



| Date  | Start Time | Course Title   | Presenter Name                          | Track                                  |
|---|------------|--|---|--|
| <b>Saturday, February 5th - NLA Sessions</b>                        |            |  |   |  |
| 5-Feb   | 1:00 PM    | The Shopper Journey - Spotlight Session  | Aaron Bunschuh, Jodie Pierce, Rob White | Spotlight Session                      |
| 5-Feb   | 2:00 PM    | Boost Your Business with a Blog!   | Rob Stott                               | Website Management                     |
| 5-Feb   | 2:00 PM    | What is My Purpose? Discover the Key to Performance and Productivity!                    | Kris Kuester                            | Leadership/Human Capital               |
| 5-Feb   | 2:00 PM    | NMG Health Benefits: The New Offering from Lockton and You                               | Bret Boeger                             | Business Services                      |
| 5-Feb   | 2:00 PM    | Parties and Invitations; The Importance of In-Store Experience                           | Mike Whitaker                           | Leadership/Human Capital               |
| 5-Feb   | 3:00 PM    | 6 Ways to Grow Your Sales and Increase Margins   | Adam Gilbert                            | Digital Marketing                      |
| 5-Feb   | 3:00 PM    | Ashley - Vendor Product Training   | Ashley Team                             | Vendor Product Training                |
| 5-Feb   | 3:00 PM    | Creating Your Optimal Plan to Sell   | Mike Manthey                            | Data and Analytics                     |
| 5-Feb   | 3:00 PM    | Debunking Digital Marketing Misconceptions   | Tristian Bailey                         | Digital Marketing                      |
| 5-Feb   | 3:00 PM    | The Power of PR  | Amy Croom                               | General Marketing                      |
| 5-Feb   | 3:00 PM    | Unlock Your In-Store Experience with Digital Signage - The Most Affordable Makeover EVER | Mike Whitaker, Kevin Bryant             | In-Store Experience                    |
| 5-Feb   | 4:00 PM    | Chatterbox Interactive   | Jennifer Danko                          | Website Management / Digital Marketing |
| 5-Feb   | 4:00 PM    | Don't Lose Shoppers You've Never Met: The Keys to Reputation Management                  | Adam Gilbert                            | Digital Marketing                      |
| 5-Feb   | 4:00 PM    | Furniture Forum  | F/B Team                                |  |
| 5-Feb   | 4:00 PM    | NMG 101  | Rick Bellows and Team                   |  |
| 5-Feb   | 4:00 PM    | Product Protection: Meet Shoppers Where They ARE, Not Where You Wish They Were!          | Chad Burris                             | Product Protection                     |
| 5-Feb   | 4:00 PM    | Top Talent - Hiring and Retaining the BEST!  | Mike Whitaker                           | Leadership/Human Capital               |
| 5-Feb   | 4:00 PM    | I've Got Your Six... How to Create a Team of Overachievers                               | Kris Kuester                            | Leadership/Human Capital               |
| <b>Saturday, February 5th - Member 2 Member Roundtable Sessions</b> |            |  |   |  |
| 5-Feb   | 3:00 PM    | Human Resources Roundtable   | Kelley Kenner-Patridge, Kris Kuester    | M2M Roundtables                        |
| 5-Feb   | 4:00 PM    | Delivery and Installation Roundtable   | Dean Hanby                              | M2M Roundtables                        |

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| Date  | Start Time | Course Title   | Presenter Name                          | Track                    |
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| <b>Sunday, February 6th - NLA Sessions</b>                        |            |  |   |                          |
| 6-Feb   | 7:30 AM    | Are You Investing Optimally in Digital?  | Joe Walz, Emily Goret                   | Digital Marketing        |
| 6-Feb   | 7:30 AM    | Google Ads FAQ   | Tristian Bailey, Ke'shawn Barbary       | Digital Marketing        |
| 6-Feb   | 7:30 AM    | Self-Reflection and Big Accomplishments  | Kelley Kenner-Patridge, Kris Kuester    | Leadership/Human Capital |
| 6-Feb   | 12:00 PM   | The Shopper Journey - Spotlight Session  | Aaron Bunschuh, Jodie Pierce, Rob White | Spotlight Session        |
| 6-Feb   | 1:00 PM    | Cooking Up Innovation with Frigidaire!   | Electrolux Team                         | Vendor Product Training  |
| 6-Feb   | 1:00 PM    | Crisp Now, Dish Later: Cooking & Dishwashers with Whirlpool Corporation                                      | Whirlpool Team                          | Vendor Product Training  |
