

## SATURDAY, AUGUST 13

### Harnessing the Power of Purpose

8/13/2022  
1 p.m.

Track:  
Leadership/Culture

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Today, the idea of a personal purpose at work – a “why” that guides our efforts and dreams – is coming into focus for many of the highest performing organizations in business. When organizations provide clarity of purpose, their team members find greater meaning in their work. This triggers higher motivation, efficiency, and ability to lead. As more and more companies have gained awareness of this powerful dynamic, they’ve implemented training and coaching programs that invite their managers to be thoughtful about their purpose. They’ve recognized that to be authentic leaders, managers, and team members they must be able to identify their own purpose. In this session with culture expert Kris Kuester, you’ll learn how to leverage this powerful concept of purpose discovery in your company. Kris will arm you with the tools needed to identify, clarify and launch your team into a world driven by powerful purpose that will deliver results for your business at the highest level!

**Kris Kuester**, *Director of People Development and Learning, NMG*

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### HERO Customer Experience Which Creates TRUE Customer Loyalty

8/13/2022  
1 p.m.

Track:  
In-Store Experience

Course Level:  
Beginner

Location:  
Lafayette 3/4

Powerful customer experience principles are based on Andy’s award-winning book “Kiss Your Customer”, as he proves that we must “create a transformation from doing a job to creating a bond”. Andy also shares examples from around the globe on how to create customer loyalty, avoid dissatisfaction, and improve reputation—including on social media. Our best customers are also our most effective—and least expensive marketing. Therefore, there will be no better opportunity than the NEW customer who will be visiting us tomorrow. Enjoy this timely, interactive, and impactful program which provides critical solutions to serve in today’s “high-expectation” world.

**Andy Masters, MA, CSP**, *Author, Speaker and Trainer*

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### Member 2 Member Roundtable: Delivery and Installation

8/13/2022  
1 p.m.

Track: Member 2 Member  
Roundtables

Course Level:  
All Audiences

Location:  
Desoto 1/2

Join the conversation with other Members on the topic of delivery and installation. This session, moderated by Frank Sandtner, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in delivery and installation.

**Frank Sandtner**, *Director of Business Services, NMG*

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## Looking for Shoppers? You'll Find Them Nextdoor!

8/13/2022  
1 p.m.

Track:  
Social Media

Course Level:  
All Audiences

Location:  
Suwanee 1/2

Have you ever wished you could reach highly engaged homeowners in your local community? Of course! However, for many dealers, the dream of targeting this high-potential audience has always seemed out of reach. If you'd like to solve that puzzle and connect with these shoppers, this session with veteran digital expert Cyrille Aragon is a can't miss at PrimeTime. In this session, Cyrille will guide you to the in's and out's of Nextdoor, the niche social media platform that allows you to access those highly engaged homeowners all around your location. By the time this session ends, you'll understand how your business can take advantage of Nextdoor's innovative features to reach more highly qualified shoppers, as well as the best practices to leverage this engagement into growth for your bottom line.

**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

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## Keeping Up with Google - What's Next?

8/13/2022  
1 p.m.

Track:  
Digital Marketing

Course Level:  
Intermediate

Location:  
Suwanee 3/4

Does it ever seem that the speed of change around online marketing can be overwhelming? We understand! Getting caught up - without the hours of research - is what this session is all about. Digital experts John Rollo and Sean Kaku will guide you to the current state of Google Advertising, and help you understand what's next with the world's most influential marketing platform. You'll see highlights of Google Ads' latest features and developments, and gain a better understanding of how these will impact your business. John and Sean will cover the transition from Universal Analytics to Google Analytics 4, and will explore Performance Max campaigns. You'll also learn what to do as features like smart shipping campaigns, local campaigns and expanded text ads sunset. You'll leave this session with a great picture of where Google Advertising is today, and what's in store for tomorrow.

**John Rollo**, *Digital Marketing Specialist, Site on Time*

**Sean Kaku**, *Digital Marketing Specialist, Site on Time*

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## Two Tokens, Five Monkeys, and Hugging Your Haters

8/13/2022  
2 p.m.

Track:  
In-Store Experience

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Does your company provide exceptional customer service? If you answered, "yes", you're among the more than eighty percent of business owners who hold that belief. And that's great, right? Maybe. But when you consider that overall, only 8% of customers agree, something just doesn't add up. However, the prominence of shopper reviews gives virtually every business owner a new window into the pain points their business creates for their shoppers. Research shows that for every one complaint you receive, the issue at hand is impacting 4-5 other shoppers who didn't make a fuss, didn't leave a review, and also will never return to your business. Today's savvy business owners and leaders are leaning into the complaints, both in person and in store, and treating these as the powerful opportunities they really are. Want to join them? In this dynamic, action-oriented session with NMG's Mike Whitaker, in just 50 minutes you'll learn how to put your arms around your haters and turn them into some of the most powerful advocates your business could imagine. You'll learn how to effectively handle negative reviews, how to glean lessons from each, and how to equip and empower your entire team to be successful every single time they face an



upset customer. You'll leave armed with a simple approach to diffusing any situation that's upset a client (okay... any situation within reason...) with the insights to disarm the emotion and recover the experience. You, and your team, will NEVER feel helpless in these sometimes tense interactions again. It's simple, really. All we have to do is see the end of the world. Oh, and hug our haters. Learn how both can be a ton of fun!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*

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### Your Leadership Promise: Overcome Adversity, Change and Conflict

8/13/2022  
2 p.m.

Track:  
In-Store Experience

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Change initiatives can have a major impact on the sales process. Learn how to manage change and resolve conflict, while maximizing the value of our products and services. Understand how your personal leadership style has a direct correlation to positive or negative outcomes.

**Darryl Ross**, *Author and Motivational Trainer*

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### Winning Digital with PriMetrix Market

8/13/2022  
2 p.m.

Track:  
Data and Insights

Course Level:  
All Audiences

Location:  
Suwanee 1/2

As an Independent Retailer, it's often hard to see the full market outside your own operation. We know many things about our own businesses, but what do we know about the industry in our area? How much is being sold in our categories by the competition? What percentage of the market have we actually captured? This information is powerful, not only in helping understand the opportunity, but also in maximizing our return on investment across our marketing efforts. In this dynamic session with Mike Manthey and Cyrille Aragon, you'll discover how the PriMetrix Market reports - included in Your NMG Membership - can open new doors to enhancing your return on ad spend! Learn how to use these data-driven insights to make more tactical marketing decisions, target your best potential shoppers, and take your success to the next level!

**Mike Manthey**, *Director of Field Services, NMG*  
**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

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### Go "Over the Top" with OTT

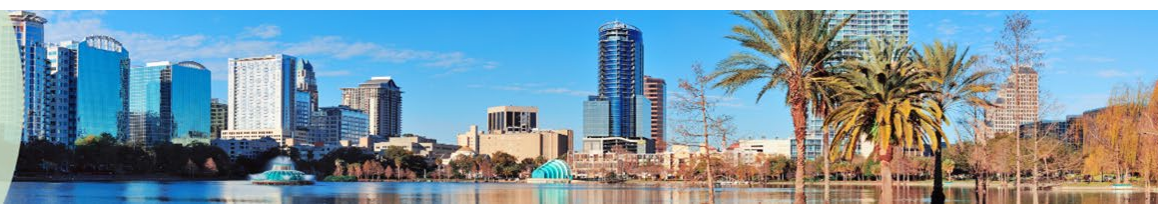
8/13/2022  
2 p.m.

Track:  
Marketing

Course Level:  
All Audiences

Location:  
Suwanee 3/4

Did you know that by the end of 2022, an estimated 55.1 million U.S. households will have "cut the cord", meaning they've disconnected their cable or satellite service completely? It's true. This trend has led to the rapid emergence of OTT, or over-the-top advertising, as more and more people can no longer be accessed via traditional television programming. It's easy to understand why OTT is growing so quickly as a marketing vehicle, as some 70 million households in the U.S. currently use OTT services, including popular platforms like YouTube TV, Netflix, Hulu, Disney +, and many more. In this session, Kim will cover



all the basics of OTT advertising, including the abilities it provides for very tactical, targeted messaging. You'll learn what to expect from a cost basis, and the difference between OTT and traditional video. Expect to leave knowing the benefits of OTT over cable, and with an answer to the most frequently asked question, "Is OTT replacing traditional TV?"

**Kim Faulkner**, *Director of Account Management, Site on Time*

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## Lights, Camera, Action: How Video Conquered Marketing

8/13/2022  
3 p.m.

Track:  
Marketing

Course Level:  
All Audiences

Location:  
Lafayette 1/2

The debate is over. When it comes to marketing, video reigns supreme as the most effective way to connect with today's shoppers. So, why is it that so many businesses neglect this critical marketing vehicle? The answer for most is simple - content creation takes time, it takes money, and it takes a wealth of expertise. That is, unless your business is a Member of Nationwide! In this fun and interactive session with PrimeMedia Studios leader Kevin Bryant, you'll learn the impact video is making across the industry, and how you can leverage video for your business without the barriers of time, cash and without having to get a degree in video marketing! You'll learn how Nationwide has already made those investments, and how the resulting national quality assets created in the group's exclusive studios, just outside Atlanta, are yours for the taking. And, since Nationwide is covering the big investments of production, Kevin will teach you how to maximize your marketing dollars on the ad buy, getting your message in front of as many shoppers as possible. If you're looking to upgrade your marketing strategy to include great video content, this session could be your best investment of time at the show!

**Kevin Bryant**, *Director, PrimeMedia Studios*

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## Re-Imagining Your Positive Workforce Culture for the NEW Work Environment

8/13/2022  
3 p.m.

Track:  
Leadership/Culture

Course Level:  
All Audiences

Location:  
Lafayette 3/4

As the world attempts to emerge from the COVID-19 crisis, organizations must now overcome recruiting challenges, staffing shortages, and low morale. Therefore, never before have managers and employees been asked to wear so many hats, and do more with less. Therefore, the time to create a positive work environment and make the workplace FUN again has never been more important. People are tired of being stressed. People want to be happy, LAUGH, and enjoy their jobs again. The incredible impacts of a positive work environment include improved recruiting, less stress, higher morale, lower turnover, greater teamwork, creativity, and even increased service levels—accomplished with LITTLE or NO costs. Join international Author/Speaker Andy Masters in this timely and entertaining program which illustrates inexpensive ways to create a positive working environment, while sharing success stories of how other organizations have RE-ENERGIZED their culture in this "New Normal" global economy.

**Andy Masters, MA, CSP**, *Author, Speaker and Trainer*

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### Member 2 Member Roundtable: Digital Marketing

8/13/2022  
3 p.m.

Track: Member 2 Member  
Roundtables

Course Level:  
All Audiences

Location:  
Desoto 1/2

Join the conversation with other Members on the topic of digital marketing. This session, moderated by Cyrille Aragon, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in digital marketing.

**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

### Loyalty Landscape: Making Loyalty Work for You, presented by Synchrony

8/13/2022  
3 p.m.

Track:  
Marketing

Course Level:  
All Audiences

Location:  
Suwanee 1/2

Synchrony VP of Loyalty Andrea Arabia takes the lead in this session where you'll learn how to build a strong and lasting relationship with your customers by creating real loyalty among your best clientele. Attendees can expect to leave this session with an understanding of best practices, examples of how these are applied across different companies, and have take-aways on how you can use these in your own business. Come ready to engage and tackle loyalty one customer at a time!

**Andrea Arabia**, *VP, Loyalty Strategy, Synchrony*

### How to Increase your Average Order Value, presented by Malouf

8/13/2022  
3 p.m.

Track: Bedding Product  
Training

Course Level:  
All Audiences

Location:  
Suwanee 3/4

Your average order value, or AOV, is an important benchmark for understanding customer behavior. As foot traffic trends low, optimizing the sales for these customers you're able to get in your for is an integral step to see continued growth in sales and profits. In this session with Malouf's Ashlee Willes and Chance Pebley, you'll learn tactics to increase your AOV and will be exposed to key takeaways you can start implementing in your sales process to drive through upselling, cross-selling, bundling and more! Plus, Malouf will do a raffle for all attendees at this presentation, giving away a Malouf 14" Peak Hybrid mattress in the variation of the winner's choice. This is Malouf's newest premium mattress and comes in both CoolSync and ActivAir variations.

**Ashlee Willes**, *Brand Manager, Malouf*  
**Chance Pebley**, *Key Account Manager, Malouf*

### Monsters, Cake, and an In-Store Digital Revolution

8/13/2022  
4 p.m.

Track:  
In-Store Experience

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Today, much focus is placed on all the marketing efforts that lead to door swings for your store, and rightfully so. However, what are you doing to market to those shoppers once they arrive? What makes your store stand out from the crowd? What are you doing to create a true experience for the shopper?



When did a shopper last snap a selfie in your store? How are you bridging the gap between your online and in-store experiences? If you don't have really positive answers to all of those questions, then this is a session you can't afford to miss. Today, research demonstrates the importance of the in-store experience to your long-term success. And, in a world where some retailers are spending millions of dollars to create an experience, it's easy to feel like you can't compete. However, as you'll learn from the dynamic duo of Mike Whitaker and Kevin Bryant, not only can you compete, you can win! From experiential events to in-store digital signage, creativity and care trump big price tags when it comes to creating a unique and memorable shopping experience. Join Mike and Kevin as they lead you on a journey from just another showroom to an experience that will have the entire town talking, and visiting your business!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*  
**Kevin Bryant**, *Director, PrimeMedia Studios*

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### Your Service Promise: See Your Role Differently, From the Lens of the Customer

8/13/2022  
4 p.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 3/4

This presentation will illustrate the blueprints and tools needed to build a high performing mindset that is focused and committed to excellent service. Build retention by understanding why customers leave, and how to exceed expectations.

**Darryl Ross**, *Author and Motivational Trainer*

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### Boost Your Business with a Blog

8/13/2022  
4 p.m.

Track:  
Sales Development

Course Level:  
All Audiences

Location:  
Suwanee 1/2

If you've been tuned into the ever-evolving conversation that is digital marketing and your digital presence, you may wonder if there are any real constants. It seems the conversation shifts as breakneck speed, sometimes changing daily! However, amidst the chaos, experts have never wavered on the importance and impact of the blog. What the heck is a blog? And is it really something you, a business owner, should be spending time on? In short, for many small and medium-sized businesses that succeed online, their blog is a big part of the secret sauce. Consumers, and thus Google, place high value on original content, only found on a single website. Better still if the content is localized and relevant to the searches shoppers are conducting. In this session with communications expert and award-winning podcast host Rob Stott, you'll get an inside look at the ins and outs of how a blog can boost your business. Learn it all - from how to start a blog, to what kinds of content you should post, to the importance of showcasing your thought leadership. If you're ready to invest in your digital success on a path that's both friendly to the bank account and unique to you - this session is a can't miss!

**Rob Stott**, *Corporate Communications Manager, NMG*



## If Content is King, Video Wears a Crown!

8/13/2022  
4 p.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Suwanee 3/4

Today, a critical piece of winning the marketing game goes beyond just the message, and is instead based in the manner the message is delivered. Research has time and again proven out that video is the most effective way to reach your audience, yet many companies have yet to leverage this powerful medium. In this session with Site on Time's April Barteau, you'll learn the why and how companies across all industries are embracing video to capture a wider audience net, capture and engage their target shoppers, build trust, and ultimately, increase sales. This course will arm you with a fast-track to implementing video into your marketing strategy quickly, inexpensively, and effectively.

**April Barteau**, *Account Manager, Site on Time*

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## SUNDAY, AUGUST 14

### Social Storytelling: Connecting with Shoppers on Their Sofa!

8/14/2022  
7:15 a.m.

Track:  
Social Media

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Today's shoppers mix their social media and their shopping, often without even realizing that's what they're doing. Successful retailers have discovered how social media connects these shoppers to your business without them ever having to leave the comfort of their sofa! Your business must be on social media to find your maximum levels of success. If you're not on social, where are you? In this session with digital veterans Kim Faulkner and Peggy Wainscott, you'll learn how important your social media presence can be. You'll also learn how to tell your story in the best way possible for each of the most popular platforms. And today, it's not just Facebook and Instagram! You'll learn how other platforms, including TikTok, can be powerful tools in your marketing arsenal!

