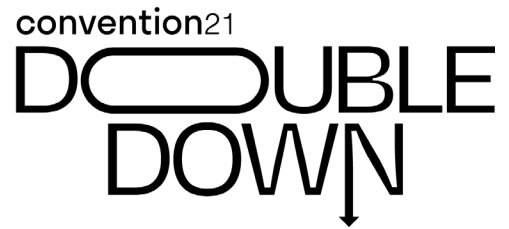


Agenda



All meetings and locations are subject to change, please refer to the Mobile App for the most up to date information

DAY ONE (Saturday, August 21, 2021)

9:00am – 8:00pm Information Desk • Presidential Lobby

9:00am – 12:00pm Professional Headshots • Presidential Chamber A

11:00am – 5:00pm AVB Marketing Meetings • Magnolia Ballroom
Available by Confirmed Appointment with your AVB Marketing Account Executive

12:00pm – 5:00pm Manufacturer Product Trainings

12:00

- Loads of Laundry Innovation from Whirlpool & Maytag Brands • Tennessee Ballroom C
- GE Appliances Academy and Doing Business GEA • Tennessee Ballroom A
- Frigidaire Cooking Innovation Showcase • Tennessee Ballroom B
- Tempur-Pedic Session: Navigating the Collections • Tennessee Ballroom D
- Chilling with SSB • Jackson AB

12:30

- GE's Better When Connected with SmarthQ • Tennessee Ballroom A

1:00

- A Range of Options: New Cooking Products from Whirlpool Corporation • Tennessee Ballroom C
- New Ultra Fresh GE Profile Dishwasher and GE Value Dishwashers • Tennessee Ballroom A
- Frigidaire's Fresh Obsessed: All Things Refrigeration • Tennessee Ballroom B
- Stearns and Foster • Tennessee Ballroom D
- Chilling with SSB • Jackson AB
- Why LG? • Tennessee Ballroom E

1:30

- Steam and Swing: New in GE Profile and Café Cooking Products • Tennessee Ballroom A

2:00

- Whirlpool's Don't Forget What's Under the Counter! • Tennessee Ballroom C
- GE Profile and GE Commercial Quality Laundry • Tennessee Ballroom A
- Best In Clean & Care: Electrolux Laundry 2021 • Tennessee Ballroom B
- Introducing the New 2021 Sealy Collection • Tennessee Ballroom D
- Beko's EverFresh+ Promise - To Your Customers and to You! Come See Why So Many BrandSource Dealers Have Joined Beko! • Jackson FE
- Leveraging LG Brand for Your Laundry and Dishwasher Business • Tennessee Ballroom E
- Bosch Home Connect • Jackson DC
- Package A.I: "Turn Your Deliveries Into a Marketing Machine" • Lincoln D
- ChargeAfter: "How to Make Your BNPL POS Financing (Finally) Work For You!" • Lincoln E

2:30

- GE Appliances Academy and Doing Business GEA • Tennessee Ballroom A

12:00pm – 5:00pm

Manufacturer Product Trainings (Cont.)

3:00

- GE's Better When Connected with SmartHQ • Tennessee Ballroom A
- Chilling with SSB • Jackson AB
- LG Refrigeration and Cooking Continue to set Records for BrandSource Members • Tennessee Ballroom E
- Package A.I "Turn Your Deliveries Into a Marketing Machine" • Lincoln D

3:30

- New Ultra Fresh GE Profile Dishwasher and GE Value Dishwashers • Tennessee Ballroom A

4:00

- Steam and Swing: New in GE Profile and Café Cooking Products • Tennessee Ballroom A
- Better Living: Electrolux 2021 Kitchen Suite • Tennessee Ballroom B
- Chilling with SSB • Jackson AB
- Bosch Home Connect • Jackson DC
- Package A.I "Turn Your Deliveries Into a Marketing Machine" • Lincoln D

4:30

- GE Profile and GE Commercial Quality Laundry • Tennessee Ballroom A

6:00pm – 7:00pm

Young Professionals Happy Hour Meet & Greet • Fuse Press Box

6:00pm – 7:00pm

1st Time Attendees Meet & Greet • Washington B

7:00pm – 9:00pm

Welcome Reception • Presidential Ballroom

DAY TWO (Sunday, August 22, 2021)

8:00am – 5:00pm

Information Desk • Presidential Lobby

8:00am – 9:00am

Member Breakfast • Tennessee Ballroom C

8:00am – 3:30pm

AVB Marketing Meetings • Magnolia Ballroom

Available by Confirmed Appointment with your AVB Marketing Account Executive

9:00am – 10:30am

General Session • Presidential Ballroom

11:00am – 12:00pm

Education Sessions

- "Are You AND Your Company Ready to Sell?" with Rich Lindblom • Jackson EF
- "I'm Strong If You're Strong: Leadership by Developing The Gifts of Your People and Shaping a Winning Culture." with Dr. Kevin Elko • Lincoln A
- "Actions, Tactics & Strategies to Grow Your Business in a Growing Economy" with Gene Marks • Jackson CD
- AVB Marketing: "The Post-Pandemic Age of Omni-Commerce" • Washington B
- Furniture Technology Source: Mattress University with Melanie Huet, CCO & CMO of Serta • Lincoln C
- ServiceSource: "Setting Service Rates Based on CODB" with Paul MacDonald • Jackson AB

