



Sunday, April 24

4:00pm – 6:30pm

Welcome Reception

Monday, April 25

8:30am – 12:00pm

General Session

- Gus Herlong - Welcome
- Lenny Valentino – Midas Brand Vision, Direction & Culture
- Don Byrd – Industry Trends Today & Tomorrow
- Phoebe Moll – Customer Next & North Star Roadmap
- Bill Gearhart – RO Writer in 2022
- Johanna Sardinha - Phygital

12:00pm – 1:30pm

LUNCH (Exhibit Hall Opened)

12:30pm – 5:00pm

Tradeshow

5:30pm – 9:30pm

Cocktail Hour and Awards Dinner

Tuesday, April 26

8:30am – 9:30am

Town Hall Panel - Open Q&A

(Gus Herlong, Adam Stranik, Jeff Genuario, Jeff Lentfer, Jeff Hall, Lenny Valentino)

9:45am – 11:45pm

EDCATION SESSION: Shop of the Future & Consumer Experience

- Telephone Opportunity – Adam Ford
- Shop Re-Image – Adam Stranik
- Staff & Changing Mindset – Angela Brown
- Digital Inspections – Jeff Lentfer
- Consumer Reviews – Danny Mitchell

12:30pm – 2:30pm

EDUCATION SESSION: Profitability

- Mark Smith