**Kim Faulkner**, *Director of Account Management, Site on Time*  
**Peggy Wainscott**, *Integrated Marketing Specialist, Site on Time*

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### Inclusive Recruiting - The Powerful Secret to Your Next Great Hire

8/14/2022  
7:15 a.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Suwanee 1/2

As a business, it is important that we are hiring diverse talent. The days of employees meeting role requirements 100% are gone, and we must learn to leverage the uniqueness of each individual. In this presentation, we will dive into best practices to ensure we are taking a holistic approach to recruiting, focusing on the whole individual and how they fit into the bigger strategic picture.

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*  
**Kris Kuester**, *Director of People Development and Learning, NMG*

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## Driving Store Traffic with AdRocket Base!

8/14/2022  
7:15 a.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Suwanee 3/4

The market is changing, and the battle to win shoppers is heating up. In order to win, you'll need to maximize every marketing tool at your disposal. Rare is the opportunity to get your brand in the market without having to do anything, and even rarer still is a chance to do just that at potentially no cost! Nationwide's turn-key digital advertising solution, AdRocket Base, can do just that! Utilizing Google and Facebook for approved vendor-branded digital campaigns to drive shoppers to your website and your store, AdRocket Base is proven and effective. It's the easiest - and most affordable - path to increased traffic! In this session with NMG's Meagan Mobley and Jamal Cox, you'll learn the details of the AdRocket Base program. You'll also discover the upcoming campaigns available to your business, and best of all, you'll find out how you can use your co-op dollars to pay for it all!

**Meagan Mobley**, *Marketing Manager, NMG*  
**Jamal Cox**, *Promotions Specialist, NMG*

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## Hisense TV and Laser TV

8/14/2022  
12 p.m.

Track:  
CE Product Training

Course Level:  
All Audiences

Location:  
Lafayette 1/2

In this session with CE veteran Ken Welty, you'll get a full review of the latest models, features and benefits of the current lineup of Hisense Laser TV, TV and Soundbars. If you're looking to take it up a notch with consumer electronics in 2022, this session is a can't miss opportunity to see the latest and greatest technology coming to market!

**Ken Welty**, *Director, Laser TV, Hisense*

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## Using SmART Data to Drive Winning Decisions

8/14/2022  
12 p.m.

Track:  
Data and Insights

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Did you know that as a Nationwide Member, you have access to the largest repository of industry-specific data in the business? That's right! But why does it matter? That's what this session with veteran digital expert Jennifer Danko brings front and center. In this session, you'll gain insight into the many data points we have access to within NMG and how you can use these to make important decisions in your business. Know what products to order for the maximum velocity and margins. Discover where in your area to focus your marketing efforts to capture your best potential customers. Learn the exact spot where you could succeed in opening a new location! The list goes on and on. But, before you dive in, Jennifer will share what data you have access to and how to read and interpret it in meaningful and actionable ways. This engaging and interactive session is filled with practical applications that any retailer can use to enhance their success, drive better margins, and maximize their marketing spend!

**Jennifer Danko**, *SVP, OmniChannel Technology, NMG*

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## Winning at Retail with LG

8/14/2022  
12 p.m.

Track: Appliance Product  
Training

Course Level:  
All Audiences

Location:  
Suwanee 1/2

The Appliance Industry has endured a challenging 2 years... through it all we have seen success stories around LG brand that have delivered unprecedented growth to retailers with LG establishing new records across the industry. You will get a 1st hand look at our Regional Sales Strategy that is driving our mutual success and our plans for the backhalf of 2022 that will position Nationwide members for growth and success!

**Mike Pechtel**, *Director, Strategy, Planning, Operations for Regional Sales, LG Appliances*  
**Don Wilson**, *Sr. Director, Regional Sales, LG Appliances*

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## Going All Out in 2022: Simple Steps to Winning the Back Half, presented by Tempur+Sealy

8/14/2022  
12 p.m.

Track: Bedding Product  
Training

Course Level:  
All Audiences

Location:  
Suwanee 3/4

After several years of high-high's and low-low's, we find ourselves in a bedding market with normalizing traffic but sustained high demand for our products. Today, the most successful dealers are those who leverage insights to help them navigate these ever-changing market factors, and the team at Tempur+Sealy stands ready to equip every dealer to do just that. In this powerful session with bedding veterans Joshua Sowards and Brandi Robinson, you'll join an exploration of simple and insight-driven tactics to help you find great success in the back half of 2022. You'll learn how to maximize every opportunity to drive traffic, convert shoppers into customers, and transform those customers into customers for a lifetime! Don't miss this plan to win, presented by Tempur+Sealy!

**Joshua Sowards** *Senior Manager, Customer Marketing, Tempur+Sealy*  
**Brandi Robinson**, *Customer Marketing Manager*

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## Samsung CE Training

8/14/2022  
1 p.m.

Track:  
CE Product Training

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Join the Samsung Consumer Electronics team to learn about their latest innovations and introductions.

**Samsung CE Team**

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## Co-Op, More Traffic, and Big Wins!

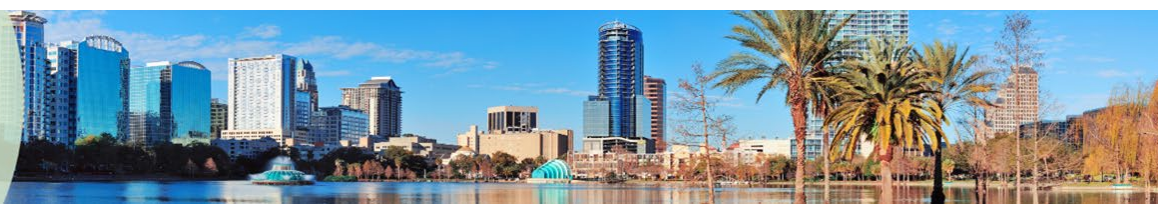
8/14/2022  
1 p.m.

Track:  
Marketing

Course Level:  
Beginner

Location:  
Lafayette 3/4

Are you looking to drive more store traffic and expand your advertising reach without spending any more out-of-pocket dollars? At the same time, would you hand over marketing dollars to your vendors with no actual marketing taking place? Of course not! However, if you're not using 100% of your allocated co-op dollars, you're doing just that! In this session with Joe Walz and Austin VanSytzama, you'll learn how easy



NMG can make it for you to maximize your co-op dollars and, as a result, maximize your reach. There are probably more options than you think as you look to make the most of your co-op, and with NMG on your side, the impact is sure to make a positive difference for your bottom line.

**Joe Walz**, *Director of Shopper Marketing, NMG*  
**Emily Goret**, *Digital Advertising Advisor Team Lead, RWS*

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### Stay Fresh, Stay Clean, presented by Whirlpool

8/14/2022  
1 p.m.

Track: Appliance Product  
Training

Course Level:  
All Audiences

Location:  
Osceola A

Stay Fresh, Stay Clean: There is a lot to load and unload in laundry and dish! Whirlpool Corporation is excited to introduce our newest innovation within our top-load laundry and dishwashers. Plus, the updates to our Maytag & Whirlpool Front Load Lineup, including an all-in-one, is one thing you don't want to miss!

**Krista Nix**, *Sales Capabilities Business Partner, Whirlpool*  
**Christine Kirby**, *Regional Sales Trainer, Whirlpool*  
**Jon Malm**, *Regional Sales Trainer, Whirlpool*

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### Mattress University: Retailer Panel

8/14/2022  
1 p.m.

Track:  
Mattress University

Course Level:  
All Audiences

Location:  
Sun C

Mattress University gets underway with a dynamic panel discussion, moderated by Bill McLoughlin. This retail panel features dealers from across the country, and they'll discuss the challenges and opportunities that have impacted their businesses and the industry this year. They'll also look to the future and discuss ideas they'll use to fuel their success for the balance of 2022 and into 2023. This session is sure to be filled with innovative new ideas that can help you power your bedding business and propel your bottom line!

**Bill McLoughlin**, *Editor-In-Chief, Furniture Today*

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### Consumer Electronics Merchandising Session

8/14/2022  
2 p.m.

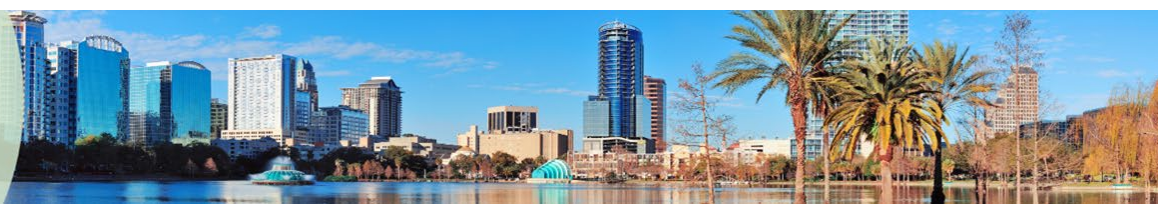
Track:  
CE Merchandising

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Join Lee McDonald and the Consumer Electronics Merchandising Team for the latest industry insights, trends, and opportunities in Consumer Electronics. This session is your ticket to the inside track on everything CE, and you'll gain all the knowledge needed to have a great PrimeTime and a profitable second half in consumer electronics.

**Lee McDonald**, *VP, Consumer Electronics, NMG*  
**Nationwide CE Merchandising Team**



## Monsters, Cake, and an In-Store Digital Revolution

8/14/2022  
2 p.m.

Track:  
In-Store Experience

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Today, much focus is placed on all the marketing efforts that lead to door swings for your store, and rightfully so. However, what are you doing to market to those shoppers once they arrive? What makes your store stand out from the crowd? What are you doing to create a true experience for the shopper? When did a shopper last snap a selfie in your store? How are you bridging the gap between your online and in-store experiences? If you don't have really positive answers to all of those questions, then this is a session you can't afford to miss. Today, research demonstrates the importance of the in-store experience to your long-term success. And, in a world where some retailers are spending millions of dollars to create an experience, it's easy to feel like you can't compete. However, as you'll learn from the dynamic duo of Mike Whitaker and Kevin Bryant, not only can you compete, you can win! From experiential events to in-store digital signage, creativity and care trump big price tags when it comes to creating a unique and memorable shopping experience. Join Mike and Kevin as they lead you on a journey from just another showroom to an experience that will have the entire town talking, and visiting your business!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*  
**Kevin Bryant**, *Director, PrimeMedia Studios*

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## Whirlpool Exclusives Training: Whirlpool Portal

8/14/2022  
2 p.m.

Track: Appliance Product  
Training

Course Level: Whirlpool  
Exclusive Dealers Only

Location:  
Desoto 3/4

In this session for Whirlpool Exclusive Dealers, you'll have an informative experience on the Whirlpool Portal. Do you want to learn some tips and tricks for using the site? Are there areas you could use some help and guidance? Learn how this site can help you when it comes to Whirlpool Corporation from the team that works directly with the portal!

**Krista Nix**, *Sales Capabilities Business Partner, Whirlpool*  
**Christine Kirby**, *Regional Sales Trainer, Whirlpool*  
**Jon Malm**, *Regional Sales Trainer, Whirlpool*

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## Electrolux presents: An Interactive Product Experience

8/14/2022  
2 p.m.

Track: Appliance Product  
Training

Course Level:  
All Audiences

Location:  
Osceola A

Electrolux presents an interactive experience focused on fun and learning. Come learn about our new American-made wall ovens and ranges with over 15 cooking modes, our Electrolux Kitchen and Laundry relaunch, and our best-in-class crisper technology. This session will be focused on interactive games with a chance to WIN some big prizes. Make sure you're enrolled on Electrolux University for extra chances to WIN! This session will offer multiple chances to win prizes, along with an attendee gift and prize pack for attendees who are enrolled in Electrolux University and complete the pre-requisite courses. There will also be a grand prize giveaway!

**Laura Thrash**, *Consumer & Product Education Specialist, Electrolux*  
**Victoria Andino**, *Consumer & Product Education Specialist, Electrolux*



### Mattress University: Four Words

8/14/2022  
2 p.m.

Track:  
Mattress University

Course Level:  
All Audiences

Location:  
Sun C

Four Words is a story-telling adventure that chronicles transformational moments in ordinary lives. These enduring lessons from tragedy, triumph and simple acts of kindness will captivate, motivate, and inspire you to be an instrument of light to everyone around you. Four Words crystalizes a simple yet powerful message: A Better World Begins with Me.

**Bob Muenkel**, *Mattress Industry Veteran and Award Winning Trainer*

### HTSN Meeting

8/14/2022  
3 p.m.

Track:  
HTSN

Course Level:  
HTSN Members

Location:  
Lafayette 1/2

Join Hank Alexander and your fellow Home Technology Specialists Nationwide for this powerful and insightful Member Meeting. Learn the latest from HTSN, and gain all the insights you need to make the back half of 2022 a success!

**Hank Alexander**, *Director, HTSN*

### The Trends in HR Driving Change and Adding Business Value in 2022

8/14/2022  
3 p.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Lafayette 3/4

While 2021 was a year of reinventing HR and solidifying its continued impactful role, 2022 and beyond is all about pushing boundaries of how HR can add value. Disruptions to business forced HR leaders to create new ways to attract and retain talent, drive healthy cultures, re-exam compensation and more. The HR landscape is changing rapidly, therefore it is crucial to be aware of the HR trends and understand how to leverage them to drive change and add value today and years to come.

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*

### Winning with GE Appliances

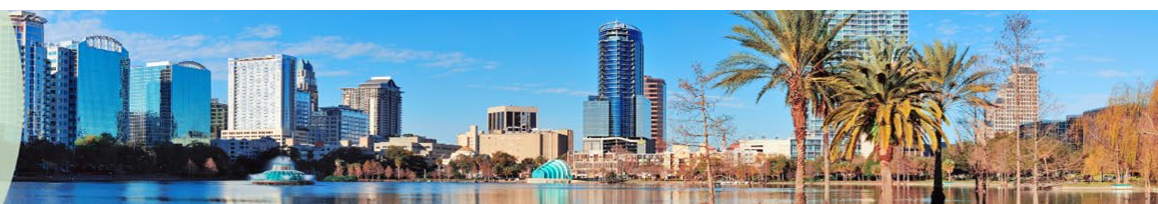
8/14/2022  
3 p.m.

Track: Appliance Product  
Training

Course Level:  
All Audiences

Location:  
Osceola A

In this session with powerhouse GE trainers Aaron Jahn and Flora Fogel, discover the latest innovations from GE Appliances. In this session, you'll learn how to win with Cafe, as Aaron and Flora cover the new 4-door counter-depth refrigerator, drawer dishwasher, new Cafe Microwave Drawer, new Cafe Hardware options and the Cafe Certification Training Program. You'll also learn how to win with Profile as you see the features and benefits of the new UFFL Dishwasher, the New Top Load Profile Laundry, New Front Load Profile Laundry, and the new GEProfileConnectedTraining.com website. Finally, you'll stay connected with GE Appliances, as Aaron and Flora share the benefits of connected appliances to brew



coffee, extend tumble, preheat the oven and more. The session will conclude with a walkthrough of how you can connect your display appliances for a best-in-class showroom experience. Plus, during the session, the GE Team will raffle off two of Opal Nugget Icemakers!

**Aaron Jahn**, *Senior Commercial Trainier, GE Appliances*  
**Flora Fogel**, *GE Appliances*

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### Furniture and Bedding Merchandising Session

8/14/2022  
3 p.m.

Track: Furniture and  
Bedding Merchandising

Course Level:  
All Audiences

Location:  
Sun C

Join Mike Derro, Jeff Rose and the Furniture and Bedding Merchandising Team for the latest industry insights, trends, and opportunities in these powerful categories. This session is your ticket to the inside track on everything furniture and bedding, and you'll gain all the knowledge needed to have a great PrimeTime and a profitable second half!

**Mike Derro**, *VP, Furniture and Bedding, NMG*  
**Jeff Rose**, *Sr. Director, Furniture and Bedding, NMG*

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### Two Tokens, Five Monkeys, and Hugging Your Haters

8/14/2022  
4 p.m.

