever, and with the continued ascension of digital in the shopper journey, no dealer can win on product or price alone. Sure, you must have a great selection and you must have competitive pricing, but what else do you need in order to win? You need a top notch in-store experience. One that enters the world of experiential, the immersive buying zone that not only has shoppers anxious to do business with you, but excited to tell their friends and family about you as well. This fast-paced, highly interactive session, led by industry veteran Mike Whitaker, will open your eyes to the proven paths independents are leveraging to win more than their share of in-market shoppers, while also generating store traffic from those who aren't currently looking to buy. We'll talk cake and monkeys, and we'll talk the hard numbers and results generated by real-world dealers. If you're looking to transform your

Tik Tok 101 – How Tik Tok Reaches New Shoppers

Meagan Mobley, Marketing Specialist, NMG

Tuesday, 11:30 AM - 12:00 AM

Learn about one of the fastest growing social media platforms, who's on it, and the types of content brands and retail are creating to connect with this audience. We'll walk through basics of account set up, navigating the platform and how to build a following.

Nationwide Learning Academy Class Descriptions

Leadership/People

2021 vs 2019: Shoppers' Behaviors Have Changed, Have Your Team's?

Steve Bryant, Co-founder, Nationwide Prime Media

Sunday, 1:00 PM - 1:40 PM

Tuesday, 8:00 AM - 8:30 PM

Much has been written and discussed about the effects of the pandemic on consumer behavior along with its impact on retail operations. Join Steve Bryant, author of *Lessons My Customers Have Taught Me*, for this fast-paced and practical summary of current best practices for today's retail salespeople, based on consumer research and real-world member feedback.

How to Build an Effective Workplace Culture with "The People Principal"

Kris Kuester, Nationwide Marketing Group

Sunday, 2:40 PM - 3:20 PM

Tuesday, 8:30 AM - 8:55 AM

Creating a great workplace culture is more common sense than rocket science, but it's an area ignored by too many companies. Do you need a highly paid consultant or expert to define, cultivate and maintain a culture in your organization that maximizes your team's potential, helps attract new talent and retain existing talent, and can be the backbone of your growth and success? NO! However, just like good guidance can help you succeed with a new diet, a proven plan and the right resources can make all the difference when you start tactically developing your company's culture. In this session, led by Nationwide's Culture Coach Kris Kuester, author of *The People Principal*, you'll learn the steps you need to take when you begin to guide your team toward your ideal team culture. This session will skip all the corporate catch phrases and cliches and will provide you with an opportunity to roll up your sleeves and get to work! In part two in Kris' three-part series on culture, you'll start taking the steps necessary to define, transform and maintain a best-in-class culture in your organization.

The Cost of Disengaged Employees – and How to Engage Your Team!

Kris Kuester, Nationwide Marketing Group

Tuesday, 10:00 AM - 10:25 AM

Wednesday, 8:00 AM - 8:25 AM

Business leaders agree that employee disengagement is a real problem in today's workforce. We've all seen and heard the same redundant numbers regarding employee engagement for years. Have you ever asked yourself why those numbers never seem to change? In this session – which will be anything but the typical engagement discussion – renowned culture coach Kris Kuester will share the answer to that question, and you're likely to be surprised, or even shocked! According to Gallup, employees in the U.S. identify as "less than engaged" at a rate of 68%. What does that mean? It means over \$400 billion in lost revenues every single year! It's time to learn the benefits of the engaged employee, and even more importantly, to learn how to spark higher engagement across your team. Join Kris as he shares the path to higher engagement that leads to higher productivity, higher job satisfaction, more sales, and higher revenue! If you're looking to blow past your goals in 2021 and beyond, this session provides the launchpad that can revolutionize your team and your business!

Nationwide Learning Academy Class Descriptions

The People Principal Active Workshop on Workplace Culture

Kris Kuester, Nationwide Marketing Group

Sunday, 3:30 PM - 4:10 PM

Tuesday, 9:00 AM - 9:30 AM

In this, the final of a three-part series on culture, Kris Kuester will host a burst intensive workshop focused on culture building. In this hand-on workshop you'll begin to actually build your defined company culture. Your culture build will be driven by Kris' simple, easy-to-understand People Principal system. You'll leave this powerful workshop with a plan already underway to unleash the full potential of your entire team as you move your company toward your ideal workplace culture!

