



# AGENDA



All meetings and locations are subject to change.  
Last updated on March 11, 2024 2:31 PM

SUNDAY, MARCH 24 <sup>TH</sup>		
10:00 AM – 8:00 PM	<b>Event Registration</b>	FORUM LOBBY
12:00 PM – 5:00 PM	<b>Manufacturer Product Training</b> <b>12:00 PM</b> <b>JennAir:</b> Join Us & Indulge in our Luxe Product Portfolio – <b>SUMMIT 224</b> <b>Samsung:</b> “The Latest in Design & Innovation at Samsung (Home Appliances)” – <b>ALLIANCE 305</b> <b>Electrolux:</b> Training Extravaganza + Exclusive Top Secret Reveal(s)! – <b>SUMMIT 228</b> <b>LG Electronics:</b> Why LG? – <b>SUMMIT 229</b> <b>GE Appliances:</b> What Ya Got Cookin’? Speed Up Clean Up, Cut Down Cook Time – <b>SUMMIT 230</b> <b>Tempur-Sealy:</b> Introducing the All New 2024 Tempur-Pedic Adapt Collection! – <b>SUMMIT 226</b>  <b>12:30 PM</b> <b>Tempur-Sealy:</b> 2023 Stearns and Foster Collection – <b>SUMMIT 226</b>  <b>1:00 PM</b> <b>Maytag:</b> The Performance You Need – <b>SUMMIT 224</b> <b>Samsung:</b> Samsung Home Appliances: The Latest in Design & Innovation at Samsung – <b>ALLIANCE 305</b> <b>LG Electronics:</b> Merchandising 101 – <b>SUMMIT 229</b> <b>GE Appliances:</b> Scrub a Dub Dub, What’s New in Cafe and GE Profile Dishwasher Tubs – <b>SUMMIT 230</b> <b>Tempur-Sealy:</b> New Exclusive Carrington Chase Collection/ Exclusive Sherwood Essentials Collection – <b>SUMMIT 226</b>  <b>1:30 PM</b> <b>Tempur-Sealy:</b> How to Win in 2024 with Updated Marketing Insights & Solutions – <b>SUMMIT 226</b>  <b>2:00 PM</b> <b>Whirlpool:</b> (We Are) Made to Care – <b>SUMMIT 224</b> <b>Electrolux:</b> Training Extravaganza + Exclusive Top Secret Reveal(s)! – <b>SUMMIT 228</b> <b>Dacor:</b> Sales & Product Workshop – <b>ALLIANCE 305</b> <b>LG Electronics:</b> Product Training – <b>SUMMIT 229</b> <b>GE Appliances:</b> Smoke, Stir, and Chill with GE Profile Smalls – <b>SUMMIT 230</b>  <b>3:00 PM</b> <b>KitchenAid:</b> Go Beyond the Possibilities – <b>SUMMIT 224</b> <b>Dacor:</b> Sales & Product Workshop – <b>ALLIANCE 305</b> <b>Ashley:</b> Furniture Marketing Training – <b>ALLIANCE 304</b> <b>GE Appliances:</b> GE Topload Refresh and the Latest in Laundry – <b>SUMMIT 230</b> <b>Crosley:</b> Introduction and Product Training – <b>SUMMIT 227</b> <b>CareerPlug:</b> How to Take Control of Your Hiring – Career Plug Can Help – <b>SUMMIT 226</b>	




## SUNDAY, MARCH 24<sup>TH</sup> (CONT.)

	<p><b>3:30 PM</b>  <b>CareerPlug:</b> How to Take Control of Your Hiring – CareerPlug Can Help – <b>SUMMIT 226</b></p> <p><b>4:00 PM</b>  <b>Electrolux:</b> Training Extravaganza + Exclusive Top Secret Reveal(s)! – <b>SUMMIT 228</b>  <b>GE Appliances:</b> Multi-Doors and So Much More in Refrigeration – <b>SUMMIT 230</b>  <b>Serta Simmons Bedding:</b> Strategies To Dominate Your Local Market - Attend &amp; Get EXTRA Fast Cash! – <b>SUMMIT 229</b>  <b>Crosley:</b> Introduction and Product Training – <b>SUMMIT 227</b></p>	
<p><b>6:00 PM</b>  <b>– 7:00 PM</b></p>	<p><b>BrandSource 1st Time Attendee Meet &amp; Greet</b>  *Invitation Only</p>	
<p><b>6:00 PM</b>  <b>– 7:00 PM</b></p>	<p><b>Young Professionals Member Meet Up</b>  Sponsored by: <b>DUPAGE</b> &amp; <b>ZLINE</b></p>	 <p>ALLIANCE 307</p>
<p><b>7:00 PM</b>  <b>– 9:00 PM</b></p>	<p><b>Summit Winner's Circle Welcome Reception</b>  Dress to impress in your finest Kentucky Derby attire!</p>	 <p>ACADEMY BALLROOM</p>

