

Course Title	Track	Presenter Name	Date	Start Time	End Time
<b>Sunday, February 10</b>					
Facebook 1.0 – The Right Start with Facebook	Digital Marketing	Zach Moore	2/10/2019	2:00 PM	2:45 PM
How Video Helps Your Marketing Strategies Dominate: Online, On-air and In-store	Digital Marketing General Marketing	Steve Bryant	2/10/2019	2:00 PM	2:30 PM
All Things Marketing – An NMG Dealer Roundtable session	General Marketing	Doug Marsh Amanda Evans	2/10/2019	2:00 PM	2:45 PM
EPIC Protect Product Protection – The EPIC Difference	Business Services	Susie Moore Chad Burris	2/10/2019	2:00 PM	2:45 PM
No One Will ‘Call for Best Price’. The why and how of a winning online pricing strategy	Digital Marketing	Jim Kane Jose Salazar	2/10/2019	2:00 PM	2:45 PM
The Last 3 Feet - Five Keys to Closing More Sales	General Marketing	Mike Whitaker Jeff Knock	2/10/2019	2:00 PM	2:45 PM
Instagram for Business 1.0: Engage, Like, and Comment	Digital Marketing	Amanda Evans Emily Sharp	2/10/2019	2:45 PM	3:15 PM
Harnessing the Power of Online Video with Exclusive Web Video from Nationwide How Nationwide’s Digital Video Warehouse can supercharge your digital marketing.	Digital Marketing General Marketing	Steve Bryant	2/10/2019	2:45 PM	3:15 PM
Let’s Chat! How to Use Chat to Drive Sales, An NMG Dealer Roundtable session	Digital Marketing	Jennifer Danko NMG Members	2/10/2019	3:00 PM	3:45 PM
Employee Health Insurance Options and a Full Human Resources Suite to Help Your Business THRIVE!	Business Services	Frank Sandtner Mike Stapp	2/10/2019	3:00 PM	3:45 PM
Facebook 2.0 – Maximizing Your Facebook Business Page	Digital Marketing	Doug Marsh	2/10/2019	3:00 PM	3:45 PM
Tell Your Best Story: How Your Company’s Story Impacts EVERYTHING!	General Marketing	Mike Whitaker Jeff Knock	2/10/2019	3:00 PM	3:45 PM
“As Seen On TV”: High Impact, Low Cost, On-air Advertising The how and why of Nationwide’s Exclusive Commercial Factory.	General Marketing	Steve Bryant	2/10/2019	3:30 PM	4:00 PM
Let’s Get Social! Winning Social Media in 2019 – A Nationwide Dealer Roundtable	Digital Marketing	Doug Marsh NMG Members	2/10/2019	4:00 PM	4:45 PM

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The Art of Rebranding: How to Stay Fresh, While Still Remaining True	General Marketing	Lauren Talicska Marcus Vonier	2/10/2019	4:00 PM	4:45 PM
Lead Them and They Will Grow!	Leadership/Human Capital	Kris Kuester	2/10/2019	4:00 PM	4:45 PM
NMG 101	General Marketing		2/10/2019	4:00 PM	4:45 PM
In-store Video: Digital Marketing at the Last 3 Feet How MemberNetTV can make your showroom an information-rich selling zone.	Digital Marketing General Marketing	Steve Bryant Chris Bryant	2/10/2019	4:15 PM	4:45 PM
<b>Monday, February 11</b>					
3 Things Everybody Needs So They Will Perform at Their Highest Level	Leadership/Human Capital	Kris Kuester	2/11/2019	12:00 PM	12:45 PM
Business Services Can Help You Make Money Like Never Before: A Powerful Business Services Overview	Business Services	Moderator Richard Weinberg Mallory Parker, Frank Sandtner, NMG Members	2/11/2019	12:00 PM	12:45 PM
Google 101: Reach Customers Online with Google	Google	Google	2/11/2019	12:00 PM	12:45 PM
Product Diversification Strategy: Increase Sales to Existing Customers with Flooring	Vendor Presentation	Ron Dunn	2/11/2019	12:00 PM	12:45 PM
"You're Late! Again!" A Boomer's Guide to Managing Millennials	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/11/2019	12:00 PM	12:45 PM
Bosch- Kitchen Suite	Vendor Presentation	Bosch	2/11/2019	1:00 PM	1:45 PM
In-Store Mattress retailing is not dead...Create a compelling in store experience for all your customers (formerly Dream Map Diagnostics)	Vendor Presentation	Brent Biermann	2/11/2019	1:00 PM	1:45 PM
Electrolux - So Fresh and So Clean	Vendor Presentation	Electrolux	2/11/2019	1:00 PM	1:45 PM
GE Appliance New Product Training	Vendor Presentation	Michael Earls Whitney Trowbridge	2/11/2019	1:00 PM	1:45 PM
Google 101: Google My Business and Maps; Are you leveraging one of the most popular and free tools from Google?	Google	Google	2/11/2019	1:00 PM	1:45 PM

