



Nationwide Learning Academy Course Listing PrimeTime Orlando, August 2022

Saturday August 13th

1:00 PM

- HERO Customer Experience Which Creates TRUE Customer Loyalty – [Andy Masters](#), MA, CSP – Spotlight Series
- Harness the Power of Purpose, presented by Kris Kuester – Leadership/Human Capital
- In-Store Technology and Cybersecurity, presented by TBI – Business Services
- Keeping Up With Google, presented by Sean Kaku and John Rollo – Digital Marketing
- *Member 2 Member Roundtable: Delivery and Installation*, moderated by Frank Sandtner

2:00 PM

- Your Leadership Promise: Overcome Adversity, Change and Conflict, presented by [Darryl Ross](#) – Spotlight Series
- Go “Over the Top” with OTT, presented by Kim Faulkner – Digital Marketing
- Two Tokens, Five Monkeys, and Hugging Your Haters, presented by Mike Whitaker – In-Store Experience
- Winning Digital with PriMetrix Market, presented by Mike Manthey – Data and Insights/Digital Marketing

3:00 PM

- Re-Imagining Your Positive Workforce Culture for the NEW Work Environment, presented by [Andy Masters](#), MA, CSP – Spotlight Series
- Lights, Camera, Action: How Video Conquered Marketing, presented by Kevin Bryant - Marketing
- How to Increase Your Average Order Value, presented by Malouf’s Ashlee Willes and Chance Pebley
- Using Loyalty to Build Strong Customer Relationships, presented by Synchrony’s Andrea Arabia – In-Store Experience
- *Member 2 Member Roundtable: Digital Marketing*, facilitated by Cyrille Aragon

4:00 PM

- Your Service Promise: See Your Role Differently, From the Lens of the Customer, presented by [Darryl Ross](#) – Spotlight Series
- In Content is King, Video Wears the Crown, presented by April Barteau – Digital Marketing
- Royalty to Loyalty: Lessons from Luxury, presented by Andrew Mitchell – Sales
- Monsters, Cake and an In-Store Digital Revolution, presented by Mike Whitaker – In-Store Experience



Sunday August 14th

7:00 AM – Breakfast Sessions – Each of these sessions will be delivered over a great breakfast!

- Inclusive Recruiting: The Powerful Secret to Your Next Great Hire, presented by Kelley Kenner-Patridge – Human Resources
- Driving Store Traffic with AdRocket Base, presented by Meagan Mobley and Jamal Cox – Digital Marketing
- Social Storytelling: Connecting with Shoppers on their Sofa!, presented by Kim Faulkner and Peggy Wainscott – Social Media

12:00 PM – Lunch and Learn Sessions – Each of these sessions will be presented with a tasty lunch!

- *CE Product Training: Hisense TV and Laser TV*, presented by Hisense's Ken Welty
- *Bedding Product Training: Going All-Out in 2022: Simple Steps to Winning the Back Half with Tempur+Sealy*, presented by TSI's Joshua Sowards and Brandi Robinson
- *Appliance Product Training: Winning at Retail with LG*, presented by LG's Michael Pechtel and Don Wilson
- Using SmART Analytics to Drive Winning Decisions, presented by Jennifer Danko – Data and Analytics

1:00 PM

- *CE Product Training: Samsung Electronics*, presented by the Samsung Electronics Team
- *Mattress University: Retailing Success in 2022: A Member Panel*, moderated by Bill McLoughlin
- *Appliance Product Training: Stay Fresh, Stay Clean*, presented by Whirlpool's Krista Nix and the Whirlpool Training Team
- Monsters, Cake, and an In-Store Digital Revolution, presented by Mike Whitaker – In-Store Experience

2:00 PM

- ***Consumer Electronics Merchandising Session, presented by the NMG CE Team***
- *Mattress University: Four Words: Better World Begins with Me*, presented by Bob Muenkel
- *Appliance Product Training: Electrolux presents an Interactive Product Experience*, presented by Electrolux's Laura Thrash and Victoria Andino
- Co-Op, More Traffic and Big WINS!, presented by Joe Walz and Emily Goret - Marketing