Track:  
In-Store Experience

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Does your company provide exceptional customer service? If you answered, "yes", you're among the more than eighty percent of business owners who hold that belief. And that's great, right? Maybe. But when you consider that overall, only 8% of customers agree, something just doesn't add up. However, the prominence of shopper reviews gives virtually every business owner a new window into the pain points their business creates for their shoppers. Research shows that for every one complaint you receive, the issue at hand is impacting 4-5 other shoppers who didn't make a fuss, didn't leave a review, and also will never return to your business. Today's savvy business owners and leaders are leaning into the complaints, both in person and in store, and treating these as the powerful opportunities they really are. Want to join them? In this dynamic, action-oriented session with NMG's Mike Whitaker, in just 50 minutes you'll learn how to put your arms around your haters and turn them into some of the most powerful advocates your business could imagine. You'll learn how to effectively handle negative reviews, how to glean lessons from each, and how to equip and empower your entire team to be successful every single time they face an upset customer. You'll leave armed with a simple approach to diffusing any situation that's upset a client (okay... any situation within reason...) with the insights to disarm the emotion and recover the experience. You, and your team, will NEVER feel helpless in these sometimes tense interactions again. It's simple, really. All we have to do is see the end of the world. Oh, and hug our haters. Learn how both can be a ton of fun!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*

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## Appliance Merchandising Session

8/14/2022  
4 p.m.

Track:  
Appliance Merchandising

Course Level:  
All Audiences

Location:  
Osceola A

Join Doug Wrede and the Appliance Merchandising Team for the latest industry insights, trends, and opportunities in Major Appliances. This session is your ticket to the inside track on everything appliance merchandising, and you'll gain all the knowledge needed to have a great PrimeTime and a profitable second half!

**Doug Wrede**, *VP, Appliance Merchandising, NMG*  
NMG Appliance Merchandising Team

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## Be Better With Ashley Furniture - What Ashley Can Do For You!

8/14/2022  
4 p.m.

Track: Furniture Product  
Training

Course Level:  
All Audiences

Location:  
Sun - C

This session with Ashley Furniture executives Brad Rogers and Erika Sparrow is focused on providing you with an update on some exciting changes within Ashley Furniture, introducing some cutting-edge technology Ashley is incorporating, the many categories Ashley supports, and the strong marketing this powerhouse brand can supply. As the #1 furniture manufacturer, Ashley continues to push the boundaries of manufacturing and supply chain so they can provide a GMROI model that has great potential benefits for your business.

**Brad Rogers**, *VP of Sales, Bedding, Ashley Furniture*  
**Erika Sparrow**, *VP, Marketing, Ashley Furniture*

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## MONDAY, AUGUST 15

### Digital Marketing 101 - Winning Online

8/15/2022  
7 a.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Lafayette 1/2

We can all agree that winning the attention of shoppers online has never been more important to your success as an independent retailer, but too often, too little is said about how challenging it can be to obtain those wins. After all, as a retailer, who has time to truly master the art of digital marketing? Today, most successful dealers aren't facing the challenge of marketing online alone, but it's still critical that you understand the basics of this important part of your business. In this session with digital veteran Tristian Bailey, you'll discover tips that will help you in all your digital marketing efforts. You'll get the inside track from getting started to understanding the data-driven lessons that can help shape your long term goals and plans. Regardless of your path to digital - doing it yourself, using an outside agency, or partnering with NMG - you'll find the insights Tristian shares both useful and valuable.

**Tristian Bailey**, *Digital Marketing Specialist III, Site on Time*

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## Harnessing the Power of Purpose

8/15/2022  
7 a.m.

Track:  
Leadership/Culture

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Today, the idea of a personal purpose at work – a “why” that guides our efforts and dreams – is coming into focus for many of the highest performing organizations in business. When organizations provide clarity of purpose, their team members find greater meaning in their work. This triggers higher motivation, efficiency, and ability to lead. As more and more companies have gained awareness of this powerful dynamic, they’ve implemented training and coaching programs that invite their managers to be thoughtful about their purpose. They’ve recognized that to be authentic leaders, managers, and team members they must be able to identify their own purpose. In this session with culture expert Kris Kuester, you’ll learn how to leverage this powerful concept of purpose discovery in your company. Kris will arm you with the tools needed to identify, clarify and launch your team into a world driven by powerful purpose that will deliver results for your business at the highest level!

**Kris Kuester**, *Director of People Development and Learning, NMG*

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## Eat, Sleep and Breathe Life Into Your Business with PureCare

8/15/2022  
7 a.m.

Track: Bedding Product  
Training

Course Level:  
All Audiences

Location:  
Suwanee 1/2

Grab your coffee and let’s start your day off right. In this dynamic session from PureCare, Jason Mihalovits and Dan Ramos will help you understand that, just like your body, your business needs to be fed and nurtured. You’ll learn how PureCare can help nourish and grow your business in this multi-billion dollar industry. Plus, all session attendees will receive a ticket to redeem for a free gift at the PureCare booth on the PrimeTime show floor!

**Jason Mihalovits**, *Business Development Manager, PureCare*  
**Dan Ramos**, *Learning and Development Manager, PureCare*

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## Framework for Effectively Delegating and Providing Feedback that Matters

8/15/2022  
7 a.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Suwanee 3/4

As a leader, communication is the cornerstone of effective leadership. Without it, leaders alienate their people and often leave loose threads hanging. Objectives can be misunderstood, and employees progress and growth can grind to a halt. When feedback is conveyed and received regularly, engagement rises, productivity increases, and organizations become more closely aligned with the values that make them unique. With this comes the need for delegation and planning, allowing employees to development and thrive, showcasing their diverse talents.

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*

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## The Secrets to Time Management Magic

8/15/2022  
8 a.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Learn the tools you need to manage your time better, get more done and capture that “mythical beast” known as FREE TIME! You will be more effective, less stressed and be able to do so much more!

**Fred Moore**, *Time Management Expert and Bald Guy*

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## Samsung Digital Appliances: The Bespoke Home

8/15/2022  
8 a.m.

Track: Appliance Product  
Training

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Join us as we explore the latest in innovation and design of Samsung Digital Appliances. We will introduce you to the expanding offerings of the Bespoke Home, including our new French Door Bespoke Refrigerators as well as the new Bespoke Premium Front Load Laundry. Samsung Bespoke is redefining what premium laundry can be: beautifully designed with enhanced AI assistance delivering our smartest and easiest-to-use laundry system ever.

**Kelly Price**, *National Trainer, Samsung Digital Appliances*

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## Member 2 Member Roundtable: Website Management

8/15/2022  
8 a.m.

Track: Member 2  
Member Roundtables

Course Level:  
All Audiences

Location:  
Desoto 1/2

Join the conversation with other Members on the topic of website management. This session, moderated by Greg Danko, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in website management.

**Greg Danko**, Director, Site on Time

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## OnWatch Certification Training

8/15/2022  
8 a.m.

Track:  
OnWatch

Course Level:  
All Audiences

Location:  
Desoto 3/4

OnWatch™ is a survivor-led training designed to empower you to spot, report, and prevent sex trafficking where you live, work, and play. Through true survivor experiences, industry experts explain the key indicators of trafficking, as well as how you can support a survivor's path to freedom. You'll learn that sex trafficking is the 2nd largest criminal industry in the country and that it affects every age, gender, race and social class. You'll be empowered to join a movement, created by the Malouf Foundation, where you can come together to fight this horrible crime. In this live session, you'll be able to earn your personal OnWatch™ certification and register your company to become an OnWatch Advocate. Before committing,





you'll learn how OnWatch™ is an impactful way to engage your business, organization and community. Becoming OnWatch™ Advocate certified requires that 90% of your team complete the free, easy-to-access digital training. Once that milestone is reached, you receive a one-year certification badge and marketing materials to share across your platforms. Join the movement at PrimeTime, and become OnWatch™ before leaving Orlando!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*

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### **Drive More Traffic, Write Bigger Tickets, and Make More Profit with Luxury Brands from Serta Simmons Bedding**

8/15/2022  
8 a.m.

Track: Bedding Product  
Training

Course Level:  
All Audiences

Location:  
Suwanee 1/2

In this data-driven session, led by Serta Simmons Bedding's Andrew Kramer, you'll learn more about the exciting ways Serta Simmons can drive more traffic to your store, help you sell higher ticket bedding, and increase your profits! Plus, during the session, Andrew will give away some amazing SSB pillows!

**Andrew Kramer**, *Director, Marketing Trade Strategy, SSB*

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### **The Consumer Journey: A Look at Different Generations in Today's Landscape, presented by Synchrony**

8/15/2022  
8 a.m.

Track:  
Financial Services

Course Level:  
All Audiences

Location:  
Suwanee 3/4

In this information-rich session led by vp of research Sheila Dreyer Van Buskirk, Synchrony will build on its' monthly consumer sentiment study to share a more future-focused look at the macro forces affecting consumers and the marketplace. These include shifting consumer values, the climate economy, the social commerce revolution and the role and importance of payment products in consumer decision making. Attendees will gain a better understanding of how these macro forces are impacting today's shoppers and what this means for businesses just like yours going forward.

**Sheila Dreyer Van Buskirk**, *Vice President Research, Synchrony*

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### **Product Protection and the Cost of Customer Acquisition**

8/15/2022  
9 a.m.

Track:  
Protection Plans

Course Level:  
All Audiences

Location:  
Lafayette 1/2

It's no secret that retailers must spend money in marketing and advertising to get customers in their door. This spend comes in many forms, and so much of that spend is used on programs that Nationwide supports as a group. Everyone is aware of what today's market is like, especially when compared to the craziness of 2021, and it comes down to one simple truth - foot traffic is slower today than it was last year.



Nationwide retailers are spending money to bring customers in – and now more than ever, they need to maximize the purchases that customers are making. So just how does a successful warranty offering fit into the full Shopper Journey? You are invited to take a look at real cases of NMG dealers and their marketing spend and how we can use warranty to not only increase foot traffic, but to use profit to help offset the cost of customer acquisition.

**Chad Burris**, *Director, Product Protection, NMG*

## We Were All Wrong: How TikTok Became a Viable Marketing Platform

8/15/2022  
9 a.m.

Track:  
Social Media

Course Level:  
All Audiences

Location:  
Lafayette 3/4

Sometimes, in marketing, we all miss the mark. Over the past few years, marketing experts across virtually every industry did just that when they dismissed TikTok as a marketing vehicle. It's just an app where Gen Z does the latest dance trends, right? Wrong. In this session with digital marketing guru Cyrille Aragon, you'll learn how TikTok has become a primary source where people learn, are entertained, and do research. Cyrille will share and explain the latest statistics as he explores how TikTok's evolution has made it not only viable as a marketing platform, but how it represents enormous opportunity for independent dealers. You don't even know how to dance to find success! If you're looking for a path to engage new shoppers, add appeal to your brand, and ultimately, increase your sales, come learn how TikTok can be part of your marketing strategy in 2022!

**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

## Metrics that Matter - Measuring Digital Success

8/15/2022  
9 a.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Suwanee 1/2

Are your online marketing strategies successful? How do you know? Today, many businesses are highly engaged with digital marketing, but many aren't up-to-speed on how to measure the success of their efforts. In this informative session with marketing leaders Joe Walz and Austin VanSytzama, you'll gain a full understanding of all the metrics that matter. You're sure to see an array of metrics, but not every metric matters! Before this session ends, you'll better understand what metrics are available and what they mean, as well as which ones are fluff and which ones deserve focus. You'll also be exposed to industry benchmarks so you can better gauge your performance. If you're looking to ensure your marketing spend is delivering results, this session is for you!

**Joe Walz**, *Director of Shopper Marketing, NMG*  
**Austin VanSytzama**, *Digital Advertising Advisor, RWS*

## The Trends in HR Driving Change and Adding Business Value in 2022

8/15/2022  
9 a.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Suwanee 3/4

While 2021 was a year of reinventing HR and solidifying its continued impactful role, 2022 and beyond is all about pushing boundaries of how HR can add value. Disruptions to business forced HR leaders to



create new ways to attract and retain talent, drive healthy cultures, re-exam compensation and more. The HR landscape is changing rapidly, therefore it is crucial to be aware of the HR trends and understand how to leverage them to drive change and add value today and years to come.

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*

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### **Become a Major League Leader**

8/15/2022  
10 a.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 1/2

In a thought provoking and practical presentation, Dr. Howard Fero, co-author of *Lead Me Out to the Ballgame: Stories and Strategies to Develop Major League Leadership*, will present the ten bases of leadership, based on over one hundred interviews he and his co-author conducted with current and former Major League Baseball players, managers, and executives. Through these stories the audience will learn how the strategies employed by some of baseball's great managers can be used not only in baseball but in all walks of life, to help them cultivate their leadership skills and become Major League Leaders. In this interactive presentation you will learn how Joe Maddon (Anaheim Angels) shows his passion, and how you can do the same; how Davey Johnson (former MLB manager) earned the respect of his players; how John Farrell (former MLB manager) manages a diverse clubhouse, how Terry Francona helped David Ortiz break out of a slump, and more.

You don't need to be a baseball fan to become a Major League Leader as the stories and strategies can be applied to all aspects of our lives, both personally and professionally. In this inspiring presentation audience members will be given examples to consider and will learn how the bases of leadership can be applied so that they can become Major League Leaders and coach their teams to success!

**Howard C. Fero, PhD**, *Author, Speaker, Consultant and Coach*

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### **Open Door and Remove Blinders with the Power of POS**

8/15/2022  
10 a.m.

Track:  
Business Services

Course Level:  
Beginner

Location:  
Lafayette 3/4

Is your business enjoying all the powerful benefits that a point of sale system can bring to your operation? If not, you can't afford to miss this session with respected industry veteran Jennifer Danko. Before the session ends, you'll learn the top benefits of POS integration for your retail operation, as well as how high the return on your investment can be. You'll likely be surprised at how affordable today's POS platforms can be, and how much having a POS can help your business enhance your shopper loyalty, increase your average ticket, and uncover areas where you can enhance your operations. You'll also learn how having a POS can open new doors and new opportunities to leverage data and business intelligence to take your company to the next level!

**Jennifer Danko**, *SVP, OmniChannel Technology, NMG*

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## Member 2 Member Roundtable: Human Resources

8/15/2022  
10 a.m.

Track: Member 2 Member  
Roundtables

Course Level:  
All Audiences

Location:  
Desoto 1/2

Join the conversation with other Members on the topic of human resources. This session, moderated by Kelley Kenner-Patridge and Kris Kuester, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in human resources.

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*  
**Kris Kuester**, *Director of People Development and Learning, NMG*

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## Dissecting Today's Retail Challenges and Their Digital Solutions - A Member Panel Session

8/15/2022  
10 a.m.

Track:  
Digital Marketing

Course Level:  
All Audiences

Location:  
Suwanee 1/2

Come listen in as a panel of your peers discusses today's top retail challenges and how they're tackling new and old obstacles with creativity and the power of technology. From their e-commerce website to the sales floor, to they of product delivery and beyond, learn how they are applying digital solutions in their stores to help create a positive experience for their customers, their teammates and themselves.

**Jodie Pierce**, *COO, RWS*  
**Genna Majuta**, *CEO, RWS*

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## Top 10 to Building Your Store Brand

8/15/2022  
10 a.m.

Track:  
Merchandising/Marketing

Course Level:  
All Audiences

Location:  
Suwanee 3/4

This one-of-a-kind session, led by GE Marketing and Brand VP Mary Putman, will cover an array of consumer trends and marketing insights. As the session unfolds, you'll gain a better understanding of the macro economy and learn why location matters. Mary will explain the latest social media trends and show you how to reach your target audience. You'll also be exposed to key differentiators to look out for and how to stand out from the competition with regards to shopping online versus in-store impacts, from showroom to webroom. Attendees will gain an understanding on how to think like a shopper instead of a seller with a deep-dive into a shopper's journey that allows you to decipher what the shopper is in need of. Mary will also discuss how GEA and NMG have created a best-in-class platform for dealers just like you to expand your reach! You'll experience first-hand how having fun and winning are intimately linked, even when times are hard.