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What happens in Vegas stays in Vegas...but what happens in your store stays on Yelp! forever	Digital Marketing	Jon Cain	2/11/2019	1:00 PM	1:45 PM
Retail's Holy Grail: 3 Keys to Finding and Keeping Top Talent!	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/11/2019	1:00 PM	2:45 PM
Turn "No" into "Yes" (Mattress University #1 )	Mattress University	Bob Muenkel	2/11/2019	1:00 PM	1:45 PM
Whirlpool Laundry Outpaces the Industry	Vendor Presentation	Whirlpool Corporation	2/11/2019	1:00 PM	1:45 PM
Your Advertising Messaging and Delivery . . . Crucial to Your Success: What do your ads really say? How are they reaching your shoppers? How can Nationwide help?	General Marketing	Steve Bryant	2/11/2019	1:00 PM	2:30 PM
Digital Marketing 301: Hire the RIGHT People to Support Your Digital Efforts	Digital Marketing Human Capital	Jennifer Danko	2/11/2019	2:00 PM	2:45 PM
Electrolux - Ready to Cook When You Are	Vendor Presentation	Electrolux	2/11/2019	2:00 PM	2:45 PM
Google 201: Using Data to Drive Growth	Google	Google	2/11/2019	2:00 PM	2:45 PM
KitchenAid Dishwashers and Kitchen Suites	Vendor Presentation	KitchenAid Team	2/11/2019	2:00 PM	2:45 PM
Industry Update: The Latest Developments in the Bedding Industry (Mattress University #2)	Mattress University	David Perry	2/11/2019	2:00 PM	2:45 PM
How to WIN in Outdoor Kitchens	General Marketing	Trevor Taylor John Laing	2/11/2019	2:00 PM	2:45 PM
Samsung - New Innovation and Product Launches for 2019	Vendor Presentation	Samsung	2/11/2019	2:00 PM	2:45 PM
Speed Queen - New Enhancements for 2019	Vendor Presentation	Speed Queen	2/11/2019	2:00 PM	2:45 PM
"Why Sell Traeger?"	Vendor Presentation	David Niedzielski Glen Morris	2/11/2019	3:00 PM	3:45 PM
\$\$ Free Money \$\$	Financial Services	Chris Kirk Jason Kirk	2/11/2019	3:00 PM	3:45 PM

