



## TUESDAY, MARCH 21, 2023

Pathway	Knowledge Area	Time	Session Title	Location
	Market Data & Insights	8:00 am – 12:00 pm	Retail Market Tour – AM Session I <i>Dave Bolen, The Bolen Group</i>	Level 2 – S230C/D
	Market Data & Insights	12:00 pm – 1:00 pm	Retail Market Tour – U.S. Pet Market Briefing <i>Dave Bolen, The Bolen Group</i>	Level 2 – S230C/D
	Market Data & Insights	1:00 pm – 5:00 pm	Retail Market Tour – PM Session II <i>Dave Bolen, The Bolen Group</i>	Level 2 – S230C/D
	Profitability & Growth	1:30 pm – 2:45 pm	Producing More Profit at Your Pet Business <i>Lynn Switanowski, Creative Business Consulting Group</i>	Level 2 – S230A/B
	Market Data & Insights	1:30 pm – 2:30 pm	APPA 2023-2024 National Pet Owners Survey Debut <i>Julie Springer, APPA</i>	Level 2 – S230C/D
	PR & Marketing	1:30 pm – 2:45 pm	Marketing 101: Fundamentals for Brick-and-Mortar Pet Business Growth <i>Matt Aldrich, Pet Engine Marketing</i>	Level 2 – S230E/F
	Profitability & Growth	3:00 pm – 4:15 pm	Get More Cash Out Of Your Business By Doing THREE Things <i>Dan Jablons, Retail Smart Guys Inc.</i>	Level 2 – S230A/B
	Market Data & Insights	3:00 pm – 4:00 pm	Pet Market Outlook 2023 <i>David Sprinkle, Packaged Facts</i>	Level 2 – S230C/D
	Leadership	3:00 pm – 4:15 pm	Effective Delegation: The Key to Thriving, Not Just Surviving in Pet Business <i>Amy Castro, Triad Communication LLC</i>	Level 2 – S230E/F

## WEDNESDAY, MARCH 22, 2023

	Human Resources	10:00 am – 11:15 am	What Does It Take To Hire, Retain and Sustain Employees in 2023? <i>Lynn Switanowski, Creative Business Consulting Group</i>	Level 2 – S230A/B
	Customer Experience	10:00 am – 11:15 am	Creating Loyalty Through Memorable Customer Experiences <i>Andy Masters, Masters Performance Improvement Inc.</i>	Level 2 – S230C/D
	PR & Marketing	10:00 am – 11:15 am	Supercharge Your Visibility On Google <i>Matt Aldrich, Pet Engine Marketing</i>	Level 2 – S230E/F
	Profitability & Growth	10:00 am – 10:15 am	Two Things You Can Do, Starting Tomorrow, to Improve Your Cash Flow <i>Dan Jablons, Retail Smart Guys Inc.</i>	Spotlight Stage – New Products Showcase
	Leadership	10:20 am – 10:35 am	When Their Bark Is Worse Than Their Bite: Dealing with Difficult Customers <i>Amy Castro, Triad Communication LLC</i>	Spotlight Stage – New Products Showcase
	Market Data & Insights	10:40 am – 10:55 am	APPA Global Insights – Data to Inform Your Global Strategic Thinking <i>Kari Davidson, Euromonitor International</i>	Spotlight Stage – New Products Showcase
	Leadership	11:00 am – 11:15 am	Bobby Flay Introduces His Premium Cat Food Brand, Made by Nacho <i>Bobby Flay</i>	Spotlight Stage – New Products Showcase
	Human Resources	11:30 am – 12:45 pm	Put Your Best Staff Forward – How to Hire, Train and Fire <i>Dan Jablons, Retail Smart Guys Inc.</i>	Level 2 – S230A/B
	Market Data & Insights	11:30 am – 12:30 pm	The State of Pet: What's Next and What's Trending in 2023 <i>From Nielsen IQ: Andrea Binder, Sam Smith and Sherry Frey</i>	Level 2 – S230C/D