Top Talent: Recruiting and Retaining More Than Your Fair Share of Talented Team Members

Mike Whitaker, Nationwide PrimeMedia

Sunday, 4:20 PM - 5:00 PM

Monday, 12:45 PM - 1:25 PM

Today, leaders across the independent channel report their number one challenge is people. Finding the right people, winning the battle to hire the best talent, and retaining these talented folks once hired. In this interactive, high-energy session led by Mike Whitaker, you'll get the latest insights on today's talent pool, as well as best practices and proven strategies to recruit, hire and retain the most talented team members in your market. If hiring is a challenge in your business, this is a sessions you can't afford to miss!

What Burnout is Costing You and How to Free Your Team!

Kris Kuester, Nationwide Marketing Group

Tuesday, 10:30 AM - 10:55 AM

Wednesday, 8:30 AM - 8:55 AM

Workplace burnout has been formally recognized as a medical diagnosis by the World Health Organization. Think about that for a moment and consider the fast pace and high stress that come with working in retail. Then add in the pandemic you and your team just survived. Might we have a problem?

Workplace burnout is defined as "a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed." If you haven't experienced it firsthand, this may seem far-fetched, but it's very real.

Burnout decreases productivity and causes employees to no longer work efficiently. As a result, the experiences they deliver to your shoppers suffers as well. These employees can't reach their full potential and they're falling short. No one wins.

In this all-new session from Nationwide's Kris Kuester, you'll gain insight into the world of burnout a portion of your team is likely struggling with already. You'll learn how it's impacting your success, and more importantly, you'll learn how to address it in your operation. You'll leave this session with the tools to prevent burnout, identify it when it arises, and deal with it in a way that restores the sanity your team needs to produce at their highest levels!

Nationwide Learning Academy Class Descriptions

What Your Team NEEDS and How You Can DELIVER!

Kris Kuester, Nationwide Marketing Group

Tuesday, 11:00 AM - 11:30 AM

Wednesday, 9:00 AM - 9:30 AM

Maslow's hierarchy of needs is a pyramid of needs that all human beings must fulfill to find happiness. People simply can't get to the next level of needs until they first meet lower levels of needs. If they get stuck at any one level they're likely to experience depression, stress or pain. For years, Nationwide's Kris Kuester, a well-respected, high impact culture coach, has spoken on the importance of Autonomy, Mastery and Purpose. This powerful trio is derived from Maslow's hierarchy of needs, and in this session, Kris will take you deeper into the pyramid to uncover even more gems of insight on how you can motivate your team through a natural state of being.

Join Kris as he helps you better understand the priority needs of your team and leave with a map to weave through this amazing journey to find your natural self and to equip your team to do the same. Discover the potential you can unlock when depression, stress and pain are prevented through impactful needs fulfillment.

Workplace Culture – What it is and Why it Matters

Kris Kuester, Nationwide Marketing Group

Sunday, 1:50 PM - 2:30 PM

Tuesday, 8:00 AM - 8:25 PM

Today, very few organizations understand what workplace culture really is and why it's vital to the success of their company. Do you? If not, you're missing out on the one dynamic that impacts every single area of your business. The impact of an unidentified culture is a real risk to the health and success of a business. Ignoring your culture is a dire risk to the very core of your company. In this dynamic session, led by Nationwide Culture Coach Kris Kuester, you'll learn just what workplace culture is, why it matters, and how you can take the first steps necessary to start moving your own culture toward the ideal. This session, part one in Kris' three-part culture driving series, "The People Principal", is the ideal starting point for any leader who can't clearly define the ideal culture in their business.

Merchandising

Bridging the gap from online to in-store: a seamless shopping experience

Karen Brandon, Sr. Marketing Manager, Luxury Appliances, NMG

Tuesday, 10:30 AM - 11:00 AM

Our shoppers have learned new skills and have a new set of expectations for how to shop. Join this session to review best practices for bridging the gap between what your shoppers are seeing online and what they expect when they step foot inside your front door.

Nationwide Learning Academy Class Descriptions

Consumer Electronics - The Most Profitable Category You Can Sell, presented by Samsung

Jim Mayo,

Lee McDonald, NMG

Tuesday, 8:00 AM - 8:50 AM

More Details Coming Soon!