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GE Appliance New Product Training	Vendor Presentation	Michael Earls Whitney Trowbridge	2/11/2019	3:00 PM	3:45 PM
Google 101: Connect with Customers through Video	Google	Google	2/11/2019	3:00 PM	3:45 PM
Email Marketing 101: A Beginners Guide to Success	Digital Marketing	Leon Barbachano	2/11/2019	3:00 PM	3:45 PM
It's All Mobile: How the "Computer" in Your Pocket Has Changed Digital	Digital Marketing	Jennifer Danko Lauren Talicska	2/11/2019	3:00 PM	3:45 PM
Leather Italia - iLeather	Vendor Presentation	Leather Italia	2/11/2019	3:00 PM	3:45 PM
LG ... Bringing the Entire Package to Today's Consumers	Vendor Presentation	LG Home Appliances	2/11/2019	3:00 PM	3:45 PM
Succeeding in Business and in Life (Mattress University #3)	Mattress University	Jim "Mattress Mack" McIngvale	2/11/2019	3:00 PM	3:45 PM
Whirlpool - Cooking and Refrigeration Benefits	Vendor Presentation	Whirlpool Corporation	2/11/2019	3:00 PM	3:45 PM
<b>Tuesday, February 12</b>					
3 Things Everybody Needs So They Will Perform at Their Highest Level	Leadership/Human Capital	Kris Kuester	2/12/2019	7:00 AM	7:45 AM
Breakfast with Bob, You're insight to the all new 2019 Serta, and Beautyrest Beds	Vendor Presentation	Bob Muenkel	2/12/2019	7:00 AM	7:45 AM
Digital Buzz: Hip or Hype?	Digital Marketing	Lauren Talicska	2/12/2019	7:00 AM	7:45 AM
Winning in Furniture Product Protection Plans: A Nationwide Dealer Roundtable	Business Services	Chad Burris	2/12/2019	7:00 AM	7:45 AM
Instagram for Business 1.0: Engage, Like, and Comment	Digital Marketing	Amanda Evans Emily Sharp	2/12/2019	8:00 AM	8:30 AM
AdRocket Base vs. AdRocket Boost: Which Digital Marketing plan is right for you?	Digital Marketing	Jim Kane Jodie Nesta	2/12/2019	8:00 AM	9:30 AM
Back By Popular Demand: THRIVE in your Appliance Service Department - Dealer Roundtable	Business Services	Mallory Parker	2/12/2019	8:00 AM	9:30 AM

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Consumer 2019: 7 Things You MUST DO to Attract Consumer Attention!	General Marketing	Mike Whitaker Jeff Knock	2/12/2019	8:00 AM	9:30 AM
Digital 101: A Step by Step Guide of what to do and when to do it	Digital Marketing	Adam Gilbert	2/12/2019	8:00 AM	9:30 AM
Google 201: Promote Your Business with Online Advertising	Google	Google	2/12/2019	8:00 AM	9:30 AM
Helping Others Will Help You Succeed	Leadership/Human Capital	Kris Kuester	2/12/2019	8:00 AM	9:30 AM
Your Advertising Messaging and Delivery . . . Crucial to Your Success: What do your ads really say? How are they reaching your shoppers? How can Nationwide help?	General Marketing	Steve Bryant	2/12/2019	8:00 AM	9:30 AM
Synchrony HOME Network	Financial Services	Rob Krause Jonathan Crutcher	2/12/2019	8:45 AM	9:30 AM
"There is always someone cheaper" (Protect-A-Bed)	Vendor Presentation	Keith Burrell	2/12/2019	9:45 AM	10:30 AM
\$\$ Free Money \$\$	Financial Services	Chris Kirk Jason Kirk	2/12/2019	9:45 AM	10:30 AM
Day One: Setting up New Hires for Success	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/12/2019	9:45 AM	10:30 AM
Facebook 1.0 – The Right Start with Facebook	Digital Marketing	Zach Moore	2/12/2019	9:45 AM	10:15 AM
Furniture 101	General Marketing	Jerry Epperson	2/12/2019	9:45 AM	10:30 AM
Google 101: Reach Customers Online with Google	Google	Google	2/12/2019	9:45 AM	10:30 AM
Leading Your Company's Multi-Generational Team	Leadership/Human Capital	Steve Bryant	2/12/2019	9:45 AM	10:30 AM
Digital Marketing 301: Hire the RIGHT People to Support Your Digital Efforts	Digital Marketing	Jennifer Danko	2/12/2019	9:45 AM	10:30 AM
What happens in Vegas stays in Vegas...but what happens in your store stays on Yelp! forever	Digital Marketing	Jon Cain	2/12/2019	10:45 AM	11:30 AM

