

Nationwide Learning Academy Speaker Biographies

Leon Barbachano, Nationwide Marketing Group

How to start using Email Marketing in the Digital World

2/11/2019– 3:00 PM

2/12/2019– 10:45 AM

Leon Barbachano has a Bachelors Degree in Marketing and an MBA with an emphasis on Entrepreneurship. Prior to joining Nationwide West as General manager in October of 2018 – he was a partner in Allen & Petersen Cooking & Appliance Center and Automated Laundry Systems which are based in Anchorage, AK. Even though he has a degree in marketing he will be the first to tell you that for the most part traditional media is dead. In his companies he used to spend lots of money in advertising. Now he has altered his advertising to be based on using digital marketing to drive sales through the door. (He ditched Newspaper, Radio and TV back in 2008 and hasn't looked back!)

Brent Biermann, Business Development Mgr, Xsensor

Dream Map Diagnostics

2/11/2019– 1:00 PM

Brent has over 25 years of experience in the bedding industry with Sealy, Serta, King Koil and FXI.

He has spent the past 2 1/2 years with Xsensor Technology helping retailers grow their bedding business with the Dream Map mattress recommendation system.

Chris Bryant, Nationwide PrimeMedia

In-store Video: Digital Marketing at the Last 3 Feet How MemberNetTV can make your showroom an information-rich selling zone.

2/10/2019– 4:15 PM

Chris is Director of Media Distribution for Nationwide PrimeMedia and is responsible for directing its new technologies and overseeing the distribution of its wide range of media assets. Whether you need support for MemberNetTV Ultra, the Nationwide Video Warehouse, Nationwide's Commercial Factory, ANSWERS Info-pad initiative or the Nationwide Learning Academy Online, Chris is your point of contact with the PrimeMedia team. Through his work with our developers and implementers he has the expertise necessary to answer your questions and help find solutions to your challenges.

Steve Bryant, Nationwide PrimeMedia

How Video Helps Your Marketing Strategies Dominate: Online, On-air and In-store

2/10/2019 – 2:00 PM

Nationwide Learning Academy Class Descriptions

Harnessing the Power of Online Video with Exclusive Web Video from Nationwide How Nationwide's Digital Video Warehouse can supercharge your digital marketing.

2/10/2019– 2:45 PM

"As Seen On TV": High Impact, Low Cost, On-air Advertising The how and why of Nationwide's Exclusive Commercial Factory.

2/10/2019– 3:30 PM

In-store Video: Digital Marketing at the Last 3 Feet How MemberNetTV can make your showroom an information-rich selling zone.

2/10/2019– 4:15 PM

You Advertising Messaging and Delivery . . . Crucial to Your Success: What do your ads really say? How are they reaching your shoppers? How can Nationwide help?

2/12/2019– 8:00 AM

Leading Your Company's Multi-Generational Team

2/12/2019– 9:45 AM

Steve began his 45-year career in consumer electronics becoming a partner with a \$90 million Atlanta-based retailer. Upon selling his interest, he formed an education, technology and marketing company whose materials, programs and strategies have been used by thousands of companies and their retail salespeople and managers throughout North America. Since 2000 he has focused exclusively on the needs of the members of Nationwide Marketing Group establishing Nationwide PrimeMedia which concepts, produces and delivers the group's advanced video learning systems, high-impact television commercials, digital signage technologies, web video content, live educational programs and more.

Keith Burrell, Protect-A-Bed

"There is always someone cheaper"

2/12/2019– 9:45 AM

Keith has spent most of his 30 year career in brick and mortar furniture retail and specializes in creating successful sales processes to drive average ticket and sales per guest. He has held sales leadership roles with successful retailers such as Ashley HomeStores and Raymour and Flanigan. He joined the Protect A Bed team in January of 2018 where he is the Regional Sales Manager for the Eastern United States. His main responsibility is to partner with his customers and build successful top of bed programs which drive increased profitability in the bedding category. Keith holds a B.A. from Kings College and is a former Marine. Keith, his wife Stephanie and their four children reside in Gilbertsville, Pa.

Nationwide Learning Academy Class Descriptions

Chad Burris, Product Protection Program Manager

EPIC Protect Product Protection – The EPIC Difference

2/10/2019– 2:00 PM

2/13/2019– 9:15 AM

Furniture Protection Plan Panel Discussion

2/12/2019– 7:00 AM

The 7 Steps to Protection Plan Success

2/12/2019– 1:00 PM

Chad Burris has spent the past 6 years assisting retailers in building successful product protection programs in their stores. His focus with Nationwide Marketing Group is managing and promoting the 4 protection plan offerings, creating dealer training materials, and assisting retailers as they implement product protection best practices. Prior to his position with NMG, he worked in an appliance and consumer electronics retail environment where he managed and trained fellow employees on product and protection plan selling skills.

