

# AGENDA






All meetings and locations are subject to change.

Please refer to the AVB Events Mobile App for the most up-to-date information.

## SUNDAY, MARCH 19

<p><b>10:00 AM – 9:00 PM</b></p>	<p><b>Registration</b></p>	<p><b>FORUM FOYER</b></p>
<p><b>12:00 PM – 5:00 PM</b></p>	<p><b>BrandSource Manufacturer Product Training</b></p> <p><b>12:00 PM</b>  <b>New Leaf:</b> What to Consider When Selecting an Extended Service Policy Provider (There’s Much More Than Price!) - <b>Alliance 302</b>  <b>Guardsman:</b> Furniture Protection Plan Strategy &amp; Analysis - <b>Alliance 304</b>  <b>Electrolux:</b> Making Mealtime Easier with Frigidaire - <b>Summit 227</b>  <b>Bosch:</b> 2023 Bosch Dishwashers - <b>Summit 225</b>  <b>TempurSealy:</b> 2023 Sterns &amp; Foster - <b>Academy 416</b></p> <p><b>12:30 PM</b>  <b>TempurSealy:</b> The All New 2023 Tempur-Pedic Breeze &amp; Adjustable Base Program - <b>Academy 416</b></p> <p><b>1:00 PM</b>  <b>LG:</b> Why LG? - <b>Academy 418</b>  <b>Whirlpool:</b> Laundry Fur-st: Shedding Light on Whirlpool Corporation Laundry Innovations - <b>Summit 229</b>  <b>Guardsman:</b> Furniture Protection Plan Strategy &amp; Analysis - <b>Alliance 304</b>  <b>New Leaf:</b> How to Successfully Implement an Extended Service Policy Program in Your Business - <b>Alliance 302</b>  <b>TempurSealy:</b> Exclusive BrandSource Sherwood Collection - <b>Academy 416</b>  <b>GE:</b> Consumer Insights &amp; Making the Most of Marketing - <b>Academy 415</b>  <b>Electrolux:</b> For Better Living: Electrolux Kitchen - <b>Summit 227</b></p> <p><b>2:00 PM</b>  <b>LG:</b> New Product Introduction - <b>Academy 418</b>  <b>Whirlpool:</b> Let’s Dish It Out: Whirlpool Corporation Cleaning Solutions for Every Load - <b>Summit 229</b>  <b>Beko:</b> We Are In It For You! - <b>Alliance 304</b>  <b>Electrolux:</b> Frigidaire Professional: Show-Stopping Style! - <b>Summit 227</b>  <b>GE:</b> Super Secret Product Launch! - <b>Academy 415</b>  <b>Speed Queen:</b> Front Load Washer Updates - <b>Summit 225</b></p> <p><b>3:00 PM</b>  <b>LG:</b> Merchandising 101 with LG - <b>Academy 418</b>  <b>Whirlpool:</b> Isn’t it Suite? Complete the Kitchen with Whirlpool Corporation - <b>Summit 229</b>  <b>Beko:</b> Sustainable Products &amp; Story - <b>Alliance 304</b>  <b>GE:</b> Selling The Future – Smart Technology And How It Has Changed Appliances - <b>Academy 415</b>  <b>Serta:</b> Serta &amp; Beautyrest Product Line Updates - <b>Academy 416</b></p> <p><b>4:00 PM</b>  <b>Beko:</b> We Are In It For You! - <b>Alliance 304</b>  <b>Miele:</b> Product Update - <b>Summit 227</b>  <b>ZLINE:</b> Product Training - <b>Summit 225</b>  <b>GE:</b> The Induction Revolution - <b>Academy 415</b>  <b>Serta:</b> Serta &amp; Beautyrest Product Line Updates - <b>Academy 416</b></p>	


## SUNDAY, MARCH 19 (CONT.)

6:00 PM – 7:00 PM	<b>First Time Attendee Meet &amp; Greet</b>	ALLIANCE 314
6:00 PM – 7:00 PM	<b>Young Professionals Member Meet Up</b> Sponsored By 	 ALLIANCE 311
6:00 PM – 7:00 PM	 <b>Mega Group Check In &amp; Cocktail Hour</b>	COUNCIL BOARDROOM
7:00 PM – 9:00 PM	<b>Summit Welcome Reception</b> Sponsored By  	FORUM PLAZA