| 6-Feb   | 1:00 PM    | Mattress University - Session #1   | TBA                                     | Mattress University      |
| 6-Feb   | 1:00 PM    | Samsung Consumer Electronics Product Training  | Samsung Team                            | Vendor Product Training  |
| 6-Feb   | 1:00 PM    | The Latest in Innovation & Design at Samsung   | Samsung Team                            | Vendor Product Training  |
| 6-Feb   | 1:00 PM    | Top Talent - Hiring and Retaining the BEST!  | Mike Whitaker                           | Leadership/Human Capital |
| 6-Feb   | 1:00 PM    | Winning with Monogram  | Aaron Jahn                              | Vendor Product Training  |
| 6-Feb   | 2:00 PM    | Bosch Product Training (Luxury Session)  | Bosch Team                              | Vendor Product Training  |
| 6-Feb   | 2:00 PM    | Fresh Obsessed: All Things Frigidaire Refrigeration  | Electrolux Team                         | Vendor Product Training  |
| 6-Feb   | 2:00 PM    | From Chore to Choice: Whirlpool & Maytag Laundry   | Whirlpool Team                          | Vendor Product Training  |
| 6-Feb   | 2:00 PM    | Keeping it New in the Kitchen  | GE Team                                 | Vendor Product Training  |
| 6-Feb   | 2:00 PM    | Unleash the Power of LG Refrigeration and Cooking for your Business!   | Michael Pechten, Peter Vossler          | Vendor Product Training  |
| 6-Feb   | 2:00 PM    | Mattress University - Session #2   | TBA                                     | Mattress University      |
| 6-Feb   | 2:00 PM    | Speed Queen Product Training   | Speed Queen Team                        | Vendor Product Training  |
| 6-Feb   | 3:00 PM    | Best In Clean & Care: Electrolux Front Load Laundry  | Electrolux Team                         | Vendor Product Training  |
| 6-Feb   | 3:00 PM    | D & H Distribution - Emerging Opportunity  | D & H Team                              | Emerging Opportunities   |
| 6-Feb   | 3:00 PM    | New Top Load and Front Load Laundry Products   | GE Team                                 | Vendor Product Training  |
| 6-Feb   | 3:00 PM    | Give it a Whirl: Plan to Sell Models & Whirlpool Portal Highlights   | Whirlpool Team                          | Vendor Product Training  |
| 6-Feb   | 3:00 PM    | LG is Driving Record Success with Nationwide Members in Laundry and Dishwashers with Exciting New Offerings! | LG Team                                 | Vendor Product Training  |
| 6-Feb   | 3:00 PM    | Unlock Your In-Store Experience with Digital Signage - The Most Affordable Makeover EVER                     | Mike Whitaker, Kevin Bryant             | In-Store Experience      |
| 6-Feb   | 4:00 PM    | Hisense Product Training   | Hisense Team                            | Vendor Product Training  |
| 6-Feb   | 4:00 PM    | I've Got Your Six... How to Create a Team of Overachievers   | Kris Kuester                            | Leadership/Human Capital |
| 6-Feb   | 4:00 PM    | Parties and Invitations; The Importance of In-Store Experience   | Mike Whitaker                           | In-Store Experience      |
| 6-Feb   | 4:00 PM    | Sealy Posturpedic Plus Foam & Hybrid   | Tempur+Sealy Team                       | Vendor Product Training  |
| 6-Feb   | 4:00 PM    | Sell More Beds and Make More Profit! Exciting New Products and Programs from SSB                             | Serta Simmons Team                      | Vendor Product Training  |
| 6-Feb   | 4:00 PM    | TBI - Emerging Opportunity   | TBI Team                                | Emerging Opportunities   |
| <b>Sunday, February 6th - Member 2 Member Roundtable Sessions</b> |            |  |   |                          |
| 6-Feb   | 3:00 PM    | Website Management Roundtable  | Jennifer Danko, Jodie Pierce            | M2M Roundtables          |
| 6-Feb   | 4:00 PM    | Digital Marketing Roundtable   | Jennifer Danko, Genna Majuta            | M2M Roundtables          |

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| Date  | Start Time | Course Title  | Presenter Name                       | Track                                   |
|---|------------|---|--------------------------------------|---|
| <b>Monday, February 7th - NLA Sessions</b>                        |            |   |                                      |   |
| 7-Feb   | 7:00 AM    | A Necessary Evil - Credit Card Processing   | Megann McDaniel                      | Financial Services                      |
| 7-Feb   | 7:00 AM    | Furniture Protection Plan Success - The Dealers Who WIN!  | Dan Miller                           | Product Protection                      |