Jon Cain, Retailer Web Services

How to get customers to choose you on the web

2/12/2019– 1:00 PM

What happens in Vegas stays in Vegas...but what happens in your store stays on Yelp! forever

2/11/2019– 1:00 PM

2/12/2019– 10:45 AM

Jon Cain started with Retailer Web Services in 2015. Although only being in the industry for a shortwhile, Jon quickly learned he loved helping independent retailers succeed online. Jon has had a few roles at RWS. First as an Account Manager, learning the ins and outs of the RWS Systems. Most recently, he was promoted to Sales where he works with a dedicated team looking to find customers a perfect fit according to their needs. When Jon is outside of the office, he spends time with his wife and dog; playing guitar and doing outdoor activities.

Jonathan Crutcher, Synchrony Financial

Synchrony HOME Network

2/12/2019 – 8:45 AM

Jonathan has over 10 years' experience in the consumer financing business helping retailers develop financing strategies which maximize their ROI and generate more sales. Jonathan joined the Synchrony HOME team in June 2017.

Nationwide Learning Academy Class Descriptions

Jennifer Danko, VP of Technology, Site On Time

Digital Marketing 301: Hire the RIGHT People to Support Your Digital Efforts

2/11/2019– 2:00 PM

2/12/2019– 9:45 AM

It's All Mobile: How the "Computer" in Your Pocket Has Changed Digital

2/11/2019– 3:00 PM

Let's Talk Chat! How to Use Chat to Drive Sales, An NMG Dealer Roundtable session

2/10/2019– 3:00 PM

2/12/2019– 2:15 PM

Jennifer Danko is the Chief Technology officer for Site On Time website development. She is Google Adwords Certified and a Google Partner. She has worked in the appliance, electronics and furniture industries for more than 20 years. Before starting Site On Time in 2008, Jennifer worked in a retail appliance and electronics store for more than 6 years, learning the ins and outs of the industry and the many aspects of running a store. While employed she also earned her associate's degree in accounting. During this time she researched and implemented a store management software system for the company. In 1999 she accepted a consultant position with the same software company. Jennifer spent the next 9 years learning programming, providing customer support and traveling across the country to provide training and consulting for this software system. In 2007, she realized the strong need and demand for reliable and reputable website development within this industry. After successfully launching several ecommerce websites she decided to pursue this full time and started Site On Time in 2008. Her years of experience in the appliance, electronics and furniture industry allows her to better understand the needs of the retailers and develop solutions that work within the industry. Her accounting and software experience gives her first hand knowledge of the intricacies of building and maintaining a solid, stable and user-friendly retail solution. Site On Time developed and manages the Nationwide Point of Sale Solution, Prime Systems. Jennifer lives with her husband of 22 years and daughter in Gainesville, GA.

Michael Earls, GE Appliances

GE Appliance New Product Training

2/11/2019– 1:00 PM

2/11/2019– 3:00 PM

Michael is a third-generation member of the GEA family. Over the last 10 years he has held roles of increasing responsibility in sales, merchandising, operations, and training. For the last two and half years, he has held the role of Senior Commercial Trainer on GEA's Commercial Learning team. His enthusiastic training style is evident in his trainings. He holds a B.A. in Marketing from the University of Louisville. Michael, his wife Kristin, and their two children (Hunter & Avery) reside in Louisville, KY.

Jerry Epperson, Mann, Armistead & Epperson

Furniture 101

2/12/2019– 9:45 AM

Nationwide Learning Academy Class Descriptions

Mattress 101

2/12/2019– 10:45 AM

This nation has its ups and downs; be ready for an upswing!

2/12/2019– 2:15 PM

Jerry is one of the founders and a Managing Director of Mann, Armistead & Epperson, Ltd. Jerry is the head of the firm's research effort and has in excess of forty years of experience in the publication of hard/soft dollar research which focuses on demographics, consumer products, furnishings (residential and contract) and related issues. More specifically, Jerry's research in the furnishings industry is recognized on a world-wide basis for its in-depth coverage of suppliers, manufacturers and retailers. Jerry has also been acknowledged by several industry, research and Wall Street associations for his coverage. On several occasions, Jerry has been requested by the U.S. State Department to travel to the Pacific Rim and Europe to assist those countries in understanding the furnishings industry. Prior to founding the firm, Jerry spent fifteen years at Wheat, First Securities, Inc. and five years at Scott & Stringfellow, Inc.