## MONDAY, MARCH 20

6:30 AM – 5:00 PM	<b>Registration</b>	FORUM FOYER
6:30 AM – 7:50 AM	<b>Member Breakfast</b>	ALLIANCE 309
8:00 AM – 9:45 AM	<b>General Session: Jim Ristow's State of the Union Address + Keynote Presentation "Create &amp; Establish Exceptional Company Culture" with Galen Emanuele</b>	ACADEMY BALLROOM
10:00 AM – 2:00 PM	<b>Professional Headshots</b>	ACADEMY FOYER
10:00 AM – 11:00 AM	<b>Education Sessions</b> <b>Service Source Track:</b> Service Operations Best Practices: A Round Table Session with Paul MacDonald - <b>Summit 229</b> <b>Marketing Track:</b> Marketing 101: The Fundamentals with Chris Swift - <b>Summit 22</b> <b>Furniture Technology Track:</b> Hiring, Compensation, Retention and Motivation in Furniture Retail Sales with Luke Larsen and Daniel Abramson - <b>Academy 416</b> <b>Marketing Track:</b> Masterclass with Mary Putman, GE Appliances - <b>Academy 415</b>	
11:00 AM – 12:00 PM	<b>Education Sessions</b> <b>(CONTINUED) Service Source Track:</b> Service Operations Best Practices: A Round Table Session with Paul MacDonald - <b>Summit 229</b> <b>Tech Track:</b> Understanding & Preventing Credit Card Fraud with Richard Reid, Vista Business Services - <b>Summit 227</b> <b>HR Source Track:</b> Selling Smart by Understanding the 4 Personality Types with Daniel Abramson - <b>Academy 415</b> <b>Luxe Track:</b> The Luxury Appliance Business from a Dealer's Perspective Moderated by Chad Evans - <b>Academy 416</b>	

## MONDAY, MARCH 20 (CONT.)

12:00 PM – 1:00 PM	<b>Member Lunch</b>	<b>ALLIANCE 309</b>
12:00 PM – 1:00 PM	 <b>Shareholder AGM Registration</b>	<b>ALLIANCE 305</b>
1:00 PM – 2:00 PM	<b>Education Sessions</b> <b>Service Source Track:</b> Increasing Service Department Efficiency with Paul MacDonald and Jack Miller, Service Company Solutions - <b>Summit 229</b> <b>Marketing Track:</b> Marketing 201: How to Build the Ultimate Marketing Plan with Eric Hunter - <b>Summit 227</b> <b>HR Source Track:</b> How To Attract More Applicants and Take Control of Your Hiring in 2023 with Susana Lugo, CareerPlug - <b>Academy 415</b> <b>Furniture Technology Source Track:</b> Understanding the Mattress Shopper and Turning Data into Sales with Michael Magnuson, GoodBed.com - <b>Academy 416</b>	
1:00 PM – 3:00 PM	<b>AVB Marketing One-on-One Member Appointments</b>	<b>FORUM FOYER</b>
1:00 PM – 3:50 PM	 <b>Intercounty General Meeting</b>	<b>ALLIANCE 307</b>
1:00 PM – 1:20 PM	 <b>Mega Group Inaugural Hall of Fame Presentation</b>	<b>ALLIANCE 305</b>
1:20 PM – 1:45 PM	 <b>Mega Group CEO Address with Chris West</b>	<b>ALLIANCE 305</b>
1:45 PM – 4:00 PM	 <b>Mega Group AGM (Shareholders Only)</b>	<b>ALLIANCE 305</b>
2:00 PM – 3:00 PM	<b>Education Sessions</b> <b>Tech Track:</b> SYNC Point of Sale: Making Members' Lives Easier with Rich Lindblom - <b>Summit 227</b> <b>HR Source Track:</b> How To Attract More Applicants and Take Control of Your Hiring in 2023 with Susana Lugo, CareerPlug - <b>Academy 415</b> <b>LUXE Track:</b> Luxury Appliance Industry Discussion Moderated by Beatriz Sandoval, Thermador - <b>Academy 416</b> <b>Service Source Track:</b> Service Marketing to Increase COD Service Calls with Paul MacDonald - <b>Summit 229</b>	