| 7-Feb   | 7:00 AM    | Hip or Hype - Digital Trends  | Nancy Robinson Macguire              | Digital Marketing                       |
| 7-Feb   | 7:00 AM    | Live Guitars! - What music taught me about Business   | Kris Kuester, Doug Marsh             | Leadership/Human Capital                |
| 7-Feb   | 8:00 AM    | Bridging the Gap: 2 Keys to Connecting Online and In-Store  | Mike Whitaker, Neely Carter          | Website Management, In-Store Experience |
| 7-Feb   | 8:00 AM    | Chatterbox Interactive  | Jennifer Danko                       | Website Management / Digital Marketing  |
| 7-Feb   | 8:00 AM    | Synchrony Tools: Digital. Effective. Built for your business.   | Axel Malave                          | Financial Services                      |
| 7-Feb   | 8:00 AM    | The Digital Difference: Understanding Your Digital Processing Options Through Wells Fargo Retail Services | Christy Aloise                       | Financial Services                      |
| 7-Feb   | 8:00 AM    | The Value of Search Engine Optimization (SEO)   | Cyrille Aragon                       | Website Management                      |
| 7-Feb   | 8:00 AM    | TikTok, Viral Dancing, and More Sales For Your Company  | Ke'shawn Barbery, Doug Marsh         | Social Media                            |
| 7-Feb   | 9:00 AM    | What is My Purpose? Discover the Key to Performance and Productivity!                                     | Kris Kuester                         | Leadership/Human Capital                |
| 7-Feb   | 9:00 AM    | Let Facebook Live Boost Your Current Promotions!  | Monica Perdue, Doug Marsh            | Social Media                            |
| 7-Feb   | 9:00 AM    | NMG Health Benefits: The New Offering from Lockton and You  | Bret Boeger                          | Business Services                       |
| 7-Feb   | 9:00 AM    | Today's Shopper Expectations: Personalization is Key and WebFronts Level 4 Helps You Deliver!             | Genna Majuta                         | Website Management / Digital Marketing  |
| 7-Feb   | 10:00 AM   | Are You Investing Optimally in Digital?   | Joe Walz, Emily Goret                | Digital Marketing                       |
| 7-Feb   | 10:00 AM   | Be Well Intentionally; The Keys to Your Wellness in the Workplace   | Kris Kuester                         | Leadership/Human Capital                |
| 7-Feb   | 10:00 AM   | Beko - Emerging Opportunity   | Beko Team                            | Emerging Opportunities                  |
| 7-Feb   | 10:00 AM   | Cookies are Leaving, Digital Mareting Is NOT!   | John Rollo, Tristian Bailey          | Website Management / Digital Marketing  |
| 7-Feb   | 10:00 AM   | Digital Marketing: Case Studies of Success Across the Shopper Journey                                     | Beth McKeithen                       | Digital Marketing                       |
| 7-Feb   | 10:00 AM   | Social Media FAQ's  | Monica Perdue, Doug Marsh            | Social Media                            |
| 7-Feb   | 11:00 AM   | Advanced Google Analytics: Enhanced Ecommerce Capabilities  | Tristian Bailey, Ke'shawn Barbary    | Website Management / Digital Marketing  |
| 7-Feb   | 11:00 AM   | Boost Your Business with a Blog!  | Rob Stott                            | Website Management                      |
| 7-Feb   | 11:00 AM   | Element Appliances - Emerging Opportunity   | Element Team                         | Emerging Opportunities                  |
| 7-Feb   | 11:00 AM   | Furniture Protection Plan Success - The Dealers Who WIN!  | Dan Miller                           | Product Protection                      |
| 7-Feb   | 11:00 AM   | Increase Your Average Order Value with Complete Sleep Systems   | Malouf Team                          | Vendor Product Training                 |
| 7-Feb   | 11:00 AM   | WebFronts Level 4 User Meeting  | Jodie Pierce                         | Website Management                      |
| 7-Feb   | 1:00 PM    | Growing & Recruiting Technicians In Your Community  | Greg Doster, Mark Pollitz            | Service Leaders Network                 |
| 7-Feb   | 2:00 PM    | Technician Shortage in America: Where Do We Go From Here?   | Mark Pollitz                         | Service Leaders Network                 |
| 7-Feb   | 3:00 PM    | Service Leaders Network: Performance Group  | Ron Romero                           | Service Leaders Network                 |
| <b>Monday, February 7th - Member 2 Member Roundtable Sessions</b> |            |   |                                      |   |
| 7-Feb   | 8:00 AM    | Recruiting and Hiring Roundtable  | Kris Kuester, Kelley Kenner-Patridge | M2M Roundtables                         |
