



## APPA Business Bootcamp

# Agenda Day 1

### **12:00-12:05 | Welcome and Housekeeping**

Anne Ferrante, APPA Senior Vice President and Linda Carbone, APPA Program Director

### **12:05-12:35 | Panel discussion: State of the Pet Industry Insights and Outlook**

Steve King, APPA CEO and Dave Bolen, CEO The Bolen Group will share state-of-the-industry insights and give us a look forward at where the industry is headed. .

### **12:35-12:50 | General Business Basics – Get it Right Out of the Gate**

From the importance of a mission statement and a defined organizational structure through cultivating your banking relationships, proper development of the business basics provides the solid foundation upon which your business is built. Learn the must-haves and gain resources for building a sound business platform.

*Speaker: Greg Forquer, Pets PhD*

### **12:50-1:20 | The Well-Crafted Business Plan**

A Sound business plan is your roadmap; helping you avoid unnecessary potholes and detours. A well-crafted business plan captures your plans to develop, manage and grow your business, and can be the perfect tool to catch the attention and support of potential investors and business partners. In this session learn the guidelines for developing the best business plan so that your company is successful now and poised for future growth.

*Speaker: Jeffrey McCabe, Pets PhD*

### **1:20-1:35 | 15 Minute Break**

### **1:35-2:35 | Product Costing for Success**

Before you can establish your selling prices you must establish your Cost of Goods (COG). Learn which components make up your true COG and Cost of Goods Sold (COGS) and get it right for a strong pricing strategy.

*Speaker: Ray Hedland, Pets PhD*

### **1:35-2:35 | Product Pricing for Success: Product Pricing and Margin Calculations Demystified**

Learn how to create a unified pricing schedule that works at all buying levels. This session will demystify the many complicated aspects of pricing including margin requirements for different trade channels and product categories, as well as MAP, EMAP and MSP pricing policies and procedures.

*Speaker: Jeffrey McCabe, Pets PhD*

### **2:35-3:00 | Live Q&A and Closing**



## APPA Business Bootcamp

# Agenda Day 2

### **12:00-12:05 | Welcome and Housekeeping**

Anne Ferrante, APPA Senior Vice President and Linda Carbone, APPA Program Director

### **12:05-12:25 | Panel Discussion: Pet Ownership During the Pandemic**

APPA Market Research Analyst Julie Springer and Lisa Marie Fortier, Senior Vice President of Engine Insights, will discuss the Impact of COVID-19 on Americans and their pet ownership.

Moderator: Anne Ferrante, APPA Senior Vice President

### **12:25-12:45 | Marketing for Success**

Marketing is the engine that drives sales, and retailers expect you to develop consumer demand for your product. This session will review the activities that comprise an effective marketing program.

Speaker – Jeffrey McCabe – Pets PhD

### **12:45-1:20 | Consumer Direct Marketing**

In today's business climate, speaking direct to the consumer via social media sites like Facebook, Instagram, Twitter, etc. to build consumer demand, is vital to your success. Learn how to handle your social media marketing effectively and what the professionals can do to enhance your efforts.

*Speaker: Kelly Zenere, Social Media Manager, Matrix Partners*

### **1:20-1:35 | 15 Minute Break**

### **1:35-1:55 | Trade Show Participation**

Trade show participation is more than just staffing a booth and meeting customers. It is an unparalleled opportunity to learn and grow your pet industry knowledge base. Crafting a solid trade show plan helps you reach your most valued buyers and maximizes your return on this important investment.

*Speaker: Greg Forquer, Pets PhD*

### **1:55-2:05 | Differentiating Your Company Through Outstanding Marketing**

What makes your company remarkable or unique? Whether it is made in the U.S.A., sustainable products and practices or give-back programs, your company's social consciousness and unique attributes should be properly promoted to the audience that appreciates them. Learn about the key components that influence this strategy to help your company stand out amongst your competitors.

*Speaker: Jeffrey McCabe, Pets PhD*

### **2:05-2:20 | Building a Spectacular Sales Team**

Your product does not move without a strong sales team who can differentiate the suspects from the prospects and properly communicate your product features and benefits. Should you have a company employed or contracted sales team? Learn the pros, cons and liabilities of each and build a sales team that is as great as your product.

*Speaker: Ray Hedland, Pets PhD*

### **2:20-2:35 | Working with Pet Rep Groups**

When and why would you use a manufacturers rep group? What can they bring to the table that an internal sales force may not? Learn the dynamics that need to be in place for a successful rep relationship.

*Speaker: Chuck Latham, Chuck Latham & Associates, Inc., APPA Board Chair*

### **2:35-3:00 | Live Q&A and Wrap-Up**



# APPA Business Bootcamp

# Agenda Day 3

## **12:00-12:05 | Welcome and Housekeeping**

Anne Ferrante, APPA Senior Vice President and Linda Carbone, APPA Program Director

## **12:05-12:35 | Working with Retailers- Learn to Speak “Retail” to Forge Lasting Relationships with Your Retail Customers**

Determining which types of retailers are right for your products and how to present your products is crucial to effective sales. Learn what expectations retailers have of you and how to speak “Retail” so you go into every presentation prepared to close the deal.

*Speaker: Greg Forquer, Pets PhD*

## **12:35-1:05 | Define Your E-Commerce Strategy to Avoid Minefields**

The world of E-commerce presents many options, but which is best for your business? Understanding the pros and cons of selling on your own website and sites like Amazon, Chewy, Walmart is crucial to developing your omni-channel sales strategy. Knowing when and how to enlist the help of an expert can help. This session will help you define your E-commerce strategy and expand your capabilities for successful implementation.

*Speaker: Julie Hutchings, Mello Sales*

## **1:05-1:20 | 15 Minute Break**

## **1:20-1:50 | Working with Distributors: Tips to Manage the Supplier-Distributor Relationship**

Landing a distributor that is right for your product is just the beginning. Understanding how to nurture that relationship and manage distributors effectively is the next crucial step. Learn strategies to facilitate product placement with retailers through distributors. This session is a focused review on product distribution strategies and understanding the distribution system.

*Speaker: John Lawton-Managing Director, JDL Consulting*

## **1:50-2:20 | A Beginners Guide to Intellectual Property and Regulatory Compliance**

Safeguarding your intellectual property can be the difference between “sink or swim”. How do patents, trademarks and copyrights differ from one another? The path you choose is important, and it is important to understand your legal rights. This session is a primer on intellectual property and presents resources to help with packaging and regulatory compliance issues.

*Speaker: Vincent Galluzzo, Partner, Crowell & Moring*

## **2:20-2:35 | APPA Membership Benefit Overview**

Discover the full breadth of your APPA membership benefits. Put them to work for your company so you can get the most value out of your membership.

*Speaker: Anne Ferrante, Sr Vice President, APPA*

## **2:35-3:00 | Live Q&A and Wrap Up**

## **3:00-4:00 | Live Virtual Networking**