



SESSIONS-AT-A-GLANCE



RETAILER SUCCESS SERIES



MARKET DATA






PAWS2LEARN

TUESDAY - MARCH 22, 2022

APPA Learning Experiences		Retail Market Tour <i>Dave Bolen, Pet Retail Specialist and APPA Member Program Consultant</i>	8:00 AM - 12:30 PM Room S230 A/B
Pathway	Knowledge Area	Session Title	
	Customer Experience	10 Secrets to Enhancing the "Customer Experience" <i>Chris Miller, Pacific Store Design Inc.</i>	1:30 PM - 2:45 PM Room S230 A/B
	Profitability & Growth	The Five P's Guaranteed to Optimize Your Pet Business Success: A Plan to Profit <i>Lynn Switanowski, Creative Business Consulting Group</i>	1:30 PM - 2:45 PM Room S230 C/D
	Leadership	Strategies to Win in a Changing Economy <i>Tom Shay, Profits Plus</i>	1:30 PM - 2:45 PM Room S230 E/F
	Customer Experience	The Psychology of Pandemic Retailing — Where Are We Headed <i>Chris Miller, Pacific Store Design Inc.</i>	3:00 PM - 4:15 PM Room S230 A/B
	Profitability & Growth	Picking a POS for My Store <i>Dan Jablons, Retail Smart Guys</i>	3:00 PM - 4:15 PM Room S230 C/D
	Leadership	Pet Store Next Level <i>Candace D'Agnolo, Pet Boss Nation</i>	3:00 PM - 4:15 PM Room S230 E/F

WEDNESDAY - MARCH 23, 2022




Pathway	Knowledge Area	Session Title	
	Profitability & Growth	Disrupting or Prompting: Does This Affect How You Approach Business? <i>Tom Shay, Profits Plus</i>	10:00 AM - 11:15 AM Room S230 A/B
	PR & Marketing	Don't Get Burned Again: How to Pay For & Hire a Social Media Mgr. for Your Pet Business <i>Lynn Switanowski, Creative Business Consulting Group</i>	10:00 AM - 11:15 AM Room S230 C/D
	Profitability & Growth	Hemp & CBD Are Still Hot: Here's What You Need to Know <i>Bill Bookout, NASC & Todd Harrison, Venable, LLP</i>	10:00 AM - 11:15 AM Room S230 E/F
	Paws2Learn Session	How to Add a "WOW" Factor to My Store! <i>Chris Miller, Pacific Store Design Inc.</i>	10:00 AM - 10:15 AM New Products Showcase
	Paws2Learn Session	Building Mutually Beneficial Relationships with Rescues and Shelters <i>Amy Castro, Triad Communications, LLC</i>	10:20 AM - 10:35 AM New Products Showcase
	Paws2Learn Session	Subscription Boxes for Pet Businesses <i>Candace D'Agnolo, Pet Boss Nation</i>	10:40 AM - 10:55 AM New Products Showcase
	Paws2Learn Session	The Vendor Scorecard — Your Most Important Tool To Evaluate Vendor Performance <i>Dan Jablons, Retail Smart Guys</i>	11:00 AM - 11:15 AM New Products Showcase
	Customer Experience	Remodeling on a Budget <i>Chris Miller, Pacific Store Design Inc.</i>	11:30 AM - 12:45 PM Room S230 A/B
	Human Resources	Creating a Great First Impression with Effective Business Etiquette <i>Amy Castro, Triad Communications, LLC</i>	11:30 AM - 12:45 PM Room S230 C/D
	Profitability & Growth	Successfully Competing Against Online Retailers <i>Mark Kalaygian, Pet Business Magazine – Panel Discussion</i>	11:30 AM - 12:45 PM Room S230 E/F
	Paws2Learn Session	Two Reasons Your Employees Quit You <i>Tom Shay, Profits Plus</i>	12:00 PM - 12:15 PM New Products Showcase
	Paws2Learn Session	What if GREAT Customer Service Means Your Customers Want to Shop from Their Couch <i>Lynn Switanowski, Creative Business Consulting Group</i>	12:20 PM - 12:35 PM New Products Showcase
	Paws2Learn Session	Marketing Insights for Millennials <i>Leah Markham & Caitlin Brauner – French West Vaughan</i>	12:40 PM - 12:55 PM New Products Showcase
	Paws2Learn Session	What's Your Competitive Super Power? <i>Laurie Wolff, NASBITE Fellow</i>	1:00 PM - 1:15 PM New Products Showcase
	Customer Experience	Retailing In and After COVID <i>Dan Jablons, Retail Smart Guys</i>	1:30 PM - 2:45 PM Room S230 A/B
	Human Resources	Finding & Hiring Right-Fit Employees <i>Amy Castro, Triad Communications, LLC</i>	1:30 PM - 2:45 PM Room S230 C/D
	Marketing Data & Insights	U.S. Pet Market Outlook and Trends <i>Dave Sprinkle, Packaged Facts</i>	1:30 PM - 2:30 PM Room S230 E/F

