

# AGENDA



All meetings and locations are subject to change.  
Last updated on 1/22/24

## SUNDAY, MARCH 24

10:00 AM  
– 8:00 PM

### Event Registration

12:00 PM  
– 5:00 PM

### Manufacturer Product Training

#### 12:00 PM

**JennAir:** Showcasing Our Products

**Samsung:** "The Latest in Design & Innovation at Samsung (Home Appliances)"

**Electrolux:** Training Extravaganza + Exclusive Top Secret Reveal(s)!

**LG:** Why LG?

**GE Appliances:** Say Hey Good Lookin', What Ya Got Cookin'?

**Tempur-Sealy:** Introducing the All New 2023 Tempur-Pedic Adapt Collection!

#### 12:30 PM

**Tempur-Sealy:** 2023 Stearns and Foster Collection

#### 1:00 PM

**Maytag:** The Performance You Need

**Samsung:** "The Latest in Design & Innovation at Samsung (Home Appliances)"

**LG:** Merchandising 101

**GE Appliances:** Scrub a Dub Dub, What's New in These Tubs? (Dish)

**Tempur-Sealy:** New Exclusive Carrington Chase Collection/ Exclusive Sherwood Essentials Collection

#### 1:30 PM

**Tempur-Sealy:** How to Win in 2024 with Updated Marketing Insights & Solutions

#### 2:00 PM

**Whirlpool:** (We Are) Made to Care

**Electrolux:** Training Extravaganza + Exclusive Top Secret Reveal(s)!

**Dacor:** Sales & Product Workshop

**LG:** Product Training

**GE Appliances:** Smoke, Stir, and Chill (Small Appliances)

#### 3:00 PM

**KitchenAid:** Go Beyond the Possibilities

**Dacor:** Sales & Product Workshop

**GE Appliances:** We Can't Put It Away For You (Laundry)

**Crosley:** Introduction and Product Training

**CareerPlug:** How to Take Control of Your Hiring – Career Plug Can Help

#### 3:30 PM

**CareerPlug:** How to Take Control of Your Hiring – Career Plug Can Help

#### 4:00 PM


**Electrolux:** Training Extravaganza + Exclusive Top Secret Reveal(s)!

**GE Appliances:** Is Your Refrigerator Running?

**Serta Simmons Bedding:** Strategies to Dominate your Local Market with Serta

**Crosley:** Introduction and Product Training

## SUNDAY, MARCH 24 (CONT.)

6:00 PM – 7:00 PM	<b>BrandSource 1st Time Attendee Meet &amp; Greet</b> *Invite Only	
6:00 PM – 7:00 PM	<b>Young Professionals Member Meet Up</b>	
7:00 PM – 9:00 PM	<b>Summit Welcome Reception</b>	

## MONDAY, MARCH 25

6:30 AM – 7:00 PM	<b>Event Registration</b>	
6:30 AM – 7:50 AM	<b>Member Breakfast</b>	
8:00 AM – 9:45 AM	<b>General Session with Jim Ristow's State of the Union, Featuring Keynote Speaker, Jesse Itzler</b>	
10:00 AM – 12:00 PM	<b>Professional Headshots</b>	
10:00 AM – 3:00 PM	<b>Education Sessions</b> <b>10:00 AM</b> <ul style="list-style-type: none"> <li>A.I. + Furniture + Appliance Retail - Is It a Game Change for the Bottom Line? Presented by Package A.I.</li> <li>"Business Succession + Estate Planning - Are You Prepared for Upcoming Tax Law Change? " Presented by Resnick Succession Group</li> <li>Service Source: "Trouble Shooting Dishwashers and Laundry Performance - Is It Something Other Than the Machine?" (10:00 AM – 11:30 AM)</li> <li>Geared for Growth: Learn How to Scale Your Business to \$5mm (10:00 AM – 1:00 PM)</li> <li>Geared For Acceleration - Learn What It Takes to Push Your Business to Next Level Revenue (10:00 AM – 1:00 PM)</li> </ul> <b>11:00 AM</b> <ul style="list-style-type: none"> <li>How A.I. Can Slash Response Times by 90% and Failed Deliveries by 66% Presented by Package A.I.</li> <li>"Business Succession + Estate Planning - Are You Prepared for Upcoming Tax Law Change? " Presented by Resnick Succession Group</li> </ul> <b>11:30 AM</b> <ul style="list-style-type: none"> <li>Service Source: Unlocking the Essence of Professional Service Pricing in COD Transactions</li> </ul> <b>1:00 PM</b> <ul style="list-style-type: none"> <li>Six Keys to Creating a "Wow" Customer Experience with Daniel Abramson</li> <li>ServiceSource: LOKRING Theory and Application with R600</li> <li>Protecting your Profit: How to Reduce Ransomware Risk with Thomas Richards, CMO of NINJIO</li> </ul> <b>2:00 PM</b> <ul style="list-style-type: none"> <li>Six Keys to Creating a "Wow" Customer Experience with Daniel Abramson</li> <li>ServiceSource: How to Turn Your Call Center Into a Profit Center</li> <li>Protecting your Profit: How to Reduce Ransomware Risk with Thomas Richards, CMO of NINJIO</li> </ul>	

## MONDAY, MARCH 25 (CONT.)

10:00 AM – 5:00 PM	<b>AVB Marketing Member Meetings</b>	
12:00 PM – 1:00 PM	<b>BrandSource Member Lunch</b>	
12:00 PM – 1:00 PM	<b>Mattress Town Hall</b>	
2:45 PM – 3:15 PM	<b>BrandSource Member Snack Break</b>	
3:00 PM – 3:50 PM	<b>Region Meetings</b> Great Plains Southeast Southwest Michigan Tristate North Atlantic Maytag	
3:00 PM – 3:50 PM	<b>AVB Marketing &amp; Merchandising Update</b> Mid-America North Central Pacific Rim South Atlantic Northwest Rocky Mountain HTC Greater Midwest	
4:00 PM – 4:50 PM	<b>Region Meetings</b> Mid-America North Central Pacific Rim South Atlantic Northwest Rocky Mountain HTC Greater Midwest	
3:00 PM – 3:50 PM	<b>AVB Marketing &amp; Merchandising Update</b> Great Plains Southeast Southwest Michigan Tristate North Atlantic Maytag	

## MONDAY, MARCH 25 (CONT.)

5:00 PM  
– 7:00 PM

**General Session & Stampede Dinner Reception**

## TUESDAY, MARCH 26

7:30 AM  
– 5:00 PM

**Event Registration**

7:30 AM  
– 9:00 AM

**Member Breakfast**

7:30 AM  
– 9:00 AM

**ServiceSource Town Hall Breakfast**



7:30 AM  
– 9:00 AM

**Women in Business Breakfast**



9:00 AM  
– 5:30 PM

**EXPO**

10:00 AM  
– 12:00 PM

**Professional Headshots**

12:00 PM  
– 1:00 PM

**Summit Member & Vendor Lunch**

5:30 PM

**Evening on your own**

## WEDNESDAY, MARCH 27

7:00 AM  
– 11:00 AM

**Event Registration**

7:00 AM  
– 8:00 AM

**Summit Member & Vendor Breakfast**

8:00 AM  
– 12:00 PM

**EXPO**