## MONDAY, MARCH 25<sup>TH</sup>

<p><b>6:30 AM</b>  <b>– 7:00 PM</b></p>	<p><b>Event Registration</b></p>	<p>FORUM LOBBY</p>
<p><b>6:30 AM</b>  <b>– 7:50 AM</b></p>	<p><b>Member Breakfast</b></p>	<p>ALLIANCE 309</p>
<p><b>8:00 AM</b>  <b>– 9:45 AM</b></p>	<p><b>General Session with Jim Ristow's State of the Union Address, Featuring Keynote Speaker, Jesse Itzler</b></p>	<p>ACADEMY BALLROOM</p>
<p><b>10:00 AM</b>  <b>– 12:00 PM</b></p>	<p><b>Professional Headshots</b></p>	<p>YSN WINNER'S LOUNGE IN FORUM LOBBY</p>

# MONDAY, MARCH 25<sup>TH</sup> (CONT.)







<p><b>10:00 AM – 1:00 PM</b></p>	<p><b>Education Sessions</b></p>	<p><b>10:00 AM</b></p> <ul style="list-style-type: none"> <li>• A.I. + Furniture + Appliance Retail – Is It a Game Changer for the Bottom Line? Presented by Package.ai with Ziv Fass – <b>SUMMIT 228</b></li> <li>• LUXE Education: How a Chef Cooks Up Showroom Events with Chef Andrew – <b>SUMMIT 230</b></li> <li>• Business Succession + Estate Planning – Are You Prepared for Upcoming Tax Law Change? Presented by Resnick Succession Group – <b>SUMMIT 227</b></li> <li>• ServiceSource: Troubleshooting Dishwashers and Laundry Performance – Is It Something Other Than the Machine? with Diane Hoffman (10:00 AM – 11:30 AM) – <b>SUMMIT 229</b></li> <li>• Geared for Growth: Learn How to Scale Your Business to \$5M (10:00 AM - 1:00 PM Lunch will be provided) with Eric Hunter – <b>ACADEMY 415</b></li> <li>• Geared for Acceleration: Learn What It Takes to Push Your Business to Next Level Revenue with Chris Swift (10:00 AM - 1:00 PM Lunch will be provided) – <b>ALLIANCE 305</b></li> </ul> <p><b>11:00 AM</b></p> <ul style="list-style-type: none"> <li>• How A.I. Can Slash Response Times by 90% and Failed Deliveries by 66% Presented by Package.ai with Ziv Fass – <b>SUMMIT 228</b></li> <li>• Business Succession + Estate Planning - Are You Prepared for Upcoming Tax Law Change? Presented by Resnick Succession Group – <b>SUMMIT 227</b></li> </ul> <p><b>11:30 AM</b></p> <ul style="list-style-type: none"> <li>• ServiceSource: Unlocking the Essence of Professional Service Pricing in COD Transactions with Jack Miller – <b>SUMMIT 229</b></li> </ul>
<p><b>10:00 AM – 5:00 PM</b></p>	<p><b>AVB Marketing Member Meetings</b></p>	<p><b>ACADEMY 418</b></p>
<p><b>12:00 PM – 1:00 PM</b></p>	<p><b>Member Lunch</b></p>	<p><b>ALLIANCE 309</b></p>
<p><b>12:00 PM – 1:00 PM</b></p>	<p><b>Furniture and Mattress Dealer Networking Lunch</b></p>	
<p>Moderated by Michael Posa</p>	<p></p>	<p><b>SUMMIT 224</b></p>
<p><b>1:00 PM – 3:00 PM</b></p>	<p><b>Education Sessions</b></p>	<p><b>1:00 PM</b></p> <ul style="list-style-type: none"> <li>• Six Keys to Creating a “Wow” Customer Experience with Daniel Abramson – <b>SUMMIT 230</b></li> <li>• Protecting Your Profit: How to Reduce Ransomware Risk with Thomas Richards, CMO of NINJIO – <b>SUMMIT 228</b></li> <li>• ServiceSource: LOKRING Theory and Application with R600 with Jessie Lentini – <b>SUMMIT 229</b></li> </ul> <p><b>2:00 PM</b></p> <ul style="list-style-type: none"> <li>• ServiceSource: How to Turn Your Call Center Into a Profit Center with Tatiana Tauavea – <b>SUMMIT 229</b></li> <li>• Six Keys to Creating a “Wow” Customer Experience with Daniel Abramson – <b>SUMMIT 230</b></li> <li>• Protecting Your Profit: How to Reduce Ransomware Risk with Thomas Richards, CMO of NINJIO – <b>SUMMIT 228</b></li> </ul>
<p><b>2:45 PM – 3:15 PM</b></p>	<p><b>Member Snack Break</b></p>	<p><b>ALLIANCE/ ACADEMY LOBBY</b></p>
<p><b>3:00 PM – 3:50 PM</b></p>	<p><b>Mattress Marketing Best Practice Town Hall</b></p>	
<p></p>	<p></p>	<p><b>SUMMIT 224</b></p>
<p><b>3:00 PM – 3:50 PM</b></p>	<p><b>Intercounty General Meeting</b></p>	
<p>Tri-State Members to attend</p>	<p><b>ALLIANCE 314</b></p>	