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	Leadership	11:30 am – 12:45 pm	<b>When Their Bark Is Worse Than Their Bite: Dealing with Difficult Customers</b> <i>Amy Castro, Triad Communication LLC</i>	Level 2 – S230E/F
	Industry Updates	12:00 pm – 12:15 pm	<b>Adding the Human-Animal Bond to Your Product Line by HABRI</b> <i>Steve Feldman, HABRI</i>	Spotlight Stage – New Products Showcase
	Industry Updates	12:20 pm – 12:35 pm	<b>Help Improve Student Outcomes &amp; Their Love Of Pets by Pet Care Trust</b> <i>Melinda Thomas</i>	Spotlight Stage – New Products Showcase
	Human Resources	12:40 pm – 12:55 pm	<b>Avoiding the Hidden Damage of e-Commerce Chargebacks in the Pet Industry</b> <i>Andy Masters, Masters Performance Improvement Inc.</i>	Spotlight Stage – New Products Showcase
	Profitability & Growth	1:00 pm – 1:15 pm	<b>How Does Inventory Turn, Turn into Cash?</b> <i>Dan Jablons, Retail Smart Guys Inc.</i>	Spotlight Stage – New Products Showcase
	PR & Marketing	1:20 pm – 1:55 pm	<b>How To Maximize the Shopper Experience and Boost Conversions by 20%</b> <i>George Koenig, Content Status</i>	Spotlight Stage – New Products Showcase Area
	PR & Marketing	1:30 pm – 2:45 pm	<b>Managing Legal Risks in ESG Promotion, Marketing &amp; Corporate Communications</b> <i>Michael Annis, Husch Blackwell LLP</i>	Level 2 – S230A/B
	Market Data & Insights	1:30 pm – 2:30 pm	<b>APPA 2023-2024 National Pet Owners Survey Debut</b> <i>Julie Springer, APPA</i>	Level 2 – S230C/D
	Leadership	1:30 pm – 2:45 pm	<b>Managing Multiple Priorities to Propel Your Pet Business Success</b> <i>Amy Castro, Triad Communication LLC</i>	Level 2 – S230E/F
	Industry Updates	2:00 pm – 2:15 pm	<b>Tony La Russa's Animal Rescue Foundation [ARF] – Pets and Vets Program</b> <i>Cassidy Nolan, Tony La Russa's Animal Rescue Foundation</i>	Spotlight Stage – New Products Showcase
	Profitability & Growth	3:00 pm – 4:15 pm	<b>Next-Generation Retailer Panel</b> <i>Mark Kalaygian, Pet Business Magazine</i>	Level 2 – S230A/B
	Leadership	3:00 pm – 4:15 pm	<b>Reimagining Your Positive Work Culture for the NEW Work Environment</b> <i>Andy Masters, Masters Performance Improvement Inc.</i>	Level 2 – S230C/D
	Profitability & Growth	3:00 pm – 4:15 pm	<b>Return Customers, Not Returned Products: Build Customer Loyalty &amp; Drive Sales Through Quality Product Offerings</b> <i>Bill Bookout, National Animal Supplement Council</i>	Level 2 – S230E/F
<b>THURSDAY, MARCH 23, 2023</b>				
	Market Data & Insights	8:30 am – 9:30 am	<b>Pet Food Regulatory Meeting: Updates on Labeling Modernization</b> <i>Bill Bookout, Austin Therrell, National Animal Supplement Council Association of American Feed Control Officials</i>	Level 2 – S230A/B
	PR & Marketing	10:00 am – 10:15 am	<b>Let's Revisit Your TikTok Strategy – Is It Working?</b> <i>Nancy Hassel, American Pet Professionals</i>	Spotlight Stage – New Products Showcase
	Human Resources	10:00 am – 11:15 am	<b>Staff Retention to Lower Turnover</b> <i>Tom Shay, Profit Plus Solutions Inc.</i>	Level 2 – S230A/B
	Profitability & Growth	10:00 am – 11:15 am	<b>Customer Service: TOUCHPOINTS</b> <i>Anne Obarski, Merchandise Concepts</i>	Level 2 – S230C/D
	Profitability & Growth	10:00 am – 11:15 am	<b>Pricing Experiments to Increase Your Bottom Line</b> <i>Laurie Wolff, NASBITE International</i>	Level 2 – S230E/F
	Industry Updates	10:20 am – 10:35 am	<b>How Lawmaker Engagement Can Help Protect Your Business by Pet Advocacy Network</b> <i>Mike Bober, Pet Advocacy Network</i>	Spotlight Stage – New Products Showcase
	Profitability & Growth	10:40 am – 10:55 am	<b>APPA "Direct Connect" and Member Business Advancement Resources: Dial In On Success</b> <i>APPA &amp; PetsPhD</i>	Spotlight Stage – New Products Showcase