**Mary Putman**, *VP of Marketing and Brand, GE Appliances*

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## The M.A.G.I.C. Formula for Sanity, Succession and Satisfaction

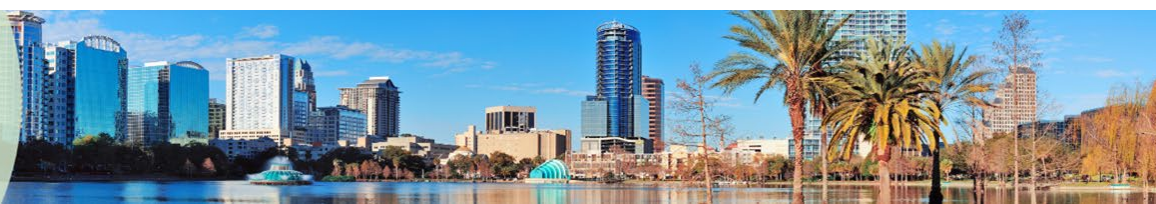
8/15/2022  
11 a.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Running your own business comes with its own unique set of problems, you can't fire "you" for not performing well. In this session you will learn all about mindset, actions, goal-setting and so much more.



This session won't change your life, BUT it will give you the tools you need to create the life and business you want. The rest is up to YOU!

**Fred Moore**, *Time Management Expert and Bald Guy*

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### Coaching for Success

8/15/2022  
11 a.m.

Track:  
Leadership/Culture

Course Level:  
All Audiences

Location:  
Lafayette 3/4

When we think of great coaches across the sports world, from Lombardi to Wooden, the common thread of their success was the leadership they brought to their teams. Coaching is directly related to the results that both leaders and those who aspire to lead are able to attain from their teams and from individuals. Coaching is a relationship; a way of opening a directed dialogue with people so they can achieve more, grow their skill sets, and reach beyond the performance level of today to attain tomorrow's lofty goals. Coaching is critical to enhancing performance, and in organizations like yours, it's increasingly being seen as a necessary leadership tool for improving productivity. In this session with Nationwide's Kris Kuester, you'll gain understanding of coaching essentials as you explore the process of goal setting in each of the four coaching arenas. Before the session ends, you'll learn the critical behaviors that make up effective coaching, equipping you to coach your team to new heights!

**Kris Kuester**, *Director of People Development and Learning, NMG*

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### Winning Chat - A Chat Best Practices Member Panel

8/15/2022  
11 a.m.

Track: Website  
Management, Marketing

Course Level:  
Beginner

Location:  
Suwanee 1/2

To chat or not to chat... that is the question. Are you wondering just how important it is to have chat functionality on your website? Today, having chat is the equivalent of having a friendly, helpful team member ready to greet your shoppers and address their needs promptly. Research shows that 80% of online shoppers prefer engaging in chat over submitting a contact form or picking up the phone to call. In short, chat is a vital part of a winning online strategy! In this session, Site on Time's Samantha Behiry will provide a brief overview of today's chat best practices, with a panel of dealers who have successfully implemented chat on their websites sharing their experiences, their successes and their challenges. If you have a website (and we really hope you do!), you'll want to attend this session! You'll leave armed with the latest paths to chat success, and ready to get your team engaged with shoppers visiting your site so you can turn them into customers who have great experiences making their purchases from your business!

**Samantha Behiry**, *Account Manager, Site on Time*

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### Reaching Consumers in the Chaos of 2022

8/15/2022  
11 a.m.

Track:  
Merchandising/Marketing

Course Level:  
All Audiences

Location:  
Suwanee 3/4

2022 is a year like no other! Are you left wondering how shoppers are responding in the post-covid, inflationary, politically charged climate of American retail? If so, this dynamic session, led by Rick Kassing of Serta Simmons Bedding has the answers. Join Rick as he shares exclusive category and consumer



research, along with the key findings and what they mean for bedding retailers. You'll leave this session armed with the insights to reach shoppers where they are today, and ready to grow your bedding business!

**Rick Kassing**, *Director of Category Leadership, Serta Simmons Bedding*

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### Service Leaders Network Luncheon

8/15/2022  
12 p.m.

Track:  
Service Leaders Network

Course Level:  
All Audiences

Location:  
Desoto 3/4

The Service Leaders Network Luncheon is open to all Appliance Servicing Dealers. At this special lunch session, in addition to a great meal, you'll hear about the multiple new and ongoing initiatives, programs, services and resources that the Service Leaders Network has created for NMG Members. During this luncheon, you'll meet the SLN team, learn about the group's PrimeTime focus of technician recruitment and training, as well as be introduced to the group's vendors and trade partners. Learn about the new facelift and discounts available on the Service Leaders Network area of MemberNet, and much more. Come enjoy the food, fellowship and great information with Service Leaders Network.

**Mark Pollitz**, *Director of Service, NMG*

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### The Leadership Lineup: Where Do You Stand?

8/15/2022  
1 p.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 1/2

How do you lead? How do you communicate? How do you make decisions? Let's have some fun and figure out the answer!

Each of us has different tendencies which we rely on when faced with an issue or problem in our professional (as well as personal) lives, and these tendencies drive our decisions, our communication, our interaction, and our leadership in general.

In this hands-on, high energy, and fun session, participants will explore the strengths and value of their style and also explore some potential pitfalls that can occur when they use their style 'too much'!

Together we will perform tasks related to our business and will see how we can thrive and also how we can get in the way of our own success. We'll work with colleagues who have similar styles and also colleagues who have different styles and figure out how to work best with each of them.

Be prepared to move around the room as we have some fun and also identify important and practical take-a-ways that can be used to lead ourselves and our teams to even greater heights.

**Howard C. Fero, PhD**, *Author, Speaker, Consultant and Coach*

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### Shopper Journey Success Stories - A Member Panel Discussion

8/15/2022  
1 p.m.

Track:  
Marketing

Course Level:  
Beginner

Location:  
Lafayette 3/4

Ever wondered how marketing initiatives are working out for other dealers? If so, this session, led by Beth Mckeithen, brings together business leaders just like you for a candid conversation about what online marketing tools are bringing them success. Discussed will be the timing of when to use the most popular tools, how these tools work, and even the tools or tactics that haven't proven successful. This panel of



retail and marketing leaders will share their successes in the digital landscape during each phase of the shopper journey from initial awareness to their purchase decision.

**Beth McKeithen**, *Director of Marketing Operations, NMG*

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### Member 2 Member Roundtable: Recruiting and Hiring

8/15/2022  
1 p.m.

Track: Member 2 Member  
Roundtables

Course Level:  
All Audiences

Location:  
Desoto 1/2

Join the conversation with other Members on the topic of hiring and recruiting new team members. This session, moderated by Kelley Kenner-Patridge and Kris Kuester, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in building your best team!

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*  
**Kris Kuester**, *Director of People Development and Learning, NMG*

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### Why Applianceology? An Exclusive Path to Improve Service Profitability

8/15/2022  
1 p.m.

Track:  
Service Leaders Network

Course Level:  
All Audiences

Location:  
Desoto 3/4

Your appliance service operation should both build customer loyalty and add to your bottom line. However, for this to become your reality, your technicians must be well-trained and have all the needed resources to prepare for their jobs. In this course with leaders from Master Samurai Appliance Academy, you'll learn how you and your technicians can use Applianceology to create a customer-pleasing and profitable appliance repair team. Highlighted will be the free resources available in the exclusive Nationwide Club at Applianceology. You'll leave knowing how this exclusive club and other applianceology.org assets can improve the profitability of your service department!

**Scott M. Brown**, *Founder, Master Samurai Appliance Academy*  
**Samuel Brown**, *Applianceology Administrator*

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### Co-Op, More Traffic, and Big Wins!

8/15/2022  
1 p.m.

Track:  
Marketing

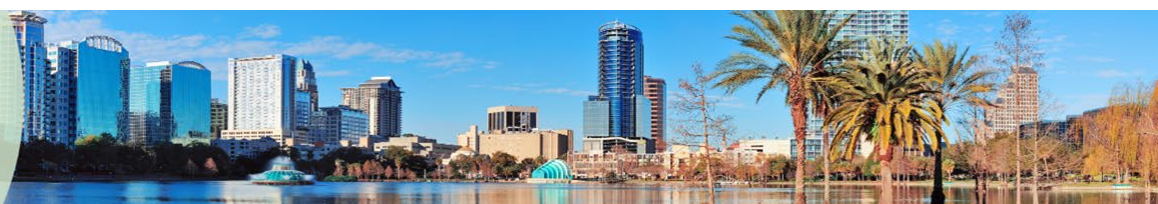
Course Level:  
Beginner

Location:  
Suwanee 1/2

Are you looking to drive more store traffic and expand your advertising reach without spending any more out-of-pocket dollars? At the same time, would you hand over marketing dollars to your vendors with no actual marketing taking place? Of course not! However, if you're not using 100% of your allocated co-op dollars, you're doing just that! In this session with Joe Walz and Austin VanSytzama, you'll learn how easy NMG can make it for you to maximize your co-op dollars and, as a result, maximize your reach. There are probably more options than you think as you look to make the most of your co-op, and with NMG on your side, the impact is sure to make a positive difference for your bottom line.

**Joe Walz**, *Director of Shopper Marketing, NMG*  
**Emily Goret**, *Digital Advertising Advisor Team Lead, RWS*

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## CEDIA Training Session #1

8/15/2022  
1 p.m.

Track:  
CEDIA

Course Level:  
All Audiences

Location:  
Suwanee 3/4

CEDIA Team

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## Four Elements of Purpose-Driven Employee Experience

8/15/2022  
2 p.m.

Track:  
Human Resources

Course Level:  
All Audiences

Location:  
Lafayette 3/4

The workplace has changed, and so has workplace culture. In the post-pandemic workplace, employees expect more than just a paycheck – they want their work to be meaningful, and they want to feel valued for their contributions. In order to help team members understand the meaning and purpose behind their work, organization leaders must rethink their approach to employee experience. In this presentation, John Duisberg, Co-Founder of Cooleaf, will share 4 elements of a purpose-driven employee experience and tips on how to maintain a positive work culture for a successful future.

**John Duisberg**, *Co-Founder, Cooleaf*

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## Hiring Those Who Served - U.S. Department of Labor

8/15/2022  
2 p.m.

Track:  
Service Leaders Network

Course Level:  
All Audiences

Location:  
Desoto 3/4

Hiring Those Who Served: Apprenticeships and other resources to leverage our nation's veteran talent. 200,000 service members transition into civilian life each year, all with skills valued by businesses: discipline, teamwork, loyalty, and stress management. Veterans are trained to be trained. Learn about resources available to tap into this great talent pool, programs to help you train them, and how to engage with other organizations who are committed to help our nation's heroes succeed in civilian life.

**Gabe Soltero**, *Regional Veteran Employment Coordinator, Department of Labor*

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## Driving Store Traffic with AdRocket Base!

8/15/2022  
2 p.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Suwanee 1/2

The market is changing, and the battle to win shoppers is heating up. In order to win, you'll need to maximize every marketing tool at your disposal. Rare is the opportunity to get your brand in the market without having to do anything, and even rarer still is a chance to do just that at potentially no cost! Nationwide's turn-key digital advertising solution, AdRocket Base, can do just that! Utilizing Google and Facebook's approved vendor-branded digital campaigns to drive shoppers to your website and your store, AdRocket Base is proven and effective. It's the easiest - and most affordable - path to increased traffic! In this session with NMG's Meagan Mobley and Jamal Cox, you'll learn the details of the AdRocket Base program. You'll also discover the upcoming campaigns available to your business, and best of all, you'll find out how you can use your co-op dollars to pay for it all!

**Meagan Mobley**, *Marketing Manager, NMG*  
**Jamal Cox**, *Promotions Specialist, NMG*

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## CEDIA Training Session #2

8/15/2022  
2 p.m.

Track:  
CEDIA

Course Level:  
All Audiences

Location:  
Suwanee 3/4

**CEDIA Team**

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## The Role of Psychology in Human Resources

8/15/2022  
3 p.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Lafayette 1/2

For businesses, having a better understanding of how their employees are thinking, behaving and feeling - and why - is a key component of effective people management, necessary for improving processes and results across the entire organization.

Human Resources is the engine at the heart of people management. With core responsibilities including recruitment, performance management, employee engagement, development and wellbeing, having a knowledge of organizational psychology, or business psychology, can help those working in HR to improve their organization's performance, as well as their own.

In this presentation, we explore the ways in which a deeper understanding of organizational psychology can benefit HR, and how teams can leverage psychology to improve the employee lifecycle and drive business success.

**Genevieve Condon**, *Director of HR, NMG*

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## Delivery and Installation: Lessons Learned!

8/15/2022  
3 p.m.

Track:  
Delivery and Installation

Course Level:  
All Audiences

Location:  
Lafayette 3/4

At the last PrimeTime event, Nationwide hosted a delivery and installation roundtable, and in the months since, the table continues to grow! The high attendance and engagement at the show rendered broad agreement that those present wanted to continue the discussion. As a result, NMG established a monthly discussion group, meeting virtually, that was open to all who were in attendance. In the months since, it's expanded to all who have expressed interest.

In this session with NMG's Frank Sandtner, who leads these discussion groups, you'll hear the key findings from these collaborative sessions, as he condenses the 6 most popular discussion topics and the resulting best practices. Included will be compensation and incentive programs, delivery charges, handling delivery damages, team member retention, and measuring and driving productivity. If your company engages in delivery and/or installation, get on the fast track to the best ideas, best practices and deep knowledge for success in this important area of your business in this one-of-a-kind session.

**Frank Sandtner**, *Director of Business Services, NMG*

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## Member 2 Member Roundtable: Marketing

8/15/2022  
3 p.m.

Track:  
Member 2 Member  
Roundtables

Course Level:  
All Audiences

Location:  
Desoto 1/2

Join the conversation with other Members on the topic of marketing. This session, moderated by Beth McKiethen, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in marketing!

**Beth McKeithen**, *Director of Marketing Operations, NMG*

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## Recruiting, Hiring, Onboarding and Training

8/15/2022  
3 p.m.

Track:  
Service Leaders Network

Course Level:  
All Audiences

Location:  
Desoto 3/4

There are many moving parts and pieces in acquiring talent in today's market, regardless of industry. Among the challenges employers face are crafting job descriptions that are legally compliant and relevant, marketing positions across multiple platforms, conducting the right mix of live and virtual interviews, asking the right questions, and finalizing talent assessments that accurately determine if a candidate is the right fit for the position. Then, there's execution of the background check, and that's all before we've even offered the position! Once those challenges are conquered and you've selected a candidate to hire, have you structured an effective onboarding process that integrates the needed training to set the new hire up for success? It's a long list of action items to assure you've covered all your bases and given both your company and your new team member the highest chance of success. Let Carmine guide you to the path SLN has chartered to assist you in workforce acquisition as this session proceeds. This all-new program offers a defined and documented process that lays out the steps from A to Z, giving you a clear journey from hiring to onboarding to training. This program is highly customizable to fit your needs, and you'll see it first-hand in this powerful session!

**Carmine Dionisio**, *SLN Educational Development Manager, NMG*  
**Mark Pollitz**, *Director of Service, NMG*

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## Sell More Online with E-Commerce Strategies that WIN!

8/15/2022  
3 p.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Suwanee 1/2

The days of ignoring e-commerce in your business are over. Today, the ability to transact online is critical for an independent retailer to succeed. Sales data suggests that around 10% of the durable goods - appliances, electronics, furniture, bedding and outdoor products - in virtually every market are being made on the web. Unless you can afford to surrender a tenth of your market, it's time to chart a path to e-commerce success! Now, success requires a plan. And the right plan can get you there quickly and effectively. In this session with Site on Time's Samantha Behiry, you'll get a better understanding of the changing shopper landscape, how shoppers can transact on your website, and how these two can combine to provide big wins for your company. In this session, you'll learn to provide the smooth and seamless experience today's shoppers demand, from online to in-store.

**Samantha Behiry**, *Account Manager, Site on Time*

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## Toolbox for Success - How Dealers are Winning with PriMetrix

8/15/2022  
3 p.m.