Jerry earned a Bachelor of Science degree in Commerce from the University of Virginia and an MBA from the College of William & Mary. He is also a Chartered Financial Analyst.

Amanda Evans, Nationwide Marketing Group

All Things Marketing – An NMG Dealer Roundtable session

2/10/2019– 2:00 PM

Engage, Like, Comment: Beginner Instagram for Business

2/10/2019– 2:45 PM

2/12/2019– 8:00 AM

Amanda Evans serves as Nationwide's Director of Marketing, working to create advertising campaigns and promotional events to help independent retailers reach new customers and drive sales. Amanda has spent the last two decades in marketing and advertising roles in franchising, non-profit and at a digital agency. She resides in Memphis, Tenn.

Adam Gilbert, Senior Sales Executive, Retailer Web Services

Digital 101: A Step by Step Guide of what to do and when to do it

2/12/2019– 8:00 AM

Adam Gilbert is a Senior Sales Executive at RWS and a digital guru. With 6 ½ years of extensive experience, Adam has personally worked with more than 1,000 independent retail stores across the United States in the Appliance, Furniture, Mattress, and CE industry. His passion for growth, technology, and helping others, combined with his leadership and ability to navigate and establish an effective digital presence, Adam positively impacts the lives and financial well being of those he serves. With his business background, undergraduate degree in Business and Communication from Arizona State University, followed by a graduate degree (MBA), Adam is a proven cross-functional leader that understands what it takes to increase profits and drive growth in today's digital age. RWS has digital solutions that are second to none and creating an effective road map that helps independent retailers have a competitive edge in an ever-changing digital

Nationwide Learning Academy Class Descriptions

environment is important to him. When Adam isn't at work he enjoys spending his time with his wife, Meghan and their three boys.

Jim Kane, Founder and CEO, Retailer Web Services

AdRocket Base vs. AdRocket Boost: Which is right for you?

2/12/2019– 8:00 AM

2/13/2019– 8:00 AM

No one wants to 'Call for Best Price'. Learn the why's and how's around a winning online pricing strategy

2/10/2019– 2:00 PM

2/12/2019– 10:45 AM

Jim Kane is the Founder and CEO of Retailer Web Services. For more than a decade , he has pursued a singular goal: To help independent retailers realize their dreams through the promise of technology. His mission has resulted in industry flagship products used by thousands of independent retailers throughout North America. RetailDeck(R), WebFronts(R), WebFronts(R) Review(TM) and RWSs' newest offering, AdRocket(TM). Jim is the co-author of "RE:THiNK: 11 surprising things you should do to win retail customers in the digital age" and "RE:MARKET: new digital techniques independent retailers can use now to compete better, grow faster and work smarter ". When he's not busy developing the next solution to help independent retailers compete and thrive, Jim takes to the skies as a licensed pilot.

Chris Kirk, Nationwide Marketing Group

\$\$ Free Money \$\$

2/11/2019– 3:00 PM

2/12/2019– 9:45 AM

Chris Kirk, Nationwide's Vice President of Member Services, joined the Nationwide Marketing Group after graduating from Ole Miss University. In his twelve years of service with Nationwide, Chris has devoted much of his time to refining and implementing many of the group's internal operations. Currently, and since accepting the role of Member Services VP, Chris leads the Member Services team in developing and implementing tools and assets that help provide best-in-class in-store experiences, exclusively for Nationwide Members. Outside of his busy work schedule, Chris is an avid outdoorsman, and enjoys hunting, fishing, and all things nature.

Jason Kirk, VP Financial Services, Nationwide Marketing Group

\$\$ Free Money \$\$

2/11/2019– 3:00 PM

2/12/2019– 9:45 AM

More Info Coming Soon!

Nationwide Learning Academy Class Descriptions

Jeff Knock, Nationwide Marketing Group

Consumer 2019: 7 Things You MUST DO to Attract Consumer Attention!

2/12/2019, 8:00 AM

Tell Your Best Story: How Your Company's Story Impacts EVERYTHING!

2/10/2019, 3:00 PM

2/12/2019, 1:00 PM

"You're Late! Again!" A Boomer's Guide to Managing Millennials

2/11/2019, 12:00 PM

2/13/2019, 10:30 AM

Day One: Setting up New Hires for Success

2/12/2019, 9:45 AM

If You Didn't Work Here... How Career Pages Win or Lose the Recruiting Battle

2/12/2019, 10:45 AM

Knowledge is Power and Motivation is Fuel!