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	PR & Marketing	11:00 am - 11:15 am	<b>3 Unbelievable Color Psychology Secrets for Pet Brands</b> <i>J. Nichole Smith, Working Dog Animalhaus Media</i>	Spotlight Stage — New Products Showcase
	Profitability & Growth	11:30 am - 12:45 pm	<b>Attaining Channel Control to Protect Your Brand and Achieve Profitable Growth on Amazon and Beyond</b> <i>Natalie Steele, Vorys eControl</i>	Level 2 - S230A/B
	Market Data & Insights	11:30 am - 12:30 pm	<b>Pet Market Outlook 2023</b> <i>David Sprinkle, Packaged Facts</i>	Level 2 - S230C/D
	PR & Marketing	11:30 am - 12:45 pm	<b>Handling Bad Reviews or Negative Social Comments</b> <i>Nancy Hassel, American Pet Professionals</i>	Level 2 - S230E/F
	Profitability & Growth	12:00 pm - 12:15 pm	<b>You Can Hire a Manager but You Can't Hire a Owner</b> <i>Tom Shay, Profit Plus Solutions Inc.</i>	Spotlight Stage — New Products Showcase
	PR & Marketing	12:20 pm - 12:35 pm	<b>Three Ways Diversity Matters for Your Pet Business</b> <i>Laurie Wolff, NASBITE International</i>	Spotlight Stage — New Products Showcase
	Market Data & Insights	12:40 pm - 12:55 pm	<b>The APPA Pulse Study: Pet Ownership in the Current Economy</b> <i>Julie Springer, APPA</i>	Spotlight Stage — New Products Showcase
	PR & Marketing	1:00 pm - 1:15 pm	<b>What Women Want!</b> <i>Anne Obarski, Merchandise Concepts</i>	Spotlight Stage — New Products Showcase
	Customer Experience	1:30 pm - 2:45 pm	<b>Alexa Is Playing Fair and She Is Playing to Win: How to Beat the Internet</b> <i>Tom Shay, Profit Plus Solutions Inc.</i>	Level 2 - S230A/B
	Market Data & Insights	1:30 pm - 2:30 pm	<b>Key Global Pet Care Trends and Regional Highlights + APPA's New Global Insights Dashboard</b> <i>Kari Davidson, Euromonitor International</i>	Level 2 - S230C/D
	Human Resources	1:30 pm - 2:45 pm	<b>Where Have All My Workers Gone?</b> <i>Laurie Wolff, NASBITE International</i>	Level 2 - S230E/F
	PR & Marketing	3:00 pm - 4:15 pm	<b>One Free and Simple Habit that Will Transform Your Pet Business (and Your Stress Level)</b> <i>J. Nichole Smith, Working Dog Animalhaus Media</i>	Level 2 - S230A/B
	Profitability & Growth	3:00 pm - 4:15 pm	<b>I'll Just Get It Online</b> <i>Anne Obarski, Merchandise Concepts</i>	Level 2 - S230C/D
	Leadership	3:00 pm - 4:15 pm	<b>How You Can Become an Influential Pet Business in Your Community!</b> <i>Nancy Hassel, American Pet Professionals</i>	Level 2 - S230E/F
<b>FRIDAY, MARCH 24, 2023</b>				
	PR & Marketing	10:00 am - 11:15 am	<b>The 3 Most Affordable (but Most Commonly Ignored) Methods to Master Marketing in 2023</b> <i>J. Nichole Smith, Working Dog Animalhaus Media</i>	Level 2 - S230A/B
	Leadership	10:00 am - 11:15 am	<b>Rules Of Engagement: A Guide To Better Communications — And Better Relationships! — With Everyone Who Is Important To Your Business</b> <i>David Fellman, David Fellman &amp; Associates</i>	Level 2 - S230C/D
	Human Resources	10:00 am - 11:15 am	<b>The Trust Transformation</b> <i>Roy Reid, Walk With You LLC</i>	Level 2 - S230E/F
	Customer Experience	11:30 am - 12:45 pm	<b>Gratitude Strategies to Create a Workplace Culture that ROCKS!</b> <i>Lisa Ryan, Grategy</i>	Level 2 - S230A/B
	Human Resources	11:30 am - 12:45 pm	<b>Turn Your Team into A Championship Team: Hiring, Training, Management, Motivation and Retention</b> <i>David Fellman, David Fellman &amp; Associates</i>	Level 2 - S230C/D