Track:  
Data and Insights

Course Level:  
All Audiences

Location:  
Suwanee 3/4

Over the past decade, data has taken the business world by storm. From predictive analytics to advanced key performance indicators, the insights that business intelligence is delivering are unprecedented. However, while the big boxes and national chains have invested in full teams of data engineers, for independents, this kind of investment remains one of challenge, both financially and in gathering a meaningful and statistically relevant pool of information. That's why, over the past 7+ years, Nationwide has invested in the development and launch of the PriMetrix program. The program, included in your Membership, carries no fee or cost, and provides you with access to a trio of powerful tools: PriMetrix Market, PriMetrix POS Benchmarking, and PriMetrix ART (Assortment Rationalization Tool). Each of these data-driven tools work to provide you with the information you need to maximize your opportunities in merchandising, pricing and margins, and marketing. In this session with veteran retailer and PriMetrix expert Mike Manthey, you'll learn how each of these tools can benefit your business, how to use them, and the results you can expect when you leverage data to refine your strategies. If you're looking to be better informed, armed to make the best decisions, and ready to take your business to the next level, this session is a perfect fit!

**Mike Manthey**, *Director of Field Services, NMG*

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## Metra Training

8/15/2022  
4 p.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 1/2

**Metra Team**

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## Grass Growing, Paint Drying, and the Fastest Cars on the Planet

8/15/2022  
4 p.m.

Track:  
Leadership

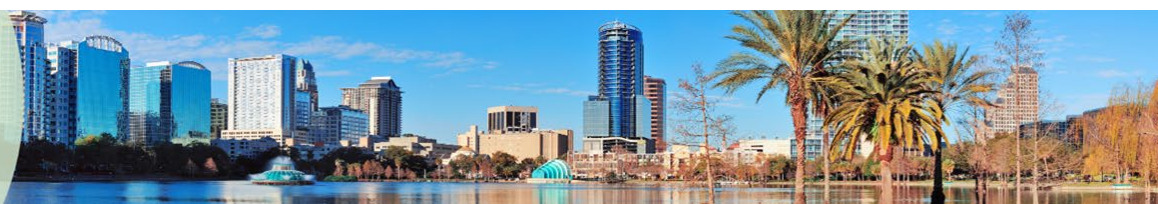
Course Level:  
All Audiences

Location:  
Lafayette 3/4

Nationwide's Kris Kuester and Mike Whitaker team up for a powerful session that will challenge the way you see your business, and perhaps, the world around you. If you're a hard-charging, success-seeking, task-mastering leader, this session was designed just for you. Especially if you're one of those leaders with many irons in the fire, operating as fast as you thought was possible. This session will teach you the art of slowing down in order to speed up, and will equip you to accomplish everything that seems just out of reach. Delivered in a true ying and yang style, blending Kris' patience and wisdom with Mike's passion and retail know-how, come ready for a session that will give you a new perspective on the speed of leadership while injecting you with a healthy dose of inspiration and fresh energy!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*  
**Kris Kuester**, *Director of People Development and Learning, NMG*

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## Training a New Appliance Technician

8/15/2022  
4 p.m.

Track:  
Service Leaders Network

Course Level:  
Beginner

Location:  
Desoto 3/4

Training a New Technician to ultimately averaging 10 service calls per day, the team at Fred's Appliance wants to share their process of training a new technician from scratch. From the initial resume submission, to the process of vetting a new candidate, and running through a new hire's 4 to 6 month training process.

**Adam Butcher**, *Director, Fred's Appliance Academy*  
**Alex Hallmark**, *Instructor, Fred's Appliance Academy*

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## Live Guitars! What Music Taught Me About Business

8/15/2022  
5 p.m.

Track:  
Leadership

Course Level:  
All Audiences

Location:  
Lafayette 3 /4

From the time we're babies, music plays a huge part in our lives. Music is all around us, from the grocery store to our favorite summer concert, to the latest hits streaming through our phones. Music is so ever-present, yet we rarely, if ever, think about what it takes to put a piece of music together. Now, it can be as simple as a single noisemaker or as robust as a 100-piece orchestra. The art of music has so many principals to showcase! It's a lot like business. In this encore performance with Kris Kuester, Doug Marsh, and yes, their guitars, you'll see how music can showcase everything from trust and teamwork to leadership and improved self-esteem. Confidence comes into play, as does a sense of purpose and mastery. Through it all, you'll see how we can all become more effective leaders and team members through the same basic musical principals. Oh, and there's a great chance you'll be singing along before you leave.

**Kris Kuester**, *Director of People Development and Learning, NMG*  
**Doug Marsh**, *Content Director, NMG*

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## TUESDAY, AUGUST 16

### How the World is Moving From Print Ads to Digital

8/16/2022  
7 a.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Lafayette 1/2

The emergence of digital, social and mobile technologies has been pushing traditional advertising and marketing for years. During the pandemic, digital advertising finally overtook traditional advertising as online shopping surged. Now more than ever, consumers research products and services online before purchasing. Even in brick-and-mortar stores, 82% of smartphone users look up reviews or information about the product they are planning to purchase. In this class, we will discuss the impact of this shift from print to digital advertising and the opportunities and challenges this presents. We'll also explore when combining digital and print advertising makes sense and how to determine the best mix of each.

**Peggy Wainscott**, *Integrated Marketing Specialist, Site on Time*

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## Lights, Camera, Action: How Video Conquered Marketing

8/16/2022  
7 a.m.

Track:  
Marketing

Course Level:  
All Audiences

Location:  
Suwanee 1/2

The debate is over. When it comes to marketing, video reigns supreme as the most effective way to connect with today's shoppers. So, why is it that so many businesses neglect this critical marketing vehicle? The answer for most is simple - content creation takes time, it takes money, and it takes a wealth of expertise. That is, unless your business is a Member of Nationwide! In this fun and interactive session with PrimeMedia Studios leader Kevin Bryant, you'll learn the impact video is making across the industry, and how you can leverage video for your business without the barriers of time, cash and without having to get a degree in video marketing! You'll learn how Nationwide has already made those investments, and how the resulting national quality assets created in the group's exclusive studios, just outside Atlanta, are yours for the taking. And, since Nationwide is covering the big investments of production, Kevin will teach you how to maximize your marketing dollars on the ad buy, getting your message in front of as many shoppers as possible. If you're looking to upgrade your marketing strategy to include great video content, this session could be your best investment of time at the show!

**Kevin Bryant**, *Director, PrimeMedia Studios*

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## Looking for Shoppers? You'll Find Them Nextdoor!

8/16/2022  
7 a.m.

Track:  
Social Media

Course Level:  
All Audiences

Location:  
Suwanee 3/4

Have you ever wished you could reach highly engaged homeowners in your local community? Of course! However, for many dealers, the dream of targeting this high-potential audience has always seemed out of reach. If you'd like to solve that puzzle and connect with these shoppers, this session with veteran digital expert Cyrille Aragon is a can't miss at PrimeTime. In this session, Cyrille will guide you to the in's and out's of Nextdoor, the niche social media platform that allows you to access those highly engaged homeowners all around your location. By the time this session ends, you'll understand how your business can take advantage of Nextdoor's innovative features to reach more highly qualified shoppers, as well as the best practices to leverage this engagement into growth for your bottom line.

**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

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## OnWatch Certification Training

8/16/2022  
8 a.m.

Track:  
OnWatch

Course Level:  
All Audiences

Location:  
Lafayette 3/4

OnWatch™ is a survivor-led training designed to empower you to spot, report, and prevent sex trafficking where you live, work, and play. Through true survivor experiences, industry experts explain the key indicators of trafficking, as well as how you can support a survivor's path to freedom. You'll learn that sex trafficking is the 2nd largest criminal industry in the country and that it affects every age, gender, race and social class. You'll be empowered to join a movement, created by the Malouf Foundation, where you can come together to fight this horrible crime. In this live session, you'll be able to earn your personal OnWatch™ certification and register your company to become an OnWatch Advocate. Before committing, you'll learn how OnWatch™ is an impactful way to engage your business, organization and community. Becoming OnWatch™ Advocate certified requires that 90% of your team



complete the free, easy-to-access digital training. Once that milestone is reached, you receive a one-year certification badge and marketing materials to share across your platforms. Join the movement at PrimeTime, and become OnWatch™ before leaving Orlando!

**Mike Whitaker**, *GM, Nationwide PrimeMedia*

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### Member 2 Member Roundtable: Merchandising

8/16/2022  
8 a.m.

Track: Member 2  
Member Roundtables

Course Level:  
All Audiences

Location:  
Desoto1/2

Join the conversation with other Members on the topic of merchandising. This session, moderated by Dean Hanby, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in merchandising!

**Dean Hanby**, *VP, East, NMG*

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### Breakfast with Blackstone

8/15/2022  
8 a.m.

Track:  
Outdoor Training

Course Level:  
All Audiences

Location:  
PrimeTime Backyard

Join the BlackStone team in the PrimeTime Backyard for an interactive training session on their latest products and innovations! Taste some great samples as they show you, live, the performance of Blackstone!

**Blackstone Team**

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### Inclusive Recruiting - The Powerful Secret to Your Next Great Hire

8/16/2022  
8 a.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Suwanee 1/2

As a business, it is important that we are hiring diverse talent. The days of employees meeting role requirements 100% are gone, and we must learn to leverage the uniqueness of each individual. In this presentation, we will dive into best practices to ensure we are taking a holistic approach to recruiting, focusing on the whole individual and how they fit into the bigger strategic picture.

**Kelley Kenner-Patridge**, *VP, Chief People Officer, NMG*  
**Kris Kuester**, *Director of People Development and Learning, NMG*

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## Go “Over the Top” with OTT

8/16/2022  
8 a.m.

Track:  
Marketing

Course Level:  
Beginner

Location:  
Suwanee 3/4

Did you know that by the end of 2022, an estimated 55.1 million U.S. households will have “cut the cord”, meaning they’ve disconnected their cable or satellite service completely? It’s true. This trend has led to the rapid emergence of OTT, or over-the-top advertising, as more and more people can no longer be accessed via traditional television programming. It’s easy to understand why OTT is growing so quickly as an marketing vehicle, as some 70 million households in the U.S. currently use OTT services, including popular platforms like YouTube TV, Netflix, Hulu, Disney +, and many more. In this session, Kim will cover all the basics of OTT advertising, including the abilities it provides for very tactical, targeted messaging. You’ll learn what to expect from a cost basis, and the difference between OTT and traditional video. Expect to leave knowing the benefits of OTT over cable, and with an answer to the most frequently asked question, “Is OTT replacing traditional TV?”.

**Kim Faulkner**, *Director of Account Management, Site on Time*

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## Vision Grills Live Training

8/15/2022  
8:45 a.m.

Track:  
Outdoor Training

Course Level:  
All Audiences

Location:  
PrimeTime Backyard

Join Vision Grills in The PrimeTime Backyard as they share their latest introductions and innovations in grilling. This training session will be live, interactive, and tasty! Don't miss out!

**Vision Grills Team**

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## Toolbox for Success - How Dealers are Winning with PriMetrix

8/16/2022  
9 a.m.

Track:  
Data and Insights

Course Level:  
All Audiences

Location:  
Lafayette 1/2

Over the past decade, data has taken the business world by storm. From predictive analytics to advanced key performance indicators, the insights that business intelligence is delivering are unprecedented. However, while the big boxes and national chains have invested in full teams of data engineers, for independents, this kind of investment remains one of challenge, both financially and in gathering a meaningful and statistically relevant pool of information. That’s why, over the past 7+ years, Nationwide has invested in the development and launch of the PriMetrix program. The program, included in your Membership, carries no fee or cost, and provides you with access to a trio of powerful tools: PriMetrix Market, PriMetrix POS Benchmarking, and PriMetrix ART (Assortment Rationalization Tool). Each of these data-driven tools work to provide you with the information you need to maximize your opportunities in merchandising, pricing and margins, and marketing. In this session with veteran retailer and PriMetrix expert Mike Manthey, you’ll learn how each of these tools can benefit your business, how to use them, and the results you can expect when you leverage data to refine your strategies. If you’re looking to be better informed, armed to make the best decisions, and ready to take your business to the next level, this session is a perfect fit!

**Mike Manthey**, *Director of Field Services, NMG*

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## The Role of Psychology in Human Resources

8/16/2022  
9 a.m.

Track:  
Human Resources

Course Level:  
Beginner

Location:  
Lafayette 3/4

For businesses, having a better understanding of how their employees are thinking, behaving and feeling - and why - is a key component of effective people management, necessary for improving processes and results across the entire organization.

Human Resources is the engine at the heart of people management. With core responsibilities including recruitment, performance management, employee engagement, development and wellbeing, having a knowledge of organizational psychology, or business psychology, can help those working in HR to improve their organization's performance, as well as their own.

In this presentation, we explore the ways in which a deeper understanding of organizational psychology can benefit HR, and how teams can leverage psychology to improve the employee lifecycle and drive business success.

**Genevieve Condon**, *Director of HR, NMG*

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## Boost Your Business with a Blog

8/16/2022  
9 a.m.

Track:  
Website Management

Course Level:  
Beginner

Location:  
Suwanee 1/2

If you've been tuned into the ever-evolving conversation that is digital marketing and your digital presence, you may wonder if there are any real constants. It seems the conversation shifts as breakneck speed, sometimes changing daily! However, amidst the chaos, experts have never wavered on the importance and impact of the blog. What the heck is a blog? And is it really something you, a business owner, should be spending time on? In short, for many small and medium-sized businesses that succeed online, their blog is a big part of the secret sauce. Consumers, and thus Google, place high value on original content, only found on a single website. Better still if the content is localized and relevant to the searches shoppers are conducting. In this session with communications expert and award-winning podcast host Rob Stott, you'll get an inside look at the ins and outs of how a blog can boost your business. Learn it all - from how to start a blog, to what kinds of content you should post, to the importance of showcasing your thought leadership. If you're ready to invest in your digital success on a path that's both friendly to the bank account and unique to you - this session is a can't miss!

**Rob Stott**, *Corporate Communications Manager, NMG*

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## How Social Media Can Win the Hearts of Your Community

8/16/2022  
9 a.m.

Track:  
Social Media

Course Level:  
All Audiences

Location:  
Suwanee 3/4

Today's shoppers care about much more than just a product and a price. Now, more than ever before, they're also concerned about your brand's character and how your company impacts society. For many Independents, this is great news! Independently owned businesses have long been the foundational pillars of their communities, and the amount of community involvement engaged by independents is staggering! However, there is often a disconnect. In many cases, all the great community impact made by independent dealers isn't shared. And, as a result, shoppers are left searching, often moving on to another company that took the time to share their story. For dealers just like you, there's an answer, and it's easier





than you might imagine. Join sought-after digital marketing expert Cyrille Aragon as he shares the opportunities you can realize when you share more than just promotional content via social media. You'll leave with a plan and a wealth of insights and best practices. Once you follow Cyrille's simple, effective plan, you'll win the trust and affinity of your community and grow your business in the process.

**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

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### Traeger Live Training

8/15/2022  
9:30 a.m.

Track:  
Outdoor Training

Course Level:  
All Audiences

Location:  
PrimeTime Backyard

Team Traeger takes over the PrimeTime Backyard for a unique training session that will get you up-close and personal with all the latest technology in pellet grills from the industry leader. Bring your taste buds and your aspirations to grow your business and let Traeger show you how!

**Traeger Team**

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### Coaching for Success

8/16/2022  
10 a.m.

Track:  
Leadership/Culture

Course Level:  
All Audiences

Location:  
Lafayette 1/2

When we think of great coaches across the sports world, from Lombardi to Wooden, the common thread of their success was the leadership they brought to their teams. Coaching is directly related to the results that both leaders and those who aspire to lead are able to attain from their teams and from individuals. Coaching is a relationship; a way of opening a directed dialogue with people so they can achieve more, grow their skill sets, and reach beyond the performance level of today to attain tomorrow's lofty goals. Coaching is critical to enhancing performance, and in organizations like yours, it's increasingly being seen as a necessary leadership tool for improving productivity. In this session with Nationwide's Kris Kuester, you'll gain understanding of coaching essentials as you explore the process of goal setting in each of the four coaching arenas. Before the session ends, you'll learn the critical behaviors that make up effective coaching, equipping you to coach your team to new heights!