2/12/2019– 2:15 PM

2/13/2019– 8:00 AM

Retail's Holy Grail: 3 Keys to Finding and Keeping Top Talent!

2/11/2019, 1:00 PM

The Last 3 Feet - Five Keys to Closing More Sales

2/10/2019– 2:00 PM

2/13/2019– 9:15 AM

Jeff Knock is an Executive VP and part of the Executive Leadership Team at Nationwide Marketing Group. He joined the company in July of 2011. Knock's career in retail spans over 22 years in the appliance industry at some of its most well regarded companies, including Electrolux and Whirlpool.

From 1989 through 2000, Knock retained the positions of Account Manager, Director of Sales Training, Director of National Accounts and General Manager of Retail Sales at Whirlpool Corporation. From 2000 through 2011, Knock retained the positions of General Manager of Retail Sales and Director of Buying Groups, working closely with NMG and their independent retailers for 6 years, at Electrolux.

Knock has many years of experience in retail and a keen understanding of the industry. During his 5 years in Whirlpool's education organization, Knock developed a particular passion for helping independent dealers in sales training and leadership development.

Nationwide Learning Academy Class Descriptions

Today, Knock is focusing a great deal of attention in helping Nationwide's Education team develop and execute the critical learning Nationwide dealers have resoundingly requested. Knock now plays a vital role in assisting with the development, execution and direction of Nationwide's industry-leading educational offerings.

Rob Krause, Senior Vice President and General Manager with the Payment Solutions, Synchrony Financial

Synchrony HOME Network

2/12/2019 – 8:45 AM

Rob has spent over 7 years helping retailers in the Consumer Electronics, Appliances and Furniture markets grow their businesses through effective promotional financing strategies that drive larger average tickets, create customer loyalty and generate consistent repeat sales. He began working with the Nationwide Marketing Group financing program in July of 2016.

Kris Kuester, Nationwide Marketing Group

3 Things Everybody Needs So They Will Perform at Their Highest Level

2/11/2019- 12:00 PM

Helping Others Will Help You Succeed

2/12/2019– 8:00 AM

Lead Them and They Will Grow!

2/13/2019 – 8:00 AM

Kris Kuester inspires people to change, to overcome, and to rediscover joy in their lives. In college, Kris was an Academic All-NCC and All North Central Region baseball player at the University of North Dakota. After completing college, Kris spent five years under the tutelage of Grammy award-winning songwriter and Nashville producer Dennis Morgan. In addition to touring as an independent country music artist, Kris worked with artists like Trisha Yearwood, Marty Stuart, Pam Tillis, and Sawyer Brown. Kris had a life of successes, happiness and well-being.

In 1996, at age thirty, a casual conversation with a physician on a golf course changed his life forever. Kris was diagnosed with Syringomyelia, an incurable and neurodegenerative disease of the spinal cord. After two brain surgeries and a year of dark depression, Kris decided that he was going to teach himself how to walk again, how to play his guitar, and overcome the physical and emotional ailments in his life. Kris developed a formula for overcoming his obstacles and wrote the book *Redefined*, describing how other people could follow a similar path.

Kris has been a gifted communicator, teacher and musician for over 20 years, and serves others in this way through his relationship with Nationwide Marketing Group and through his foundation, Living With It. He has spent years working with retailers of all sizes as they look for new and innovative ways to enhance their company culture, become more effective communicators, and inspire the best in their teams. Kris has also worked with many business owners, executives and managers throughout the Independent Retail Channel, helping them hone their leadership skills.

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John Laing, Director Outdoor Living & Whirlpool Exclusives, Nationwide Marketing Group

How to WIN in Outdoor Kitchens

2/11/2019– 2:00 PM

John Laing, Director Outdoor Living & Whirlpool Exclusives @ Nationwide Marketing Group. Four decades of experience serving the Independent Retailer channel with stints at Amana, Whirlpool & Nationwide Marketing Group. The past 2 ½ years have been spent executing the Outdoor Living strategy encouraging Nationwide Members to enter into and/or expand their presence in grills, outdoor appliances, furniture and comfort products.....Heat, Seat & Eat.