Luxury University, featuring Monogram, Fisher & Paykel, and Plum)

John O'Halloran, Sr. Merchant, Luxury Appliances, NMG

Karen Brandon, Sr. Marketing Manager, Luxury Appliances, NMG

Tuesday, 3:00 PM - 4:00 PM

Luxury University is created for members that are serious about the Luxury Appliance Business. We will discuss the importance of the Luxury Space for members, give key insights into the Luxury Business in our channel and share tactics we are rolling out for members. In addition, Karen Brandon will present on the Luxury Consumer, How they Think? We will also have special guest speakers from Monogram, Fisher & Paykel, and Plum.

Meximizing Your Bedding Business Today and Into Tomorrow, presented by Tempur+Sealy

Ginger Perkin,

John Burn,

Alicia Rose, Digital Marketing Manager, NMG

Tuesday, 9:30 AM - 10:30 PM

More Details Coming Soon!

PriMetrix 101

Mike Manthey, Director of Field Services, NMG

Wednesday, 9:30 AM - 10:20 AM

Getting started using PriMetrix, covering the basics of PriMetrix Market, RSA and ART.

PriMetrix 201

Mike Manthey, Director of Field Services, NMG

Wednesday, 10:30 AM - 11:30 AM

More Details Coming Soon!

Nationwide Learning Academy Class Descriptions

Product Protection

EPIC Protect - Taking Control of Your Training

Flora Fogel,

Wednesday, 8:00 AM - 8:30 AM

More Details Coming Soon!

Furniture Protection Plan Industry Panel Discussion

Chad Burris, Director of Product Protection, NMG

Wednesday, 9:00 AM – 10:00 AM

More Details Coming Soon!

Turning Your Warranty Offering from Add-On to a Driver

Chad Burris, Director of Product Protection, NMG

Monday, 3:15 PM - 3:55 PM

More Details Coming Soon!

Service Leaders Network

Best Practices and Ideas to Run a Better Appliance Service Operation

Mark Pollitz, Director of Service - Service Leaders Network

Tuesday, 11:00 AM - 12:00 PM

Managing a service operation, whether small or large, involves a lot of moving business parts to make it run smoothly.

Driving Appliance Service Efficiencies and Getting 10 Service Calls per Day per Tech

Alex Hallmark, Instructor

Tuesday, 10:00 AM - 10:50 AM

The average technician at Fred's Appliance Service averages 10 different service call jobs a day while still maintaining a first call completion rate of at least 70% and one of the leaders at Fred's Appliance, Alex Hallmark, would like to share the various tools and methods to achieve this standard across their entire field staff.

Nationwide Learning Academy Class Descriptions

Leveraging Online Resources to Boost Appliance Technician Skill Levels

Scott Brown, Dean of Appliance Repair, Master Samurai Tech

Susan Brown, Dean of Students, Master Samurai Tech

Tuesday, 9:00 AM - 9:50 AM

An efficient service department is a profitable service department. You want the time elapsed from the customer's first contact to their 5-star review to be as short as possible. Many factors affect this, but by far the most important one is the skill level of your technicians. Improve their skills and not only will your customers be more satisfied, but so will your techs.

Scott and Susan Brown of the Master Samurai Tech Academy will show you how you can use online resources and a few key strategies in your daily routine to boost your crew of techs to a highly-skilled, happy, efficient team, and get those 5-star reviews rolling in.

Social Media Marketing

Facebook 101... It's Not Too Late!

Doug Marsh,

Tuesday, 9:30 AM - 10:00 AM

More Details Coming Soon!

Getting Your Staff to See Your Social Media... Engaging Millennials on Instagram in 2021

Jill Voiner,

Doug Marsh

Tuesday, 10:30 AM - 10:50 AM

More Details Coming Soon!

Let's Get Social! Social Media Marketing 101

Doug Marsh,

Tuesday, 9:00 AM - 9:20 AM

More Details Coming Soon!

Next Steps with Facebook 201

Doug Marsh,

Tuesday, 10:00 AM - 10:25 AM

More Details Coming Soon!

Nationwide Learning Academy Class Descriptions

Website Management

E-Commerce Best Practices to Help You Operate Effectively and Efficiently

Adam Gilbert, CGO of RWS

Sunday, 1:50 PM - 2:30 PM

Wednesday, 10:30 AM - 11:00 AM

In a fast paced, ever changing environment, it can be tough to know all the right things you should be doing to create success and win with Ecommerce. This session will lay out current best practices for your Ecommerce strategy, from Merchandising in the midst of supply challenges, to Promotions, to targeting shoppers, and more. This session will help you make sure you're on point to succeed.