**Kris Kuester**, *Director of People Development and Learning, NMG*

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### Winning Digital with PriMetrix Market

8/16/2022  
10 a.m.

Track:  
Data and Insights

Course Level:  
All Audiences

Location:  
Lafayette 3/4

As an Independent Retailer, it's often hard to see the full market outside your own operation. We know many things about our own businesses, but what do we know about the industry in our area? How much is being sold in our categories by the competition? What percentage of the market have we actually captured? This information is powerful, not only in helping understand the opportunity, but also in maximizing our return on investment across our marketing efforts. In this dynamic session with Mike Manthey and Cyrille Aragon, you'll discover how the PriMetrix Market reports - included in your NMG Membership - can open new doors to enhancing your return on ad spend! Learn how to use these data-



driven insights to make more tactical marketing decisions, target your best potential shoppers, and take your success to the next level!

**Mike Manthey**, *Director of Field Services, NMG*  
**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

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### Member 2 Member Roundtable: Social Media

8/16/2022  
10 a.m.

Track: Member 2  
Member Roundtables

Course Level:  
All Audiences

Location:  
Desoto1/2

Join the conversation with other Members on the topic of social media. This session, moderated by Cyrille Aragon, offers an open forum to discuss the latest best practices, challenges, successes and tactics for success in social media!

**Cyrille Aragon**, *Director of Digital Marketing, Site On Time*

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### Webfronts Level 4 Users Meeting

8/16/2022  
10 a.m.

Track:  
Sales Development

Course Level:  
All Audiences

Location:  
Suwanee 1/2

If your company has a Level 4 WebFronts website, you're ahead of the curve in winning digital! Congratulations! Let's make sure you're getting every competitive advantage the industry's leading website can provide. In this session with digital expert and RWS leader Adam Gilbert, you'll get a refreshing take on how to maximize your WebFront Level 4. Drive your ROI by taking advantage of everything your website can do. In short, if you have a Level 4 website, this session is a no brainer. If you don't have a Level 4 just yet, feel free to join and discover why so many dealers are winning with WebFronts!

**Adam Gilbert**, Chief Growth Officer, RWS

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### Ignite Your Digital Marketing

8/16/2022  
10 a.m.

Track:  
Digital Marketing

Course Level:  
All Audiences

Location:  
Suwanee 3/4

We're all looking for an edge, right? A way to deliver hyper-focused advertising that will bring every potential shopper in your market to your website and then your store can be a game changer, and AdRocket Ignite is just that. In this session with digital marketing expert Emily Goret, you'll see how AdRocket Ignite is proving itself to be the most versatile way to increase shopper conversions and so much more. Before the session ends, you'll learn not only the great benefits of AdRocket Ignite, but also practical applications that can be deployed directly into your marketing strategy!

**Emily Goret**, *Digital Advertising Advisor Team lead, RWS*

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## Digital Marketing 101 - Winning Online

8/16/2022  
11 a.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Lafayette 3/4

We can all agree that winning the attention of shoppers online has never been more important to your success as an independent retailer, but too often, too little is said about how challenging it can be to obtain those wins. After all, as a retailer, who has time to truly master the art of digital marketing? Today, most successful dealers aren't facing the challenge of marketing online alone, but it's still critical that you understand the basics of this important part of your business. In this session with digital veteran Tristian Bailey, you'll discover tips that will help you in all your digital marketing efforts. You'll get the inside track from getting started to understanding the data-driven lessons that can help shape your long term goals and plans. Regardless of your path to digital - doing it yourself, using an outside agency, or partnering with NMG - you'll find the insights Tristian shares both useful and valuable.

**Tristian Bailey**, *Digital Marketing Specialist III, Site on Time*

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## Sell More Online with E-Commerce Strategies that WIN!

8/16/2022  
11 a.m.

Track:  
Digital Marketing

Course Level:  
Beginner

Location:  
Suwanee 1/2

The days of ignoring e-commerce in your business are over. Today, the ability to transact online is critical for an independent retailer to succeed. Sales data suggests that around 10% of the durable goods - appliances, electronics, furniture, bedding and outdoor products - in virtually every market are being made on the web. Unless you can afford to surrender a tenth of your market, it's time to chart a path to e-commerce success! Now, success requires a plan. And the right plan can get you there quickly and effectively. In this session with Site on Time's Samantha Behiry, you'll get a better understanding of the changing shopper landscape, how shoppers can transact on your website, and how these two can combine to provide big wins for your company. In this session, you'll learn to provide the smooth and seamless experience today's shoppers demand, from online to in-store.

**Samantha Behiry**, *Account Manager, Site on Time*

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## Social Storytelling: Connecting with Shoppers on Their Sofa!

8/16/2022  
11 a.m.

Track:  
Social Media

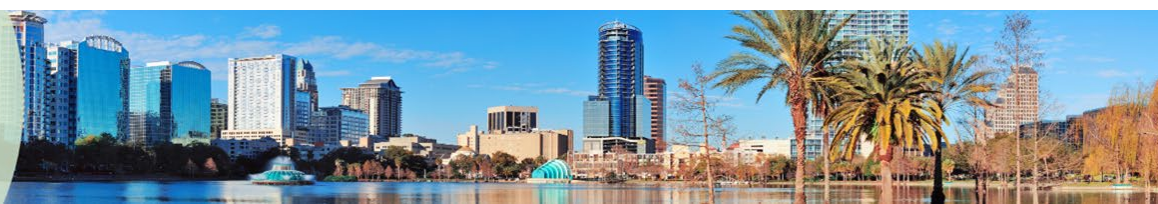
Course Level:  
All Audiences

Location:  
Suwanee 3/4

Today's shoppers mix their social media and their shopping, often without even realizing that's what they're doing. Successful retailers have discovered how social media connects these shoppers to your business without them ever having to leave the comfort of their sofa! Your business must be on social media to find your maximum levels of success. If you're not on social, where are you? In this session with digital veterans Kim Faulkner and Peggy Wainscott, you'll learn how important your social media presence can be. You'll also learn how to tell your story in the best way possible for each of the most popular platforms. And today, it's not just Facebook and Instagram! You'll learn how other platforms, including TikTok, can be powerful tools in your marketing arsenal!

**Kim Faulkner**, *Director of Account Management, Site on Time*  
**Peggy Wainscott**, *Integrated Marketing Specialist, Site on Time*

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## Presenters

### **Andrea Arabia**, *VP, Loyalty Strategy, Synchrony*

Andrea Arabia currently leads the Loyalty Center of Excellence at Synchrony. Andrea has over 20 years of loyalty and marketing experience working for and with numerous customer-focused brands like Delta Air Lines, American Express, AT&T and the National Basketball Association. Moreover, in a consulting capacity she has advised senior leaders at diverse companies ranging from Citibank, UPS and The Pittsburgh Steelers. Throughout her career, Andrea has worked across a wide breadth of industries, identified practical best practices and has built and championed numerous innovative customer loyalty programs. Andrea is a graduate of the Goizueta Business School at Emory University and studied International Business at ESADE in Barcelona, Spain.

Andrea lives in Atlanta with her husband and 3 children. She is a fluent Spanish speaker, originally from Colombia, South America. Andrea's passions include weightlifting and travel.

### **Cyrille Aragon**, *Director of Digital Marketing, Site on Time*

Cyrille Aragon brought his digital marketing experience and expertise to the NMG family in early 2020, having developed his skills in the optical retail space, leading digital marketing efforts for more than 100 store locations across the country. Currently, Cyrille serves as the Director of Digital Marketing at Site on Time, and holds responsibility for digital strategy and optimization. He resides in Monroe, Georgia, with his wife, Madison, and their sons, Grayson and Nathan. Outside the office, Cyrille enjoys weightlifting and spending time with his family.

### **Tristian Bailey**, *Digital Marketing Specialist III, Site on Time*

Tristian Bailey is a Digital Marketing Specialist at Site On Time, where she creates and manages Google Ads Accounts including campaign creation, budget management, and ad optimization. Tristian's background includes a Bachelor of Business Administration, Master of Business Administration, and 5+ years of marketing. Outside of the office, Tristian enjoys reading, soccer games, spending time with friends and family, and playing with puppy dogs. She has two fur children, Princess Leia (one very loveable puppy dog) and Maui (a very fluffy kitty cat).

### **April Barteau**, *Account Manager, Site on Time*

April Barteau has two decades of marketing experience in retail, CPG, financial services and pharmaceutical, with the last 10 years focused on digital marketing. April is enthusiastic about generating marketing strategies that strengthen customer relationships through engagement and content messaging. At Site on Time, April supports members in developing and implementation of online strategies that captivate shoppers and drive online sales. April lives in Alpharetta, Georgia and enjoys spending time with her husband biking, hiking, cooking and most recently, learning golf.

### **Samantha Behiry**, *Account Manager, Site on Time*

Samantha Behiry blends a decade of marketing and business experience with a strong passion for helping independent businesses thrive. As a former business owner and operator, Samantha personally understands the challenges independents must overcome daily. Samantha has been with NMG for nearly two years supporting Members as their dedicated account manager and integrated marketing specialist. In this role, she helps dealers develop and implement marketing strategies to drive sales and increase revenue. Samantha is currently based in Buford, Georgia, and outside of work she enjoys singing, dancing and spending time with family.

### **Samuel Brown**, *Appliantology Administrator*

Sam Brown grew up going on service calls with his dad, Scott, and after graduating from high school in 2014 began working full-time for Master Samurai Tech. He is now the Administrator of Appliantology, webmaster of both of our sites, and a content contributor for our most recent technical courses at the Master Samurai Tech Academy. His talent for learning and then explaining complicated topics, and his overall gift for communication, is adding a lot of value to the tech-training world.



**Scott M. Brown, Founder, Master Samurai Appliance Academy**

Scott M. Brown is an internationally recognized expert in appliance technology, troubleshooting, and repair. He is known for his ability to teach—with clarity, energy, and humor—the knowledge and skills that techs need to be as accurate and efficient as possible. Scott has electronics training from the US Navy, two engineering degrees, and over 25 years in the appliance repair industry. In addition to running his own repair business, he has been helping and training techs online since the late 90's at the tech support site [Appliantology.org](http://Appliantology.org), and offering structured training courses at [MasterSamuraiTech.com](http://MasterSamuraiTech.com).

**Kevin Bryant, Director, PrimeMedia Studios**

Kevin Bryant has spent the past twenty years working with Nationwide Members, vendors and staff as a member of the PrimeMedia team. In his time with PrimeMedia, Kevin has worked in virtually every facet of content creation and video production. Today, Kevin leads the post-production team, and along with his team of talented producers and editors, he oversees the final step of all content production, turning ideas and raw footage into finished video products that impact audiences across a wide array of media. His insights and experiences around various video formats and messaging, as utilized by thousands of dealers, provide him with a unique place as an expert on both independent retail and the video products that fuel their success.

**Chad Burris, Director, Product Protection, NMG**

Chad Burris has managed buying group protection programs for over nine years, and brings a unique focus on the category. With a background in retail and training, not only has he sold warranties on the sales floor, he has spent the greater part of the last decade managing the training, program health, and growth success for the Nationwide Marketing Group warranty programs.

**Adam Butcher, Director, Fred's Appliance Academy**

Adam has overseen Fred's Appliance Academy operations since 2008. Adam's passion for the business keeps us on our toes as he encourages thinking outside the box and welcomes change. Adam has had in excess of 20 years of exposure to the appliance industry.

**Experience:**

Operations Manager of Fred's Appliance, LLC 2002 - Current. Warranty claims admin, contract negotiations, human resources, software implementation.

Director of Fred's Appliance Academy, LLC 2008 - Current. Adam has assisted in growing our Academy to host students from virtually every state in the US.

Founder of Fluid Services, LLC 2017 - Current. A marketing company geared towards the internet presence of field service companies.

On site consulting - Adam has consulted in excess of 40 companies across the country. He has assisted in implementing a paperless dispatch environment and general operations streamlining.

Has Served on the Following Industry Boards:

United Servicers Association 2010 - 2016

Whirlpool Factory Certified Care Council 2013 - 2015

**Genevieve Condon, Director of HR, NMG**

A love for all things education and a strong belief that everyone deserves just that, led Genevieve into the world of education and human resources. After receiving her Master's degree in Forensic Psychology and Legal Studies, she fell into a position that led to her career and calling as a professor and human resources professional.

Genevieve has been a senior faculty member and faculty development coordinator at Bay Path University and adjunct at American International College for over a decade where she has taught a variety of courses ranging from psychology and sociology to ethics and career development. She has expanded her education and now holds an EdS in Organizational Leadership where her passion now focuses on human resources and talent management, ensuring that all individuals are prepared to be successful within their roles. Now as the Director of Human Resources for Nationwide Marketing Group, she is excited to delve deeper in the human resource space and use her psychology background to help the team thrive.

Genevieve is also a published fiction writer and writes romantic suspense and psychological thrillers. She also has a column in her county newspaper where she can engage readers with her humor and heartfelt messages on life, love, and career struggles.



**Jamal Cox, *Promotions Specialist, NMG***

A member of the NMG Shopper Marketing team since 2021, Jamal Cox is passionate about helping independents win every day. Jamal is a recent graduate of the University of Memphis, where he earned a degree in Business Administration while majoring in Marketing. During his time at UM, Jamal gained experience with Allegiant Athletic Agency and FedEx. At the end of the workday, Jamal enjoys videography, photography and watching sports.

**Greg Danko, *Director, Site on Time***

As a career digital veteran, Greg Danko brings a wealth of experience and knowledge in the digital field. Today, Greg leads the Site on Time team as they develop and deploy custom websites and digital marketing for the independent channel

**Jennifer Danko *SVP, OmniChannel Technology, NMG***

Jennifer Danko brings a unique mix of experience, expertise and passion to the independent channel. Today, Jennifer leads the omnichannel technology strategies and teams for Nationwide. Her more than 25 years of experience in a variety of technology roles gives her the insights needed to help independents succeed. As a founder of Site on Time, the leading custom website and marketing agency for the channel, Jennifer's industry-specific knowledge gives her an advantage as she develops tools and strategies for Nationwide. Since the acquisition of Site on Time by NMG in 2017, Jennifer has overseen rapid expansion of the team, leading to an industry-leading platform that influences and builds successful omnichannel strategies to serve scores of independents today.

**Carmine Dionisio, *SLN Educational Development Manager, NMG***

Carmine Dionisio serves as Educational Development Manager for the Service Leaders Network. An accomplished professional with more than 35 years of experience in the appliance industry, Carmine has worked across all organizational levels with industry leaders like Maytag, Electrolux, and Speed Queen. His career spans from working a service parts counter as a teen, working his way up to Master Technician, developing service and sales accounts as a regional manager, initiating training strategies as a national training manager, and leading quality improvements and processes as a quality manager at a high-volume manufacturing facility. Carmine is a strong promoter of team building, pushing for continuous improvement. He passionately supports the core of retail - the family-owned business.

**Sheila Dreyer Van Buskirk, *Vice President Research, Synchrony***

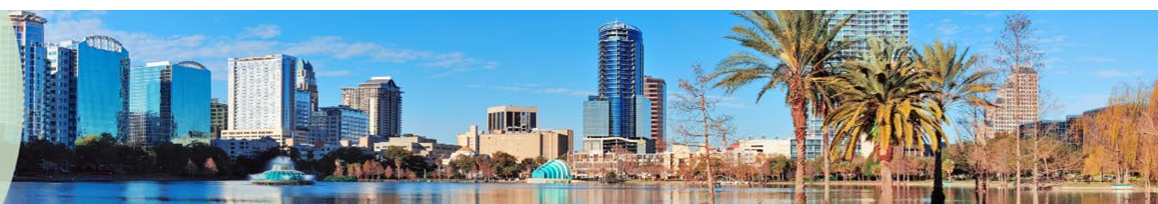
Sheila Dreyer Van Buskirk is the Vice President of Research and Insights for Synchrony. Prior to joining Synchrony Financial she was a strategic marketer and insights professional for several companies including Disney, United Healthcare and PacifiCare Health Systems. Notable is her 8 years working in consumer marketing with CareCredit (GE Capital) before transitioning to her current role with Synchrony Financial. Sheila's greatest strengths are her creativity, drive and leadership. She thrives on challenges and innovating new ways to conduct and present research and bring the voice of the customer to life for the company. Her insights help drive new business development and expand services for current partners and consumers. Sheila holds a Bachelor's Degree in Communications from California State University Fullerton and has done post graduate work in marketing and research methodologies. She lives in Lake Forest, California, with her husband and three daughters. In her free time, she likes to travel and discover new culinary experiences.