Doug Marsh, Director of Marketing Operations, Nationwide Marketing Group

All Things Marketing – An NMG Dealer Roundtable session

2/10/2019– 2:00 PM

Facebook 2.0 - Your Facebook Business Page

2/10/2019– 3:00 PM

2/13/2019– 9:15 AM

Let's get Social, Social Media in 2019 – An NMG Dealer Roundtable session

2/10/2019– 4:00 PM

2/12/2019– 1:00 PM

Since joining Nationwide Marketing Group in March of 2000, Doug Marsh has been involved in various aspects of the company. He originally worked directly with our members as an Account Manager in Direct Plus before moving to the Web Services department where he was tasked with bringing in new digital technologies as the Product Development Manager. There he specialized in mobile offerings and strategies and assisted members in the mobile optimization of their website. He now leads the Marketing Operations team with a goal of improving the Promotions sections of MemberNet but will continue to research and test new digital technologies with some of our most digitally advanced members.

Jim "Mattress Mack" McIngvale

Succeeding in Business and in Life – Mattress University

2/11/2019 – 3:00 PM

HARD WORK, GREAT AMBITION

Jim "Mattress Mack" McIngvale has always believed in God, country, family, and hard work. A tireless powerhouse, Mack is usually found standing at the front desk of the original Gallery Furniture store on North Freeway, greeting every customer and overseeing the sales activities of the store, seven days a week. Mack is the hardest working person you will ever meet! He never stops moving and trying to get better, and his energy is infectious to all who come in contact with this Houston icon.

With only \$5,000 and a dream to build the world's greatest furniture store, Mack started Gallery Furniture under tents on the side of the freeway, over 30 years ago. To Mack, life is about lessons to be learned and opportunities to be

Nationwide Learning Academy Class Descriptions

seized. With his life's motto "Grateful for everything, Entitled to nothing" directing his life, Mack has seen his dream grow and become a multi-million dollar enterprise, employing over 400 great American workers and helping to create countless others through his commitment to selling Made in America furniture.

INFLUENCING AMERICAN INDUSTRY

Gallery Furniture is also responsible for growing America's furniture manufacturing industry. Mack has long felt that an emphasis on high-quality, solid wood furniture was missing from the furniture industry. Too much furniture sold in America today is made overseas, using pressed, composite materials, full of dangerous chemicals, and built using cheap construction techniques that produce furniture that won't last more than a few years, at most, while leaching dangerous chemicals into the soil and groundwater when it ends up in landfills.

TODAY's best furniture comes from American craftsman who use solid hardwoods and traditional, time-honored craftsmanship, producing beautiful furniture that can be handed down for generations to come and where value is measured in quality, not quantity. Mack is the country's strongest proponent of Made in America furniture. As Mack puts it, "by selling Made in America furniture, we're selling the best furniture made and creating good jobs for Americans." It's a win-win situation". "It's only a start," says Mack, "but we're in this for the long haul. After 30-plus years selling furniture, we know our customers want long-lasting furniture at a fair price. And they prefer American-made quality."

HOUSTON'S PHILANTHROPIST

While Mack's promotions are well-known, his philanthropy is legendary. "We believe in 'Capitalism with a Cause,'"explains Mack, when asked why he gives so much to the community, schools, universities and more. "Why work so hard if you can't do something positive with what you earn?"

In fact, his philanthropy is as contagious as his passion for furniture. His work on special projects helped to build the first Mobile Stroke Unit in the USA, for patients in Houston, as well as raise millions for the Bush-Clinton Tsunami Disaster Relief Fund. When there's a great charitable need, Mack and Gallery Furniture are usually the first to respond, if not spearhead the effort.

RETAILING INNOVATOR

For years now, Gallery Furniture has been at the top of the industry in terms of size and earnings per square foot. As the largest independent furniture retailer in Texas — and bigger than most in other states — Mattress Mack knows continual innovation is needed to remain on top. TODAY, Gallery Furniture is enjoying tremendous growth with online marketing and sales, while employing cutting-edge technology on the sales floor, so sales consultants can provide a more personalized experience for customers, demonstrating value and expertise.

Due to overwhelming customer demand for a Gallery Furniture location to serve the massive growth of West Houston bedroom communities, Mack created a new store that sets a new standard for what a furniture store can and should be. The new store on Grand Parkway in Richmond is almost 50% larger than the North Freeway location and has become an anchor within that community, around which a shopping mecca is being built. Gallery Furniture Grand Parkway goes beyond expectations and provides a true community-centered destination, offering an experience that demonstrates why Gallery Furniture is different.

A RESPECTED HOUSTONIAN & GREAT AMERICAN

Anyone who's ever worked with Mack knows that he builds his business and performs his acts of charity, not for recognition, but to benefit the community at large. Mack has a huge heart and is focused on helping Houston become

Nationwide Learning Academy Class Descriptions

the greatest city in America. Mack is one of Houston's most recognized citizens and has touched the lives of countless Houstonians in a positive way.