3:00 PM

- HTSN Meeting, presented by HTSN



- ***Furniture and Bedding Merchandising Session, presented by the NMG Furniture and Bedding Team***
- *Appliance Product Training: Winning with GE Appliances*, presented by GE's Aaron Jahn and Flora Fogel
- *The Trends in HR Driving Business Change and Adding Business Value in 2022*, presented by Kelley Kenner-Patridge – Human Resources

4:00 PM

- *CE Product Training: Metra Training*, presented by the Metra Team
- *Furniture Product Training: Be Better with Ashley Furniture: What Ashley Can Do For You*, presented by the Ashley Team
- ***Appliance Merchandising Session, presented by the NMG Appliance Team***
- *Two Tokens, Five Monkeys, and Hugging Your Haters*, presented by Mike Whitaker – In-Store Experience

Monday August 15th

7:00 AM – Breakfast Sessions – Each of these sessions will be delivered over a great breakfast!

- *Bedding Product Training: Eat, Sleep and Breathe Life into Your Business*, presented by PureCare's Jason Mihalovits and Dan Ramos
- *Framework for Effectively Delegating and Providing Feedback that Matters*, presented by Kelley Kenner-Patridge – Human Resources
- *Harnessing the Power of Purpose*, presented by Kris Kuester - Leadership

8:00 AM

- *Appliance Product Training: Samsung Digital Appliances: The Bespoke Home*, presented by Samsung's Kelly Price
- *Bedding Product Training: Drive More Profit, Write Bigger Tickets and Make More Profit with Luxury Brands from Serta Simmons Bedding*, presented by SSB's Adam Allen
- *The Secrets to Time Management Magic*, presented by [Fred Moore](#) – Spotlight Series
- *The Consumer Journey: A Look at Different Generations in Today's Landscape*, presented by Synchrony's Shelia Dryer Van Buskirk – Data and Analytics
- *Member 2 Member Roundtable: Marketing*, moderated by Joe Walz and Beth McKeithen

9:00 AM

- *Metrics that Matter: Measuring Digital Success*, presented by Joe Walz – Digital Marketing
- *Product Protection and the Cost of Customer Acquisition*, presented by Chad Burris – Business Services
- *The Trends in HR Driving Change and Adding Business Value in 2022*, presented by Kelley Kenner-Patridge – Human Resources



- We Were All Wrong: How TikTok Became A Viable Marketing Platform, presented by Cyrille Aragon – Social Media

10:00 AM

- Major League Leadership, presented by [Dr. Howard Fero](#) - Leadership
- Dissecting Today's Retail Challenges and Their Digital Solutions: A Member Panel, moderated by Jodie Pierce – Digital Marketing
- Open Doors and Remove Blinders with the Power of POS, presented by Steve Mahler – Business Services
- Top 10 to Building Your Store Brand, presented by GE's Mary Putman - Marketing
- *Member 2 Member Roundtable: Human Resources, moderated by Kelley Kenner-Patridge and Kris Kuester*

11:00 AM

- The MAGIC Formula, presented by [Fred Moore](#) - Leadership
- Reaching Consumers in the Chaos of 2022, presented by Rick Kassing – Marketing
- Winning Chat – A Chat Best Practices Member Panel, moderated by Samantha Behiry – Website Management
- Coaching for Success, presented by Kris Kuester – Leadership

12:00 PM – Lunch and Learn Sessions – Each of these sessions will be presented with a tasty lunch!