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Email Marketing 101: A Beginners Guide to Success	Digital Marketing	Leon Barbachano	2/12/2019	10:45 AM	11:30 AM
Google 101: Connect with Customers through Video	Google	Google	2/12/2019	10:45 AM	11:30 AM
If You Didn't Work Here... How Career Pages Win or Lose the Recruiting Battle	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/12/2019	10:45 AM	11:30 AM
Mattress 101	General Marketing	Jerry Epperson	2/12/2019	10:45 AM	11:30 AM
No One Will 'Call for Best Price'. The why and how of a winning online pricing strategy	Digital Marketing	Jim Kane Jose Salazar	2/12/2019	10:45 AM	11:30 AM
Thrive with Proper Business Insurance Coverage	Business Services	Reid Robson	2/12/2019	11:00 AM	11:30 AM
7 Steps to Product Protection Plan Success and Profits	Business Services	Chad Burris Susie Moore	2/12/2019	1:00 PM	2:00 PM
Google 201: Promote Your Business with Online Advertising	Google	Google	2/12/2019	1:00 PM	2:00 PM
How to Get Customers to Choose You on the Web	Digital Marketing	Jon Cain	2/12/2019	1:00 PM	2:00 PM
Let's Get Social! Winning Social Media in 2019 – A Nationwide Dealer Roundtable	Digital Marketing	Doug Marsh NMG Members	2/12/2019	1:00 PM	2:00 PM
Tell Your Best Story: How Your Company's Story Impacts EVERYTHING!	General Marketing	Mike Whitaker Jeff Knock	2/12/2019	1:00 PM	2:00 PM
What's New At Tempur+Sealy?	Vendor Presentation	Tempur+Sealy	2/12/2019	1:00 PM	2:00 PM
Google 101: Google My Business and Maps; Are you leveraging one of the most popular and free tools from Google?	Google	Google	2/12/2019	2:15 PM	3:15 PM
NEW! Start selling DirecTV, iPhones and MORE! No inventory required with AT&T!	Vendor Presentation	Frank Rebel Eric King	2/12/2019	2:15 PM	3:15 PM
Let's Chat! How to Use Chat to Drive Sales, An NMG Dealer Roundtable session	Digital Marketing	Jennifer Danko NMG Members	2/12/2019	2:15 PM	3:15 PM
The Art of Rebranding: How to Stay Fresh, While Still Remaining True	General Marketing	Lauren Talicska Marcus Vonier	2/12/2019	2:15 PM	3:15 PM

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This nation has its ups and downs; be ready for an upswing!	General Marketing	Jerry Epperson	2/12/2019	2:15 PM	3:15 PM
Knowledge is Power and Motivation is Fuel!	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/12/2019	2:15 PM	3:15 PM
<b>Wednesday, February 13</b>					
AdRocket Base vs. AdRocket Boost: Which Digital Marketing plan is right for you?	Digital Marketing	Jim Kane Jodie Nesta	2/13/2019	8:00 AM	9:00 AM
Knowledge is Power and Motivation is Fuel!	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/13/2019	8:00 AM	9:00 AM
Lead Them and They Will Grow!	Leadership/Human Capital	Kris Kuester	2/13/2019	8:00 AM	9:00 AM
Sleep Better At Night: How to Measure & Optimize Your Business' Financial Health	Financial Services	Alicia Zich	2/13/2019	8:00 AM	9:00 AM
Are Too Many "Big Sales!" Making Your Marketing Stale - How to Grow Your Store's Brand Affinity	General Marketing	Lauren Talicska	2/13/2019	9:15 AM	10:15 AM
EPIC Protect Product Protection – The EPIC Difference	Business Services	Susie Moore Chad Burris	2/13/2019	9:15 AM	10:15 AM
Facebook 2.0 – Maximizing Your Facebook Business Page	Digital Marketing	Doug Marsh	2/13/2019	9:15 AM	10:15 AM
The Last 3 Feet - Five Keys to Closing More Sales	General Marketing	Mike Whitaker Jeff Knock	2/13/2019	9:15 AM	10:15 AM
The Art of Rebranding: How to Stay Fresh, While Still Remaining True	General Marketing	Lauren Talicska Marcus Vonier	2/13/2019	10:30 AM	11:30 AM
Employee Health Insurance Options and a Full Human Resources Suite to Help Your Business THRIVE!	Business Services	Frank Sandtner Mike Stapp	2/13/2019	10:30 AM	11:30 AM
"You're Late! Again!" A Boomer's Guide to Managing Millennials	Leadership/Human Capital	Mike Whitaker Jeff Knock	2/13/2019	10:30 AM	11:30 AM