12:00pm – 1:00pm Member Lunch • Tennessee Ballroom C

12:00pm – 1:00pm Furniture Technology Source: Lunch & Learn • Lincoln C

12:00pm – 1:00pm ServiceSource: Professional Service Pricing Lunch & Learn with Paul MacDonald • Jackson AB

1:00pm – 4:00pm Professional Headshots • Presidential Chamber A

1:00pm – 2:00pm Education Sessions

- “Are You AND Your Company Ready to Sell?” with Rich Lindblom • Jackson EF
- “I’m Strong If You’re Strong: Leadership by Developing The Gifts of Your People and Shaping a Winning Culture.” with Dr. Kevin Elko • Lincoln A
- Actions, Tactics & Strategies to Grow Your Business in a Growing Economy with Gene Marks • Jackson CD
- AVB Marketing: “The Post-Pandemic Age of Omni-Commerce” • Washington B
- Furniture Technology Source: Furniture Marketing Post Pandemic-How to Market Your Store and Stay Top of Mind with Alisha Starelli & Chris Swift of AVBM • Lincoln C
- ServiceSource: “Find, Hire, And Retain Technicians” w/Paul MacDonald & Andrew Streff of CareerPlug • Jackson AB

2:00pm – 3:00pm Education Sessions

- “Are You AND Your Company Ready to Sell?” with Rich Lindblom • Jackson EF
- “I’m Strong If You’re Strong: Leadership by Developing The Gifts of Your People and Shaping a Winning Culture.” with Dr. Kevin Elko • Lincoln A
- Actions, Tactics & Strategies to Grow Your Business in a Growing Economy with Gene Marks • Jackson CD
- AVB Marketing: “The Post-Pandemic Age of Omni-Commerce” • Washington B
- Furniture Technology Source: Supply Chain Panel Discussion • Lincoln C
- ServiceSource: “Service Marketing” with Paul MacDonald & Brian Wattier • Jackson AB

3:30pm – 5:00pm Region Meetings

- Greater Midwest/Mid America • Washington B
- Great Plains/North Central • Tennessee Ballroom A
- Maytag • Lincoln E
- Michigan • Tennessee Ballroom B
- North Atlantic • Lincoln B
- Northwest/Rocky Mountain • Jackson EF
- Pacific Rim • Jackson CD
- Power Dealers • Cheekwood ABC
- South Atlantic • Lincoln A
- Southeast • Jackson AB
- Southwest • Lincoln D
- Tri-State • Lincoln C

5:00pm – 5:30pm Award Ceremony & Stampede Announcements • Presidential Ballroom

5:30pm – 7:00pm Stampede & Reception

7:00pm – 8:30pm Women in Business Book Club • Presidential Boardroom A

DAY THREE (Monday, August 23, 2021)

7:00am – 9:00am Service Town Hall Breakfast • Cheekwood ABC
Breakfast @ 7:00am

8:00am – 10:00am Information Desk • Presidential Lobby

8:00am – 9:00am Women in Business Breakfast • Tennessee Ballroom A
Breakfast @ 7:30am

8:00am – 9:00am Furniture Townhall Breakfast • Tennessee Ballroom B
Breakfast @ 7:30am

8:00am – 9:00am Member Breakfast • Tennessee Ballroom C

9:00am – 10:00am General Session: Marketing & Merchandising Updates •
Presidential Ballroom

10:00am – 7:00pm Information Desk • Expo Entrance

10:00am – 7:00pm EXPO • Ryman Hall

10:00am – 10:30am GE Appliances: “Win with SmarHq” • Jackson CD

10:30am – 12:00pm GE Appliances: Master Class with Mary Putman • Jackson CD

11:00am – 12:00pm Career Plug Recruiting 101: “Use These Proven Strategies to Hire the Right People for Your Business Today” • Jackson EF

12:00pm – 1:00pm Member/Vendor Lunch • Ryman Hall

2:00pm – 2:30pm GE Appliances: “Win with SmartHQ” • Jackson CD

2:00pm – 3:00pm Career Plug Recruiting 101: “Use These Proven Strategies to Hire the Right People for Your Business Today” • Jackson EF

4:00pm – 7:00pm Reception • Ryman Hall

DAY FOUR (Tuesday, August 24, 2021)

7:00am – 2:00pm Luggage Storage • Ryman Hall

8:00am – 9:00am Member/Vendor Breakfast • Ryman Hall

8:00am – 12:00pm Information Desk • Expo Entrance

8:00am – 12:00pm EXPO • Ryman Hall