	Profitability & Growth	How Much Is that Doggy in the Window? The Cost of Holding Dead Inventory <i>Tom Shay, Profits Plus</i>	3:00 PM - 4:15 PM Room S230 A/B
	Profitability & Growth	What Are Pet Parents Buying in 2022? Hint. It's More Than Just Dog Food <i>Lynn Switanowski, Creative Business Consulting Group</i>	3:00 PM - 4:15 PM Room S230 C/D
	Marketing Data & Insights	Measuring the Pet Industry in 2022: What's Now? What's Next? <i>Sam Smith, Sherry Frey, NielsenIQ</i>	3:00 PM - 4:00 PM Room S230 E/F

THURSDAY - MARCH 24, 2022

Pathway	Knowledge Area	Session Title	
	Leadership	How to Get MORE Done, in LESS Time, with HIGHER Quality, and LESS Stress <i>Andy Masters, Speaker/Author</i>	10:00 AM - 11:15 AM Room S230 A/B
	PR & Marketing	Shine Bright This Summer with a Robust Event & Promotion Plan <i>Candace D'Agno, Pet BossNation</i>	10:00 AM - 11:15 AM Room S230 C/D
	Customer Experience	Grow Your Business & Enhance Your Customer Experience by Adding Services to Your Retail Store <i>Patti Zeller, Animal Connection LLC</i>	10:00 AM - 11:15 AM Room S230 E/F
	Paws2Learn Session	What Is Marketing? A New Perspective for Navigating a Digital World <i>Matt Aldrich</i>	10:00 AM - 10:15 AM New Products Showcase
	Paws2Learn Session	Five Ways to Overcome Your Fear of Video <i>Nancy Hassel, American Pet Professionals</i>	10:20 AM - 10:35 AM New Products Showcase
	Paws2Learn Session	Pet Industry Joint Advisory Council (PIJAC)	10:40 AM - 10:55 AM New Products Showcase
	Paws2Learn Session	Human Animal Bond Research Institute (HABRI)	11:00 AM - 11:15 AM New Products Showcase
	PR & Marketing	Performance Marketing for Facebook: Train, Analyze and Perform Like a Pro <i>Matt Aldrich</i>	11:30 AM - 12:45 PM Room S230 A/B
	Human Resources	Employees Are Not "One Size Fits All" – Adapting Your Training to Various Learning Styles <i>Nancy Hassel, American Pet Professionals</i>	11:30 AM - 12:45 PM Room S230 C/D
	Market Data & Insights	APPA National Pet Owners Survey: Generational Report — Volume 4 Debut! <i>Julie Springer, APPA Market Research Analyst</i>	11:30 AM - 12:30 PM Room S230 E/F
	Paws2Learn Session	The Pet Care Trust (Pets in the Classroom)	12:00 PM - 12:15 PM New Products Showcase
	Paws2Learn Session	Tony La Russa's Animal Rescue Foundation (ARF) & Pets and Vets	12:20 PM - 12:35 PM New Products Showcase
	Paws2Learn Session	Leadership Through Developing, Empowering and Delegating <i>Andy Masters, Speaker/Author</i>	12:40 PM - 12:55 PM New Products Showcase
	PR & Marketing	How to Triple Your Word-of-Mouth Referrals by Creating Superfans <i>Matt Aldrich</i>	1:30 PM - 2:45 PM Room S230 A/B
	PR & Marketing	Magic of Markdowns + Creative Selling Techniques <i>Candace D'Agno, Pet Boss Nation</i>	1:30 PM - 2:45 PM Room S230 C/D
	Leadership	Leadership Lessons from H-O-L-L-Y-W-O-O-D! <i>Andy Masters, Speaker/Author</i>	3:00 PM - 4:15 PM Room S230 A/B
	PR & Marketing	TikTok, Why Your Pet Business Should Be on this App <i>Nancy Hassel, American Pet Professionals</i>	3:00 PM - 4:15 AM Room S230 C/D
	Customer Experience	The Cool Kids: Winner of America's Coolest Stores Contest Share How They Offer Coolest Customer Experience <i>Pamela Mitchell, Pets+ -- Panel Discussion</i>	3:00 PM - 4:15 PM Room S230 E/F

FRIDAY - MARCH 25, 2022

Pathway	Knowledge Area	Session Title	
	Profitability & Growth	The Higher Power of Pricing <i>Laurie Wolff, NASBITE Fellow</i>	10:00 AM - 11:15 AM Room S230 A/B
	Profitability & Growth	Protect and Grow Your Online Marketplace Sales <i>Natalia Steele, Jessica Cunning</i>	10:00 AM - 11:15 AM Room S230 C/D
	Profitability & Growth	Five Ways to Find Pricing Power and Higher Margins in a Crowded Pet Market <i>Laurie Wolff, NASBITE Fellow</i>	11:30 AM - 12:45 PM Room S230 A/B
	Profitability & Growth	Managing White Label Relationships between Manufacturers and Retailers <i>Michael Innis, Husch Blackwell</i>	11:30 AM - 12:45 PM Room S230 C/D