**MONDAY, MARCH 25<sup>TH</sup> (CONT.)**



<p><b>3:00 PM - 3:50 PM</b></p>	<p><b>BrandSource Region Meetings</b>                  Great Plains - <b>ALLIANCE 313</b>                  Southeast - <b>ALLIANCE 308</b>                  Greater Midwest - <b>SUMMIT 227</b>                  Michigan - <b>SUMMIT 226</b>                  North Atlantic - <b>ALLIANCE 312</b>                  Maytag - <b>ALLIANCE 311</b></p>	<p><b>ACADEMY BALLROOM</b></p>
<p><b>3:00 PM - 3:50 PM</b></p>	<p><b>MTEQ: Marketing + Technology Session with Dave Meekings and John White</b>                  Mid-America                  North Central                  Pacific Rim                  South Atlantic                  Northwest                  Rocky Mountain                  HTC                  Southwest</p>	<p><b>ACADEMY BALLROOM</b></p>
<p><b>4:00 PM - 4:50 PM</b></p>	<p><b>BrandSource Region Meetings</b>                  Mid-America - <b>ALLIANCE 311</b>                  North Central - <b>ALLIANCE 313</b>                  Pacific Rim - <b>ALLIANCE 308</b>                  South Atlantic - <b>ALLIANCE 312</b>                  Northwest - <b>ALLIANCE 314</b>                  Rocky Mountain - <b>ALLIANCE 314</b>                  HTC - <b>UNITY BOARDROOM</b>                  Southwest - <b>SUMMIT 227</b></p>	<p><b>ACADEMY BALLROOM</b></p>
<p><b>4:00 PM - 4:50 PM</b></p>	<p><b>MTEQ: Marketing + Technology Session with Dave Meekings and John White</b>                  Great Plains                  Southeast                  Greater Midwest                  Michigan                  North Atlantic                  Maytag                  Power Dealer                  Power Builder                  Intercounty                  Tri-State                  Mattress Town Hall Attendees</p>	<p><b>ACADEMY BALLROOM</b></p>
<p><b>5:00 PM - 7:00 PM</b></p>	<p><b>General Session with Chad Evans' Merchandising Update and Stampede Dinner Reception</b></p>	<p><b>ACADEMY BALLROOM</b></p>