## MONDAY, MARCH 20 (CONT.)

3:00 PM  
– 3:50 PM

### BrandSource Region Meetings

Greater Midwest - **Academy 418**  
 Mid America - **Alliance 313**  
 Great Plains - **Alliance 311**  
 North Central - **Alliance 312**  
 Michigan - **Academy 415**  
 North Atlantic - **Society Boardroom**  
 Northwest/Rocky Mountain - **Summit 224**  
 Pacific Rim - **Alliance 316**  
 South Atlantic - **Alliance 314**  
 Southeast - **Alliance 315**  
 Southwest - **Alliance 304**  
 HTC - **Accord Boardroom**  
 Maytag - **Summit 225**

4:00 PM  
– 7:00 PM

### BrandSource General Session & Stampede Dinner Reception

*\*Event is open to participating vendor attendees only.*

**ACADEMY  
BALLROOM**

## TUESDAY, MARCH 21

7:30 AM  
– 5:00 PM

### Registration

**FORUM FOYER**

7:30 AM  
– 9:00 AM

### Member Breakfast

**ALLIANCE 309**

8:00 AM  
– 9:00 AM

### Service Town Hall Breakfast

**ALLIANCE 303**

8:00 AM  
– 9:00 AM

### Women in Business Meeting

Communicating For Results; From Conflict to Cooperation with Marilyn Sherman

women  
business

**ACADEMY 415**

Sponsored By **C A F É** **TEMPUR+SEALY** 

9:00 AM  
– 5:30 PM

### EXPO

**9:00 AM–11:00 AM**

**Coffee Break** sponsored by AVBM - Forum Ballroom, Booth 901

**Coffee Break** sponsored by Crosley - Summit Ballroom, Booth 2121

**1:00 PM–3:00 PM**

**Coffee Break** - Forum Ballroom Entrance

**Coffee Break** - Summit Ballroom Entrance

**SUMMIT  
& FORUM  
BALLROOMS**

10:00 AM  
– 12:00 PM

### 🍁 Canada BrandSource Meetings

**ALLIANCE 305**

## TUESDAY, MARCH 21 (CONT.)

11:30 AM - 1:30 PM	<b>Professional Headshots</b>	<b>FORUM FOYER</b>	
11:30 AM - 1:30 PM	<b>Member &amp; Vendor Lunch</b>  In Partnership with  	<b>FORUM PLAZA</b>	
1:00 PM - 2:00 PM	 <b>Intercounty &amp; Whirlpool Town Hall</b>	<b>ALLIANCE 307</b>	
7:00 PM - 9:00 PM	<b>Young Professionals Icebreaker Reception</b> <i>*Member Event Only. Space is limited to the first 100 attendees. Serta Swag for the first 50 members.</i>  Sponsored By  		<b>ICEBAR AT THE LINQ PROMENADE</b>

## WEDNESDAY, MARCH 22

7:00 AM - 8:00 AM	<b>Member &amp; Vendor Breakfast</b>	<b>ALLIANCE 309</b>
7:30 AM - 9:00 AM	<b>Furniture &amp; Bedding Town Hall Breakfast</b>	<b>ALLIANCE 303</b>
8:00 AM - 12:00 PM	<b>Registration</b>	<b>FORUM FOYER</b>
8:00 AM - 12:00 PM	<b>EXPO</b> <b>8:00 AM-10:00 AM</b> Coffee Break sponsored by AVBM - Forum Ballroom, Booth 901  <b>8:00 AM-10:30 AM</b> Coffee Break sponsored by Electrolux - Summit Ballroom, Booth 1837	<b>SUMMIT &amp; FORUM BALLROOMS</b>
9:00 AM - 11:00 AM	<b>Professional Headshots</b>	<b>FORUM FOYER</b>