**John Duisberg, *Co-Founder, Cooleaf***

John is a co-founder of Cooleaf, where he shares a passion to help organizations build a top workplace culture. John has a background in product management and business development where he was part of the early startup days of Fanatics and healthcare technology company, Availity. John earned his MBA and Bachelors in Business Management from the University of North Florida. He lives in Atlanta with his wife and two dogs.

**Kim Faulkner, *Director of Account Management, Site on Time***

Nationwide's Kim Faulkner has spent more than a decade in the marketing arena. Kim has spent the last four years helping independent dealers transition from traditional to digital marketing strategies, and, since joining the Site on Time team in 2020, she's invested her knowledge and passion to help members find their own path to success in the digital realm. Kim calls Charlotte, North Carolina, home, and outside the office,



she enjoys spending time with her husband, Tony, and their children, Drew, Trent and Grace. If the kids aren't around, you'll find Kim outside with her dog, Cole, and her many pet chickens.

**Howard C. Fero, PhD, Author, Speaker, Consultant and Coach**

Dr. Howard Fero, The Leadership Doc, is an author, speaker, professor, consultant, and executive coach who helps people in all walks of life cultivate their leadership to become more effective and thus more valued members of their organizations. For over twenty years Dr. Fero has inspired and educated businesses, non-profits, government, and law enforcement agencies across the country, sharing best practices so that they can perform at the highest level possible. He has been recognized as an 'inspirational, motivational, and innovative facilitator' and takes great pride in his ability to inspire his audiences through stories, exercises, and the application of theory to practice.

Dr. Fero is the Director of Graduate Leadership Programs and a Professor of Management and Leadership at Albertus Magnus College in New Haven, CT. He is a strong believer in giving back to the community and serves on the Board of Directors of Homes for the Brave, an organization which provides housing and services to homeless veterans, and Junior Achievement of Southwest New England. Dr. Fero is the co-author of numerous articles, chapters, and books, including *Lead Me Out to the Ballgame: Stories and Strategies to Develop Major League Leadership*, for which he and his co-author interviewed over 100 Major League Baseball managers, coaches, and players. Through his interactive presentations Dr. Fero inspires and educates participants to develop their leadership and become more effective and satisfied both personally and professionally.

Dr. Fero holds a master's degree in Industrial and Organizational Psychology from Baruch College, the City University of New York, and a PhD in Organizational Behavior from Claremont Graduate University. He lives in Trumbull, Connecticut, with his wife and children.

**Flora Fogel, GE Appliances**

Flora Fogel has been a Senior Commercial Trainer for GE Appliances for one year and is an Appliance veteran of 12 years. Her goal is to call out the features that make the products stand out and facilitate the selling conversation with customers. Flora also has direct experience with luxury appliance sales and appliance service training.

**Adam Gilbert, Chief Growth Officer, RWS**

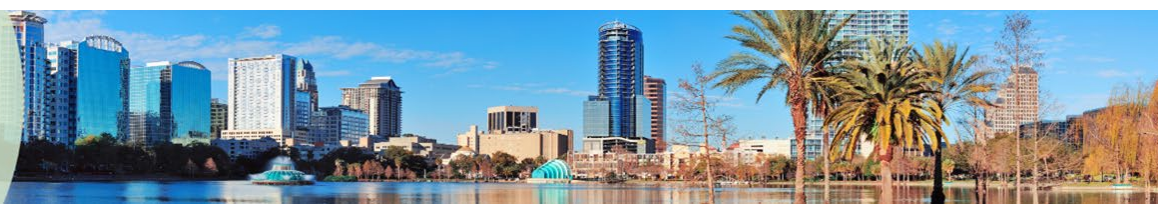
Adam Gilbert is Chief Growth Officer at RWS with over 15 years of sales experience. His passion for growth, technology, and helping others, combined with his leadership and ability to navigate and establish an effective digital presence, Adam positively impacts the lives and financial well being of those he serves. With his business background, undergraduate degree in Business and Communication from Arizona State University, followed by a graduate degree (MBA), Adam is a proven cross-functional leader that understands what it takes to increase profits and drive growth in today's digital age. RWS has digital solutions that are second to none and creating an effective road map that helps independent retailers have a competitive edge in an ever-changing digital environment is important to him. When Adam isn't at work he enjoys spending his time with his wife, Meghan, and their four boys.

**Emily Goret, Digital Advertising Advisor Team Lead, RWS**

Emily started with RWS in 2018 and is passionate about how a focus on branding, storytelling and targeted messaging creates business-changing content. As a Digital Advertising Advisor at RWS, Emily is responsible for implementing inbound marketing strategies that help her clients increase brand awareness, generate leads, and acquire new customers. Her passion for expertise in branding, storytelling and targeted messaging has led to innovative and effective content for many businesses. Emily is also the AdRocket Team Lead. When not working, you'll find Emily reading, playing video games and arguing with almost everyone she meets that, yes, Velveeta is a superior mac-and-cheese base!

**Dean Hanby, VP, East, NMG**

Dean Hanby is a veteran retailer with more than 30 years of experience. In his career, Dean has led independent and national retail operations of every size, and in a variety of geographic settings. The common thread of these experiences has been growth, both of sales and bottom line profits. Today, Dean leads the Nationwide East team, serving Nationwide Members across the eastern U.S.



**Alex Hallmark, Instructor, Fred's Appliance Academy**

Working in the appliance industry since 2001, Alex has worked in appliance service, worked at a few different part distribution centers, helped create technical content for an appliance manufacturer, and even sold new appliances experiencing nearly every part of the appliance industry first hand. Being exposed to all of these perspectives made it an easy transition to Fred's Appliance Academy in 2014.

With the goal of expanding and scaling up the training process established at Fred's Appliance Academy, Alex has helped the Academy grow its brand on a global scale leading to students to attend from all around the world. While working closely with owners and managers of appliance repair businesses, Alex discovered that the need for administrative training and consultation was as strong as the need for field technical training. With the Academy in capable hands, Alex co-founded Fluid Services with Adam Butcher in 2017 with the goal of open sourcing the Fred's Appliance service operation to help raise the bar of the appliance repair industry and eventually all field service operations.

Alex is responsible for managing the day-to-day operations at Fluid Services which includes managing and supporting the host of custom applications including Fluid Local, which helps companies manage their reputations and create dynamic local content from their own team. Fluid also provides website management services for field service companies nationwide including custom application development to help companies design solutions that fit the flow of their operation.

Alex also consults weekly with companies all around the world on improving their field service operations by leveraging the real-world data provided by his own service operation, Fred's Appliance.

**Aaron Jahn, Senior Commercial Trainer, GE Appliances**

Aaron Jahn is a Senior Commercial Trainer for GE Appliances. His trainings focus on how the products and their features and benefits across GE Appliances' House of Brands meet and exceed a homeowners' needs. Aaron has been training for GE Appliances for 3 years with a rich history in education, adult learning, facilitation, and public speaking.

**Sean Kaku, Digital Marketing Specialist, Site on Time**

Sean Kaku serves at Site on Time as a digital marketing specialist. A wealth of experience and skill with Google Ads has allowed Sean to compile an impressive record of success assisting independents increase KPI success on a consistent basis. A graduate of Virginia Tech, Sean holds a degree in economics. He discovered his passion for marketing on Facebook in his own entrepreneurial endeavors, and brought that passion with him to Site on Time. Outside of work, Sean enjoys an active lifestyle, playing soccer with friends and weightlifting.

**Rick Kassing, Director of Category Leadership, Serta Simmons Bedding**

Rick Kassing loves the psychology of retail. Currently the Director of Category Leadership for Serta Simmons Bedding LLC (SSB), he leads Category Management and Retail Insights. Collaborating with SSBs Consumer Insights and research partners, he creates growth strategies for retailers across multiple channels. Prior to joining SSB, Rick worked in Nielsen client services for 7 years supporting Coca-Cola and Hormel Foods. He also spent 6 years in Category Management and National Account Management on SC Johnson's Target team. Rick is a founding member of Serta's LGBTQA+ ERG. He recently earned a certificate in Data Science and Visualization from Georgia Tech and holds degrees in Advertising and Public Relations from the University of Wisconsin-Madison.

**Kelley Kenner-Patridge, VP, Chief People Officer, NMG**

Kelley Kenner-Patridge is a trusted and highly-approachable HR leader with a decades-long track record of success. Since earning her degree at Seton Hall University, Kelley has provided counsel and guidance to businesses and teams across diverse industries, including manufacturing and financial services. Kelley's expertise flourished in corporate America during her ten plus years at DaimlerChrysler. Today, Kelley serves as VP, Chief People Officer for Nationwide. In this role, she has built relationships across all levels of the organization and earned respect for her direct, transparent communications, accountability and willingness to go the extra mile. Kelley is deeply committed to her community and is active with the Junior League of Winston-Salem. She's also involved with REACH Women's Network, the Winston-Salem Society of Human Resource Management, Johns Hopkins Carey School of Business MBA Program, and serves as a board member of the Piedmont Wind Symphony.





**Andrew Kramer**, *Director, Marketing Trade Strategy, SSB*

Andrew is the Director of Trade Marketing Strategy at Serta Simmons Bedding (SSB). Throughout his 9 year tenure at SSB, Andrew has held several roles including sales, sales training, and marketing. In his current role, he is responsible for ensuring overall category growth for SSB retailers through the successful launches of new product innovation.

**Kris Kuester**, *Director of People Development and Learning, NMG*

Kris Kuester inspires people to change, to overcome, and to rediscover joy in their lives. Following a college baseball career that included Academic All-NCC and All North Central Region honors, Kris spent five years as a successful country music recording artist, touring with artists like Trisha Yearwood, Marty Stuart, Pam Tillis and Sawyer Brown. His life of successes, happiness and well-being was shattered when, at age 30, a casual conversation with a physician on a golf course changed Kris' life forever. Kris was diagnosed with an incurable and neurodegenerative disease of the spinal cord. Two brain surgeries led to a year of dark depression. Then, Kris decided he was going to teach himself to walk again, how to play his guitar, and to overcome the physical and emotional ailments in his life. Kris developed a formula for overcoming his obstacles and authored a book about his journey, allowing others to follow a similar path. Kris has been a gifted communicator, teacher and musician for more than two decades, and today serves as Nationwide's director of people development and learning. Kris has spent years working with retailers of all sizes as they look for new and innovative ways to enhance their culture, become more effective communicators, and inspire the best in their teams. Kris also has worked with many owners, executives and key decision makers throughout the independent retail channel, helping them hone their leadership skills. Kris resides in Atlanta with his wife and daughter.

**Genna Majuta**, *CEO, RWS*

Genna Majuta is Chief Executive Officer of Retailer Web Services (RWS). Named CEO in 2020, Genna has served the premier digital provider for independent retailers since February 2011 in various leadership roles. With a passion to help independent retailers, she has assisted in the design and launch of RWS' products and improvements across its complete digital product suite to provide retailers with the tools that will help them thrive. Genna earned a Bachelor of Science in Business Management from the University of Arizona. She and her husband welcomed their first child, a baby girl, in 2019; when she's not serving independent retailers through continuous sustainable improvement, she enjoys her free moments watching her toddler grow and learn every day.

**Jon Malm**, *Regional Sales Trainer, Whirlpool*

Jon Malm is originally from Bridgman, Michigan and graduated from Hope College with a degree in Secondary Education. Jon started his career at Whirlpool as a contracted employee through Randstad in August 2018 as a Care Expert within the Customer Experience Center (CxC). He converted to Whirlpool in March of 2019, becoming a Care Resolution Specialist handling both escalated calls and process questions. In July 2019, he had the opportunity to become a trainer of both Customer Experience (CX) and Trade Experience (TX) sides of the business utilizing both in-center and virtual training. In October 2021, he was promoted to his current role as a Regional Sales Trainer and moved out to Philadelphia, PA where he resides today. In his role, he educates retailers, builders and designers on Whirlpool brand products and helps develop training strategies. When he's not working he enjoys spending time with his family and friends, golfing, and enjoying Lake Michigan when back home! Jon has a passion for educating sales associates to enable sales growth and building brand advocacy!

**Mike Manthey**, *Director of Field Services, NMG*

Retail veteran Mike has more spent more than 25 years in independent retail. After decades working as a sales, operations, merchandising and marketing professional in several leading independent organizations, Mike joined NMG as a leader in the field support and services division. Currently, Mike serves as the Director of Field Services, working closely with NMG Members to provide insights and access to industry-leading tools. Mike's vast retail experience has provided a unique perspective to the development of the PriMetrix toolkit, and his deep knowledge of the platform makes him a valuable ally for dealers looking to use data to grow their marketshare, margins and success. Mike resides in Joliet, Illinois, with his wife Margaret and their two children.



**Doug Marsh, Content Director, NMG**

In his over two decades of service with Nationwide Marketing Group, Doug Marsh has been a man of many hats, and this journey has helped him hone a wide array of skills. Doug began his NMG career working directly with Members as an account manager with Direct Plus. He then moved to the Web Services team, where he was tasked with bringing in new digital technologies as the Product Development Manager. There, he specialized in mobile offerings and strategies as well as social media platforms and assisted countless Members in the mobile optimization of their websites and their social media content. Over the past two-plus years, Doug has been part of the launch and development of the communications team as the Content Director.

**Andy Masters, MA, CSP, Author, Speaker and Trainer**

Andy Masters, MA, CSP is an award-winning author and international speaker who has presented over 1,000+ programs for 100,000+ attendees on Leadership, Sales, and Customer Experience--including as keynote speaker for the National Institute for Staff & Organizational Development Conference with over 1,400+ attendees in Austin, TX. Andy has earned the prestigious CSP award of the National Speakers Association (NSA), the highest international recognition for professional speakers, achieved by less than 10% of the 5,000+ speakers worldwide.

Andy has written 5 books and earned 4 degrees, including an M.A.-Human Resources Development and an M.A.-Marketing from Webster University in Missouri. He is the author of the award-winning book "Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships", and his latest book "Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire." Andy has been featured on the LifeTime Television network, PBS, Investor's Business Daily, and Leadership Excellence magazine. His website is <https://andy-masters.com>.

**Beth McKeithen, Director of Marketing Operations, NMG**

Beth McKeithen joined the Shopper Marketing team at NMG in early 2021, bringing with her more than two decades of experience and insights from her time as a communications and marketing professional with International Paper. Beth has strong interpersonal and leadership skills, and a passion for improved alignment between organizations. Outside of work, she is the Board Chair and manages social media for The Women's Advocacy Center, a non-profit that supports survivors of domestic abuse in the Memphis area. Beth also manages social media accounts for the Houston High School soccer team. Originally from South Florida, Beth attended the University of Mississippi, earning a degree in Business Management. Currently, she lives in Germantown, Tennessee, with her two children, Drew and Madison.

**Jason Mihalovits, Business Development Manager, PureCare**

Jason has managed the Nationwide account for PureCare for the last four years and has participated in all Nationwide Primetime events since 2017. He is in his 25th year in the mattress industry. The first 20 years were spent on the floor selling, training and in multi-unit store management. Jason has been helping retailers succeed with their top of bed business since 2017. With accounts across the country he has an excellent grasp of what it takes to be successful on the retail side of the mattress industry. He thinks from the retailer's perspective and has the ability to speak to dealers and RSAs in their own language.

**Meagan Mobley, Marketing Manager, NMG**

Meagan Mobley has a wealth of experience in helping companies find success online. After many years on the marketing team at Red Bull, Meagan joined NMG in 2021, and serves as a partner in marketing success for dealers across the country. Holding a degree in communications with a focus on visual communications from the University of Memphis, her hometown, Meagan now resides in the Windy City. Outside of work, Meagan enjoys working out, practicing graphic design, and creating social media content.