# TUESDAY, MARCH 26<sup>TH</sup>

<p>7:30 AM - 9:00 AM</p>	<p><b>ServiceSource Town Hall Breakfast</b> Moderated by Jarred Roy</p>		<p>ACADEMY 415</p>
<p>7:30 AM - 9:00 AM</p>	<p><b>Women in Business Breakfast</b> Sponsored By:   </p>		<p>SUMMIT 228</p>
<p>7:30 AM - 5:00 PM</p>	<p><b>Event Registration</b></p>		<p>FORUM LOBBY</p>
<p>8:00 AM - 9:00 AM</p>	<p><b>Member Breakfast</b></p>		<p>ALLIANCE 309</p>
<p>8:00 AM - 9:00 AM</p>	<p><b>Intercounty Member Breakfast</b></p>		<p>SUMMIT 230</p>
<p>9:00 AM - 5:30 PM</p>	<p><b>EXPO</b>  <b>EXPO Giveaways - Stop by these Exhibitor Booths to WIN big!</b>          During EXPO Hours - New Leaf Draw 21 Giveaway          During EXPO Hours - BadaBing Parts Yeti Mug Giveaway          During EXPO Hours - Crosley Giveaway          During EXPO Hours - Allstate Southwest Gift Card Giveaway          During EXPO Hours - Wells Fargo Put-Put Game Giveaway          During EXPO Hours - BSF Gift Card Giveaway          During EXPO Hours - Samsung Bespoke Jet Vacuum Giveaway          During EXPO Hours - Purple - Harmony Pillow Bundle giveaway every hour and a chance for a grand prize of \$7500          9:00 AM - LG Electronics Pop-Up Training &amp; \$100 Giveaway          11:00 AM - LG Electronics Pop-Up Training &amp; \$100 Giveaway          1:00 PM - LG Electronics Pop-Up Training &amp; \$100 Giveaway          1:00 PM - Whirlpool Giveaway (1/4)          3:00 PM - LG Electronics Pop-Up Training &amp; \$100 Giveaway          3:00 PM - Whirlpool Giveaway (2/4)          4:00 PM - Electrolux Plinko Cash Back Giveaway          4:00 PM - 5:00 PM - GE Small Appliance Giveaway - a winner every 10 minutes!          4:15 PM - BSH Caribbean Cruise Giveaway          4:30 PM - LG Electronics Fridge, Dish, and Laundry Giveaway          4:45 PM - Whirlpool Giveaway (3/4)          5:15 PM - Serta Trip of a Lifetime Giveaway</p> <p><b>BEYOND THE SHOWROOM: Using Social Media to Engage &amp; Sell</b>          Meet at the AVB Marketing Booth          *RSVP Required          10:00 AM - 10:30 AM          11:00 AM - 11:30 AM          1:00 PM - 1:30 PM          2:00 PM - 2:30 PM</p>		<p>SUMMIT &amp; FORUM EXPO HALLS</p>

## TUESDAY, MARCH 26<sup>TH</sup> (CONT.)

	<p><b>EXPO (CONT.)</b></p> <p><b>Pick-Me-Ups</b></p> <p><b>9:00 AM - 11:00 AM:</b> Coffee break sponsored by <b>CROSLEY</b>  - <b>FORUM EXPO HALL</b></p> <p><b>10:00 AM - 12:00 PM:</b> Coffee + cookie break sponsored by <b>C A F É</b> - <b>SUMMIT EXPO HALL</b></p> <p><b>1:30 PM - 3:30 PM:</b> Coffee break sponsored by  <b>Electrolux</b> - <b>SUMMIT EXPO HALL</b></p>	
<b>10:00 AM - 12:00 PM</b>	<b>Professional Headshots</b>	<b>YSN WINNER'S LOUNGE IN FORUM LOBBY</b>
<b>12:00 PM - 1:00 PM</b>	<b>Summit Member &amp; Vendor Lunch</b>	<b>ALLIANCE 309</b>
<b>3:00 PM - 5:00 PM</b>	<b>Mattress Industry Network Meet-Up</b>	<b>AVB MARKETING BOOTH Training Room 1</b>
<b>3:30 PM - 5:30 PM</b>	<p><b>EXPO Happy Hour</b></p> <p>Thank you to our Happy Hour hosts! Visit the following booths for a beverage:</p> <ul style="list-style-type: none"> <li>• FORUM BALLROOM</li> <li>• Whirlpool</li> <li>• AVB Marketing (Beginning at 2:30 PM)</li> <li>• ProSource</li> <li>• Forum Lounge</li> <li>• Zline / Crosley</li> <li>• SUMMIT BALLROOM</li> <li>• Serta</li> <li>• Beautyrest</li> <li>• Monogram</li> <li>• Electrolux</li> <li>• LG Electronics</li> <li>• Tempur-Sealy</li> <li>• BSH</li> </ul>	
<b>5:30 PM</b>	<b>Evening on Your Own</b>	

## WEDNESDAY, MARCH 27<sup>TH</sup>

<b>7:00 AM - 8:00 AM</b>	<b>Summit Member &amp; Vendor Breakfast</b>	<b>ALLIANCE 309</b>
<b>7:00 AM - 11:00 AM</b>	<b>Event Registration</b>	<b>FORUM LOBBY</b>
<b>8:00 AM - 12:00 PM</b>	<p><b>EXPO</b></p> <p><b>EXPO Giveaways - Stop by these Exhibitor Booths to WIN big!</b></p> <p><b>During EXPO Hours - BadaBing Parts Yeti Mug Giveaway</b></p> <p><b>10:00 AM - Whirlpool Giveaway (4/4)</b></p>	<b>SUMMIT &amp; FORUM EXPO HALLS</b>