Susie Moore, Product Protection Program Director, Nationwide Marketing Group

EPIC Protect Product Protection – The EPIC Difference

2/10/2019– 2:00 PM

2/13/2019– 9:15 AM

The 7 Steps to Protection Plan Success

2/12/2019– 1:00 PM

Susie Moore is a 30+ year retail and extended warranty industry veteran. She joined the Nationwide Marketing Group Business Services team in December, 2017 as the Product Protection Program Director. Prior to joining NMG, Susie worked for Warrantech where she was the Senior Account Manager supporting the NSI program. Prior to her position at Warrantech, she was employed for 33 years with RadioShack. During her career at RadioShack, she managed their extended warranty business, as well as, other financial and value-added service programs. Susie has a passion for independent retail and helping their businesses thrive through various service offerings. Susie and the product protection team oversee all 4 protection plan offerings available to Nationwide members.

Zach Moore, Marketing Operations Team, Nationwide Marketing Group

Facebook 1.0 - Where do I begin?

2/10/2019– 2:00 PM

2/12/2019– 9:45 AM

Zach Moore joined Nationwide Marketing Group in September of 2015, brought on to the new Marketing Operations team at Nationwide. He was focusing on transitioning MemberNet content to be more user friendly and then becoming the Account Manager for all Furniture, Bedding, and Consumer Electronics. Now he is continuing his Account Manager role with an additional goal of helping our members with digital marketing strategies, planning, and execution.

Glen Morris, Traeger Grills

"Why Sell Traeger?"

2/11/2019– 3:00 PM

Biography Details Coming Soon!

Bob Muenkel, Director of Sales Education & Development, Serta Simmons Bedding

Turn No into Yes – Mattress University

2/11/2019 – 1:00 PM

Nationwide Learning Academy Class Descriptions

Breakfast with Bob, You're insight to the all new 2019 Serta, and Beautyrest Beds

2/12/2019– 7:00 AM

Bob has 30 years in the mattress business perfecting the art of selling, or as Bob calls it, “the journey from the door to the desk.” With his degreed background in Psychology, Bob brings dynamic concepts in sales training and connecting with the consumer. As a Solution-Selling advocate, Bob’s training seminars, workshops, and motivational sessions are well known and favorites for industry conferences.

Attending any of Bob’s presentations comes with surprises and full engagement. Things are rarely what they appear to be, but his relevant points will make you laugh, cry and rethink how you engage your customer and community thereafter. Come prepared with an open mind. You’ll be glad you did.

Jodie Nesta, Director of Project and Execution Development, Retailer Web Services

AdRocket Base vs. AdRocket Boost: Which is right for you?

2/12/2019– 8:00 AM

2/13/2019– 8:00 AM

As the Director of Project Execution and Deployment, Jodie Nesta brings a unique blend of marketing and software project execution expertise to the RWS team. Jodie joined RWS in 2013 with an education rooted in marketing and years of professional experience in software process and product launches. She is often involved in projects that touch all departments within the organization and is currently working as an integral part of the team that is continuing to advance the AdRocket(TM) product offering. As a Scrum Master, Jodie facilitates the project planning for the RWS software teams and lends her knack for executing a well-put-together plan to any project that floats her way. Outside of RWS, Jodie volunteers as a national officer for the Zeta Tau Alpha Fraternity and spends as much time as possible with her husband, Jeremy and son, Justin.

David Niedzielski, Traeger Grills

"Why Sell Traeger?"

2/11/2019– 3:00 PM

Biography Details Coming Soon!

Mallory Parker, SVP Business Services

Back By Popular Demand: THRIVE in your Appliance Service Department - Dealer Roundtable

2/12/2019– 8:00 AM

Thrive with Proper Business Insurance Coverage

2/12/2019– 11:00 AM

Mallory Parker is 40+ year industry veteran. He owned and ran a 3rd generation family credit store for 30 years. In 2005 he joined MEGA Group USA and was the head of the Business Service division for 12 years being responsible for all

Nationwide Learning Academy Class Descriptions

programs except IT, product and marketing. He joined the NMG Business Services team last October with the NMG/MEGA merger.

David Perry, Executive Editor, Furniture Today

Industry Update: The Latest Developments in the Bedding Industry – Mattress University
2/11/2019 – 2:00 PM

David Perry is the Executive Editor for Furniture Today and is a featured speaker for the bedding industry.