**Fred Moore, Time Management Expert and Bald Guy**

As a self-employed entrepreneur Fred has had to keep himself motivated and focused on what he wants to get out of life. He will bring his tried-and-true techniques to get you to your goals. These are not just theories that someone thinks might work, these are practical, real-world tools that anybody can use to get what they want.

Making a living as an entrepreneur is not an easy thing and because of that Fred has learned a few things about; goal setting, keeping yourself motivated, personal development and creating a positive mind-set.

Mixing his humor and magic with the hard-learned life lessons combined with his improvisational skills he creates a custom one-of-a-kind experience that not only entertains but inspires! Currently Fred lives in Orlando, Florida, along with his wife and two amazing daughters. Now that you know he has daughters you'll understand why he doesn't have any hair!

**Krista Nix**, *Sales Capabilities Business Partner, Whirlpool*

Krista Nix is originally from Bishop, Texas she currently resides in Baton Rouge, LA. She graduated from Texas A&M University-Kingsville with a Master's in Adult Education. Krista comes from a Whirlpool family. Her dad, Rick Bleibdrey, now retired, worked for Whirlpool in various roles for over 20 years. Her mom, Sue Brewer, is currently a Market Development Representative. Krista started with Whirlpool as a Regional Sales Trainer, where she educated retailers, builders and designers across the country on Whirlpool Corporation brand products and helped develop training strategies that are still in place today. She is now a Sales Capabilities Business Partner, where she identifies and manages process partners to achieve Whirlpool's short term and long term sales goals by developing sales capabilities materials to introduce our skills, products, and services. In her free time, she enjoys traveling to all places tropical, spending time with her Cavapoo Cammie, and cheering on the New Orleans saints with her significant other!

**Chance Pebley**, *Key Account Manager, Malouf*

Chance Pebley is a key account manager at Malouf and oversees key areas of growth for retail partners across the U.S. Chance has worked at Malouf for 3.5 years and started as an account manager in the Southwest territory before transitioning to a territory manager in the Northwest, and then most recently a key account manager. Before coming to Malouf, Chance worked for a small furniture company in Rupert, Idaho delivering mattresses, adjustable bases, upholstered furniture, and appliances. He has a Bachelor of Healthcare Administration from BYU Idaho.

**Mike Pechtel**, *Director, Strategy, Planning, Operations for Regional Sales, LG Appliance*

Mike is excited to be with NMG members to outline the Winning Formula that retailers across the country are using to grow their overall business through LG. Mike has 33 years of experience in the appliance industry with roles across sales, supply chain, strategy, finance and operations.

**Jodie Pierce**, *COO, RWS*

As the Chief Operating Officer, Jodie brings a proven track-record of success in marketing and project management to the RWS team from across different industries and business models. Pierce joined RWS in 2013 with an education rooted in marketing and years of professional experience in software process and product launches. Jodie is often involved in projects that touch all departments within the organization and lends her knack for executing a well-put-together plan to any project that floats her way. Outside of RWS, Jodie is a proud ice hockey mom and volunteer for the Zeta Tau Alpha Fraternity. She loves spending as much time as possible with her husband, Jeremy, son, Justin and their overly-energetic dog.

**Mark Pollitz**, *Director of Service, NMG*

Mark Pollitz is the Director of Service, for the Service Leaders Network. Mark has 30+ years in the appliance industry as a service company owner, sales & service company owner, director of service for several large companies & has been a field service manager for several manufacturers.

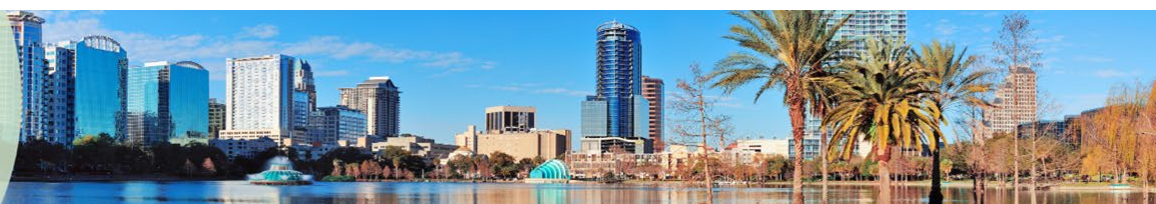
**Kelly Price**, *National Trainer, Samsung Digital Appliances*

Kelly Price was first introduced to the world of appliances in 2018 and has been bringing tech products and learning to life as a Samsung National Trainer ever since! When she's pairing educating and storytelling to inspire new ways of thinking and operating in the world, she is in her groove. She is driven by a passion of people, and creatively communicating an important message, which is evident in her work with TedX events, various work behind and in front of the camera, as well as the occasional hangs with the local improv groups for fun!

**Mary Putman**, *VP of Marketing and Brand, GE Appliances*

20+ years of experience, proven marketing leader with big wins throughout career. I am a passionate brand builder, marketer and change agent.

Responsible for leading the creation and execution of marketing activities including brand, consumer/market insights, industrial design, advertising/marketing communications, customer marketing,



merchandising, shows, pricing, promotions & agencies.

Spent 14 years in Procter & Gamble Beauty.

Global Associate Brand Director of Personal Cleansing with responsibility for the Olay & Safeguard brands. My tenure included positions of increasing responsibility in brand management and marketing both in the U.S. and globally to include brands such as Herbal Essences, Nice 'n Easy, Wella Professionals, Secret, Safeguard, Ivory and Olay Cleansing.

**Dan Ramos**, *Learning and Development Manager, PureCare*

Growing up on the sales floor, Dan has focused on sales and customer satisfaction for over 20+ years in sales, management, and franchisee roles. Now? He and PureCare pride themselves on being the best possible support, education, and product for you and your business! His drive for coming up with engaging and innovative ways to help boost sales is only rivaled by his passion for his wife, 2 kids and 2 dogs.

**Brandi Robinson**, *Customer Marketing Manager*

Brandi Robinson is a senior sales and marketing professional with over 20 years of sales, marketing and leadership in the Furniture Industry. Brandi returned to Tempur Sealy in 2019 as a territory sales manager in the Northwest, and in March 2022, transitioned to the customer marketing team, working directly with Nationwide Marketing Group and their members.

**Brad Rogers**, *VP of Sales, Bedding, Ashley Furniture*

Brad Rogers has spent 30 years in the mattress industry. 20 years with Serta Mattress Company in various roles, including Senior VP of Sales. Brad joined Ashley Furniture 9 years ago and holds the position of Senior VP of Sales for Ashley's Bedding category.

**John Rollo**, *Digital Marketing Specialist, Site on Time*

John Rollo is a digital marketing specialist with a track record of success managing Google Ads across an array of independent businesses. John leverages his deep understanding of how to maximize the opportunities found in Google's AdWords program to support dealers in his role on the Site on Time team. John has also been instrumental in the growth of the highly impactful SEO initiative at SoT. John resides in Naperville, Illinois, and lives with his fiancé and two year old son. In his free time, he's a big fan of the X-Files.

**Darryl Ross**, *Author and Motivational Trainer*

Dynamic speakers with a call to action are hard to come by, and Darryl is one of the elite few. For over 15 years, Darryl has found his passion motivating team members and helping organizations improve their Leadership, Employee Engagement, and Customer Experiences. Darryl is a graduate from James Madison University and began his career in broadcasting. He worked as the entertainment reporter for KVVU Fox 5 News in Las Vegas, covering the red carpet for the Billboard Music Awards, Country Music Awards, and the MTV Video Music Awards. Darryl has interviewed such stars as: Celine Dion, Seal, Tim McGraw, Faith Hill, and music mogul Clive Davis.

Upon transitioning into Learning & Development, Darryl's facilitation style is engaging, humorous, and highly interactive. He believes in the Walt Disney motto, "Laughter is no enemy of learning." Darryl is certified in Leadership through the Disney Institute and the author of the book "Be the Light! - How Positive Projection Builds and Inspires an Extraordinary Workplace!"

**Frank Sandtner**, *Director of Business Services, NMG*

In nearly a decade and a half of service to Nationwide Marketing Group members, Frank Sandtner has served in a variety of executive roles, leading initiatives across the network. From his start overseeing product protection programs, his integral role in launching NMG Web Services, and his leadership over record-breaking growth of the business and financial services division, Frank has always had a deep passion for serving independent retailers. In 2019, Frank led the team in the launch of Service Leaders Network, better enabling dealers to access training, education, hiring assistance, discounts and best practices to grow their service operations and realize maximum profits. After seating a team to lead SLN into the future, Frank and team shifted their focus to another area of need for dealers - deliver and installation. This group is growing and highly engaged, and through his role in developing the group, Frank has gained a wealth of fresh insights on this important area of the business.



**Gabe Soltero**, *Regional Veteran Employment Coordinator, Department of Labor*

Gabe Soltero works with the U.S. Dept. of Labor's Veterans' Employment and Training Service (VETS) as the Regional Veteran Employment Coordinator for the Southeast and Mid-Atlantic. In this role he consults with employers seeking to hire veterans, connecting them with resources at the federal, state, and local level, as well as partner veteran service organizations.

Gabe served for 25 years in the Navy as a helicopter pilot, occupying various leadership positions while deploying worldwide. Following his military service he has remained engaged in the veterans' employment space, helping servicemembers during their own transition from the military and advocating on their behalf to employers.

Originally from San Juan, PR, Gabe holds a Bachelor of Arts in History and Political Science from Rice University, a Master of Arts in International Affairs from Tufts University's Fletcher School of Law and Diplomacy, and a Master of Arts in National Security and Strategic Studies from the Naval War College in Newport, RI.

**Joshua Sowards** *Senior Manager, Customer Marketing, Tempur+Sealy*

Joshua Sowards is a Sr. Manager in Customer Marketing at Tempur Sealy and a 22-year marketing veteran with 14 years' experience in the furniture/bedding industry. A marketing generalist, he has spent the last decade working cross functionally to identify, understand and apply new trends and refine best practices in driving traffic, converting shoppers and building customers for life. Focused on leveraging third-party agencies and Tempur Sealy's own consumer journey insights, Joshua helps TSI's largest customers make the most of their marketing efforts.

**Erika Sparrow**, *VP, Marketing, Ashley Furniture*

Erika Sparrow is the Vice President of Marketing for Ashley Furniture Industries. Over the past 20 years she has worked with and managed over 3,000 home furnishing retailers' advertising and marketing programs with the singular goal to increase sales velocity for her clients. Erika has accomplished this through her passion for the industry as a dynamic, results driven sales strategist and marketing guru. Prior to joining Ashley in November of 2020 she worked for 2 different ad agencies that specialize in marketing and advertising in the furniture, appliance and electronics industry. She is an exceptional mentor and coach to brands, retailers and sales representatives, with the goal to help her customers "grow their business" combining business acumen with innate leadership abilities and a love for marketing.

**Rob Stott**, *Corporate Communications Manager, NMG*

Rob Stott has spent a career at the crossroads of media, technology, and storytelling. His passion lies in uncovering and then telling the stories of independent retailers and the brands that support them - in any medium. After a number of years covering the consumer tech and custom integration industries as part of the trade media, traveling from show to show, discovering the latest tech, Rob found himself captivated with the brands and, more importantly, the people behind it all. In 2019, Rob joined the Nationwide team, serving as corporate communications manager - a fancy way of saying he lends his experience and talent to the strategy and execution of amplifying the independent channels voice in the industry. A gifted writer, talented podcast host, and highly regarded wrestling coach, Rob's dedication to the stories that make this business, and of the Members that make up Nationwide, is tireless.

**Laura Thrash**, *Consumer & Product Education Specialist, Electrolux***Victoria Andino**, *Consumer & Product Education Specialist, Electrolux*

Bringing a combined 15+ years of product experience to the stage, Laura and Victoria are here to make learning fun and informative. They're on a mission to make you a believer in the Electrolux & Frigidaire brands. When not training, Victoria is a mom of three and a big time foodie who enjoys a good hike! Laura is a dog mom of one who loves to work out, go for walks with her pup, and check out the newest spots around town.

**Austin VanSytzama**, *Digital Advertising Advisor, RWS*

Austin vanSytzama is extremely interested in how our messages connect and build relationships with our consumers and viewers. As a Digital Advertising Advisor at RWS, Austin assists our retailers develop and execute digital marketing strategies that bring in new customers, new sales, and new relationships.

Throughout his time at RWS, he has impacted our retailers marketing efforts immensely by working closely with each of them to find the perfect campaign for their next upcoming promotion. Austin is also a part of

our AdRocket Boost Retention team, determining what we could have done better for each outgoing client and ensuring that it will be done for the next. When he is not at work, Austin spends his time chasing the perfect round of golf, watching *The Dark Knight* for the 100th time, and smiling from ear to ear.

**Peggy Wainscott**, *Integrated Marketing Specialist, Site on Time*

Peggy has over 30 years of combined marketing, business management and technical skills. Peggy spent 10 years on the marketing agency side as well, managing a team focused on digital marketing programs for Chicago area small to mid-sized businesses. She began her career at AT&T where she held several positions in marketing, product management, sales support and software development. Peggy has an MBA from Northwestern University's Kellogg Graduate School of Management and a BS in Computer Science Engineering from University of Illinois. In her spare time, Peggy enjoys spending time with her family and taking advantage of everything lake life offers. She currently resides in Lake of the Ozarks in Missouri with her husband.

**Joe Walz**, *Director of Shopper Marketing, NMG*

Joe Walz has spent his career focusing on brand marketing and customer experience. Since joining the NMG Team in 2019, Joe has put his expertise to work building cross-channel marketing campaigns that help independent dealers find success in the digital arena. Joe enjoys graphic design and creating online video content. While he enjoys marketing, Joe's real love is his wife Kirie and two daughters, Lillie and Luisa.

**Ken Welty**, *Director, Laser TV, Hisense*

Ken has been in Electronics industry for over 40 years with Panasonic (Technics), Toshiba, LG and Hisense. Experience in all channels including Retail, Distribution and on-line as well as long time supporter of Nationwide Buying Group. Understands the needs and tools to be successful and will train on the features and benefits that make the most sense.

**Mike Whitaker**, *GM, Nationwide PrimeMedia*

Mike Whitaker has spent more than twenty years in the independent retail industry. Mike grew up learning and watching his father operate an independent furniture and bedding store, and once bitten by the retail bug, he never looked back. After serving in the United States Marine Corps, Mike's retail career resumed on the executive team of a large regional independent, where he oversaw a sales team of hundreds generating more than \$100M in annual revenue. Since joining the Nationwide team in 2013, Mike has led the growth of the group's educational programs, working in a variety of roles inside Nationwide PrimeMedia. Today, Mike leads the PrimeMedia team (a group of folks far smarter and more capable than he) as they serve group members with a variety of tools and programs. Among these are MediaSign TV, the group's exclusive and innovative digital signage network, the Nationwide Learning Academy, the largest educational platform in independent retail, and PrimeMedia Studios, the video content creation machine, with studios in Atlanta, Winston-Salem, and Las Vegas. Mike has led hundreds of sessions, summits, keynotes and individual programs for retailer audiences across North America, connecting with thousands of independents through his high-energy, entertaining and deeply informative presentations. His love and passion of this business and the people who bring it to life is ever-present, and his desire to help dealers grow, prosper and win is always at the forefront.

**Ashlee Willes**, *Brand Manager, Malouf*

Ashlee Willes is the brand manager for Malouf, where she maintains brand integrity across all company marketing initiatives and communications. Ashlee has worked for Malouf for four years and previously focused on digital marketing, including social media, for the home furnishings company. She also has experience in retail, tech sales, and consumer insights, and formerly managed a well-known apparel and consumer furniture brand. Prior to joining Malouf, Ashlee worked at Qualtrics, the leading experience management software that focused on collecting, organizing, and understanding important data relative to customers, brands, and employees. She has a dual degree in marketing and business administration.

**Don Wilson**, *Sr. Director, Regional Sales, LG Appliances*

Don Wilson is a Sr Leader within LG that brings 35+ years of appliance industry experience. Don has led teams on both the retail and manufacturer sides of the industry.