- Service Leaders Network Luncheon, moderated by Mark Pollitz

1:00 PM

- The Leadership Lineup, presented by [Dr. Howard Fero](#) - Leadership
- Shopper Marketing Success Stories – A Member Panel, moderated by Beth McKeithen – Marketing
- Co-Op, More Traffic, and BIG WINS, presented by Joe Walz and Emily Goret – Digital Marketing
- *CE Training: CEDIA Session #1*, presented by CEDIA
- *Member 2 Member Roundtable: Recruiting and Hiring*, moderated by Kelley Kenner-Patridge and Kris Kuester
- *Service Leaders Network: Why Applianceology*, presented by Scott Brown – Service Leaders Network

2:00 PM

- Sell With Style – The Art of Selling Luxury, presented by Andrew Mitchell – Sales Development
- Driving Store Traffic with AdRocket Base, presented by Meagan Mobley – Digital Marketing



- Four Elements of Purpose-Driven Employee Experience, presented by John Duisberg – Human Resources
- *CE Training: CEDIA Session #2*, presented by CEDIA
- *Service Leaders Network: Hiring Those Who Served*, presented by Gabe Soltero, US Dept. of Labor – Service Leaders Network

3:00 PM

- Delivery and Installation: Lessons Learned, presented by Frank Sandtner – Business Services
- Sell More Online with E-Commerce Strategies that WIN, presented by Samantha Behiry – Website Management
- Toolbox for Success – How Dealers are Winning with PriMetrix, presented by Mike Manthey – Data and Analytics
- The Role of Human Psychology in Human Resources, presented by Genevieve Condon – Human Resources
- *Service Leaders Network: Recruiting, Hiring, Onboarding and Training*, presented by Carmine Dionisio – Service Leaders Network
- *Member 2 Member Roundtable: Website Management*, moderated by Greg Danko

4:00 PM

Happy Hour Session: Join this session for great content, plus adult beverages!

- Grass Growing, Paint Drying and Leadership Lessons from the Fastest Cars on the Planet, presented by Mike Whitaker and Kris Kuester – Leadership
- *Service Leaders Network: Training a New Appliance Technician*, presented by Adam Butcher and Adam Hallmark – SLN

5:00 PM

Happy Hour Session: Join this session for great content, plus adult beverages!

- Live Guitars – What Music Taught Me About Business, presented by Kris Kuester and Doug Marsh – Leadership

Tuesday August 16th

7:00 AM – Breakfast Sessions – Each of these sessions will be delivered over a great breakfast!

- Royalty to Loyalty: Lessons from Luxury, presented by Andrew Mitchell – Sales Development
- Looking for Shoppers? You'll find them Nextdoor!, presented by Cyrille Aragon – Social Media
- How the World is Moving from Print to Digital, presented by Peggy Wainscott – Digital Marketing



8:00 AM

- *Outdoor Product Training: Breakfast with Blackstone*, presented by the Blackstone Team – This session is located in the PrimeTime Backyard
- *CE Product Training: DirecTV*, presented by the DirecTV Team
- *Inclusive Recruiting: The Powerful Secret to Your Next Great Hire*, presented by Kelley Kenner-Patridge – Human Resources
- *Go “Over the Top” with OTT*, presented by Kim Faulkner - Marketing
- *Member 2 Member Roundtable: Merchandising*, moderated by Dean Hanby
- *Service Leaders Network: Performance Groups*, led by Mark Pollitz

8:45 AM

- *Outdoor Product Training: Vision Grills Training*, presented by the Vision Grills Team – This session is located in the PrimeTime Backyard

9:00 AM

- *Boost Your Business with a Blog*, presented by Rob Stott – Website Management
- *Toolbox for Success: How Dealers are Winning with PriMetrix*, presented by Mike Manthey – Data and Analytics
- *How Social Media Can Win The Hearts of Your Community*, presented by Cyrille Aragon – Social Media

9:45 AM

- *Outdoor Product Training: Welcome to the Traegerhood*, presented by the Traeger Team – This session is located in the PrimeTime Backyard

10:00 AM

- *Ignite Your Digital Marketing*, presented by Emily Goret – Digital Marketing
- *Coaching for Success*, presented by Kris Kuester - Leadership
- *Sell with Style – The Art of Selling Luxury*, presented by Andrew Mitchell – Sales
- *Member 2 Member Roundtable: Social Media*, moderated by Cyrille Aragon

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