Sarah Prazak, GE Appliances

GE Appliance New Product Training
2/11/2019– 1:00 PM
2/11/2019– 3:00 PM

Sarah has a passion for the appliance industry, spending the last decade with GE Appliances in a variety of roles, including sales manager, merchandising manager, member of the Commercial Training Program, and a Senior Commercial Trainer for the last year. She holds degrees from the University of Kentucky (BBA) and Texas A&M (MBA). She lives in Houston, TX with her husband, Rob, and their three-year-old son, Nolan.

Jose Salazar, Web Developer, RWS

No one wants to 'Call for Best Price'. Learn the why's and how's around a winning online pricing strategy
2/10/2019– 2:00 PM
2/12/2019– 10:45 AM

Jose Salazar is an experienced Web Developer with a demonstrated history of working in the computer software industry. At Retailer Web Services he works as a web developer and training specialist for the internal team, so he is always researching and developing new methods and technologies to better service our customer base. During his spare time he connects with local web developers in the greater Phoenix, AZ area attending training sessions and hosting meetups.

Frank Sandtner, Leadership Team, NMG

THRIVE – Employee Health Insurance Options Plus a Full Human Resources Suite
2/10/2019– 4:00 PM
2/13/2019– 10:30 AM

Frank Sandtner has spent the last ten years developing, launching, growing and refining services for independent retailers. These services are broadly defined as Member Services or Business Services. He has a passion for solutions that grow average ticket size, simplify operations, or lower cost for retailers. Frank enjoys seeing retailers enhance their success through Nationwide's many financial services, product protection services, and any of the other 100 services offered to members of NMG. Prior to NMG, Frank has an extensive background in leadership and general management

Nationwide Learning Academy Class Descriptions

roles in the wireless phone and mobile data space. Frank was directly involved the launching new cellular markets in the early days of cellular phones.

Emily Sharp, Digital Marketing Manager

Engage, Like, Comment: Beginner Instagram for Business

2/10/2019– 2:45 PM

2/12/2019– 8:00 AM

Emily has been with Nationwide Marketing Group for 6 months, managing the new AdRocket Digital Marketing program alongside RWS. She spent the last 5 years in consumer electronics and software sales and marketing in the tech industry. She's managed merchandising, e-commerce strategy and digital marketing with small and large retailers. Prior to her role with Nationwide Marketing Group, she managed the digital marketing and consumer acquisition strategy for Ricoh's consumer photography software. She holds a B.A. in Business Marketing from California State University, Chico. Emily, her husband Chris, and their dog, Roddy, have been living in Memphis since October 2017

Mike Stapp, Business Consultant, CoAdvantage

THRIVE – Employee Health Insurance Options Plus a Full Human Resources Suite

2/10/2019– 4:00 PM

2/13/2019– 10:30 AM

Mike Stapp is a licensed Health Benefits and Retirement agent with CoAdvantage. His past experience includes Regional Vice President of Sales and Marketing of Dean Foods and Gooding's Food Service as Operation- Director of Sales.

Lauren Talicska, Director of New Business Development, Site on Time

The Art of Rebranding: How to Stay Fresh, But Still Remain True

2/10/2019– 4:00 PM

2/12/2019– 2:15 PM

2/13/2019– 10:30 AM

It's All Mobile: How the "Computer" in Your Pocket Has Changed Digital

2/11/2019– 3:00 PM

Digital Buzz: Hip or Hype?

2/12/2019– 7:00 AM

Are Too Many "Big Sales!" Making Your Marketing Stale - How to Grow Your Store's Brand Affinity

2/13/2019– 9:15 AM

Lauren Talicska's title at Site On Time (SOT) might be a little misleading— she serves as SOT's Marketing Maven, Sales Guru and Digital Development Extraordinaire, specializing in assisting Nationwide dealers with all of their digital needs. Lauren has 20 years of marketing experience and has been working with Nationwide dealers for nearly as long. Her

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extensive background in appliances, electronics and furniture and her never ending pursuit of knowledge make her your perfect digital partner.

Trevor Taylor, VK Electronics

How to WIN in Outdoor Kitchens

2/11/2019– 2:00 PM

Co owner of VK Electronics, 3 decades in the business. 1992 Nebraska young entrepreneur, 2018 Nebraska Retail Federation Champion. Top five finisher in the 2018 National Retail Federation. BBQ pit master, Mo Better BBQ class instructor, Chamber Board member, 18 yr High School hurdle coach, Loves Beer & wants to teach you how to own the market.