| 7-Feb   | 10:00 AM   | Appliance Service Roundtable  | Mark Pollitz, Ron Romero             | M2M Roundtables                         |
| 7-Feb   | 11:00 AM   | Social Media Roundtable   | Jill Vonier, Doug Marsh              | M2M Roundtables                         |

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| <b>Tuesday, February 8th - NLA Sessions</b> |            |  |                                      |                          |
| 8-Feb                                       | 8:00 AM    | Debunking Digital Marketing Misconceptions                                 | Tristian Bailey                      | Digital Marketing        |
| 8-Feb                                       | 8:00 AM    | Increase Profits Selling DirecTV and AT&T Services                         | Kurt Whiton, Akshay Saxena           | Emerging Opportunities   |
| 8-Feb                                       | 8:00 AM    | Don't Lose Shoppers You've Never Met: The Keys to Reputation Management    | Adam Gilbert                         | Digital Marketing        |
| 8-Feb                                       | 8:00 AM    | Winning with ENERGY STAR   | Rick Weinberg                        | Business Services        |
| 8-Feb                                       | 8:00 AM    | How Well Do You Know Me?   | Kris Kuester, Mike Whitaker          | Leadership/Human Capital |
| 8-Feb                                       | 9:00 AM    | A Case Study in Product Protection   | Chad Burriss                         | Product Protection       |
| 8-Feb                                       | 9:00 AM    | A Necessary Evil - Credit Card Processing                                  | Megann McDaniel                      | Financial Services       |
| 8-Feb                                       | 9:00 AM    | Google Ads FAQ   | Tristian Bailey, Ke'shawn Barbary    | Digital Marketing        |
| 8-Feb                                       | 9:00 AM    | Intmar Distribution - Emerging Opportunity                                 | Intmar Team                          | Emerging Opportunities   |
| 8-Feb                                       | 9:00 AM    | Negotiating Appliance Manufacturer Warranty Rates                          | Mark Pollitz                         | Service Leaders Network  |
| 8-Feb                                       | 9:00 AM    | Self-Reflection and Big Accomplishments                                    | Kelley Kenner-Patridge, Kris Kuester | Leadership/Human Capital |
| 8-Feb                                       | 10:00 AM   | 1,000 Opportunities for Technician Training                                | Trevor Souers, Jeff Diamond          | Service Leaders Network  |
| 8-Feb                                       | 10:00 AM   | Creating Your Optimal Plan to Sell   | Mike Manthey                         | Data and Analytics       |
| 8-Feb                                       | 10:00 AM   | Hip or Hype - Digital Trends   | Nancy Robinson Macguire              | Digital Marketing        |
| 8-Feb                                       | 10:00 AM   | Live Guitars! - What music taught me about Business                        | Kris Kuester, Doug Marsh             | Leadership/Human Capital |
| 8-Feb                                       | 10:00 AM   | What is Smart Home? Why Choose Vivint as the Provider? How Do You Sell It? | Rick Bassett                         | Emerging Opportunities   |
| 8-Feb                                       | 10:00 AM   | Where'd You Come From? Attribution and Attribution Models with Google Ads  | John Rollo                           | Digital Marketing        |
| 8-Feb                                       | 11:00 AM   | Be Well Intentionally; The Keys to Your Wellness in the Workplace          | Kris Kuester                         | Leadership/Human Capital |
| 8-Feb                                       | 11:00 AM   | Crisis or Opportunity?   | Zach Moore, Andrew Schlessler        | General Marketing        |
| 8-Feb                                       | 11:00 AM   | From Novice to Technician in a Matter of Weeks                             | Scott Brown, Susan Brown             | Service Leaders Network  |
| 8-Feb                                       | 11:00 AM   | Propel Your Business with PriMetrix Market                                 | Mike Manthey                         | Data and Analytics       |
| 8-Feb                                       | 11:00 AM   | Social Media FAQ's   | Monica Perdue, Doug Marsh            | Social Media             |

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