Whitney Trowbridge, GE Appliances

GE Appliance New Product Training

2/11/2019– 1:00 PM

2/11/2019– 3:00 PM

Whitney Trowbridge is a Senior Commercial Trainer with GE Appliances, a Haier Company. She has worked for GE in various roles for 11 years. She enjoys interacting with customers and field reps to promote the GE House of Brands.

Marcus Vonier, Site On Time

The Art of Rebranding: How to Stay Fresh, But Still Remain True

2/10/2019– 4:00 PM

2/12/2019– 2:15 PM

2/13/2019– 10:30 AM

Marcus Vonier has been a part of the Site On Time team since 2010 and specializes in graphic design and online marketing. As the Senior Graphic Designer, he is passionate about working with members to build and promote their unique brand to give them a competitive edge in any industry. With more than 15 years combined in professional and campaign photography, commercial videography, and graphic design in print and online promotion, Marcus's elaborate experience gives him crucial insight to successfully execute every channel of marketing.

Rick Weinberg, SR. VP Business Services, Nationwide Marketing Group

Thrive with Business Services While Making Money Like Never Before

2/11/2019– 12:00 PM

Rick currently serves on the leadership team as the Senior Vice President of Business Services. Before joining the Nationwide team, he spent twenty years at a Nationwide member retailer, working in sales and merchandising management and assisting the company to grow from a seven to eighty-six retail store chain with \$860 million in annual sales. Rick has been actively involved in Nationwide Marketing Group's efforts in growing their membership from 140 local dealers to serving over 3,500 independent dealers across North America.

Nationwide Learning Academy Class Descriptions

Mike Whitaker, Nationwide PrimeMedia

The Last 3 Feet - Five Keys to Closing More Sales

2/10/2019– 2:00 PM

2/13/2019– 9:15 AM

Tell Your Story: How Your Company's Story Impacts EVERYTHING!

2/10/2019– 3:00 PM

"You're Late! Again!" A Boomer's Guide to Managing Millennials

2/11/2019– 12:00 PM

2/13/2019– 10:30 AM

Retail's Holy Grail: 3 Keys to Finding and Keeping Top Talent!

2/11/2019– 1:00 PM

Consumer 2019: 7 Things You MUST DO to Attract Consumer Attention!

2/12/2019– 8:00 AM

Day One: Setting up New Hires for Success

2/12/2019– 9:45 AM

If You Didn't Work Here... How Career Pages Win or Lose the Recruiting Battle

2/12/2019– 10:45 AM

Tell Your Story: How Your Company's Story Impacts EVERYTHING!

2/12/2019– 1:00 PM

Knowledge is Power and Motivation is Fuel!

2/12/2019– 2:15 PM

2/13/2019– 8:00 AM

Nationwide PrimeMedia's Mike Whitaker brings a unique mix of experience, humor, and passion to live sessions delivered across North America each year. As a Millennial business leader, Mike cut his 21st century retail skills leading a sales team of hundreds, across over a dozen locations, and sales of hundreds of millions. Since joining the PrimeMedia team in 2014, Mike has accepted responsibility for all educational initiatives for the Nationwide Marketing Group, chartering the Nationwide Learning Academy. In his live sessions, Mike shares the latest in consumer data, trending and successful best practices from retailers across North America, and fresh new ideas that will grow your business. Mike's real-world experience and high-energy style offer a fun and engaging session where you'll be challenged, inspired, and informed, giving you more advantages and programs to gain an unfair share of your marketplace, developing customers for a lifetime through unprecedented guest experiences.

Nationwide Learning Academy Class Descriptions

Alicia Zich, Wells Fargo CDF

Sleep Better At Night: How to Measure & Optimize Your Business' Financial Health

2/13/2019– 8:00 AM

Alicia Zich serves as Customer Experience Analyst for Wells Fargo Commercial Distribution Finance (CDF). For more than 10 years, Alicia served in a variety of risk and quality roles including Underwriter, Risk Analytics Analyst and Lean Six Sigma Black Belt. Alicia's experience in her risk roles provided her with extensive knowledge on financial statements, financial ratios, and organizational structure.

In her current role she understands the importance of "getting it right" for CDF's customers and focuses on the collection and analyzing of direct feedback from customers and using that feedback to drive change across the organization for its 40,000 Dealers, Distributors, and OEMs/Vendors. Alicia has presented CDFconnect's training modules for Succession Planning and Financial Statements and Ratios to over 2,000 dealers since 2016.

Alicia holds a bachelor's degree from Marquette University in Finance and Business Economics, is a Certified Public Accountant and a Certified Lean Six Sigma Black Belt.