

WEDNESDAY

10:00 am - 10:15 am



Two Things You Can Do, Starting Tomorrow, to Improve Your Cash Flow

Speaker: Dan Jablons, Retail Smart Guys, Inc.

10:20 am - 10:35 am



When Their Bark Is Worse Than Their Bite: Dealing with Difficult Customers

Speaker: Amy Castro, Triad Communication, LLC

10:40 am - 10:55 am



APPA Global Insights — Data to Inform Your Global Strategic Thinking

Speaker: Kari Davidson, APPA

11:00 am - 11:15 am



Bobby Flay Introduces his Premium Cat Food Brand, Made by Nacho

Speaker: Bobby Flay

12:00 pm - 12:15 pm



Adding the Human-Animal Bond to Your Product Line by HABRI

Speaker: Steve Feldman, President, Human-Animal Bond Research Institute (HABRI)

12:20 pm - 12:35 pm



Help Improve Student Outcomes & Their Love Of Pets by Pet Care Trust

Speaker: Matt Coffindaffer, Executive Director, Pet Care for Pets In The Classroom

12:40 pm - 12:55 pm



Avoiding the Hidden Damage of e-Commerce Chargebacks in the Pet Industry

Speaker: Andy Masters, Masters Performance Improvement, Inc.

1:00 pm - 1:15 pm



How Does Inventory Turn, Turn into Cash?

Speaker: Dan Jablons, Retail Smart Guys, Inc.

1:20 pm - 1:55 pm



How To Maximize the Shopper Experience and Boost Conversions by 20%

Speaker: George Koenig

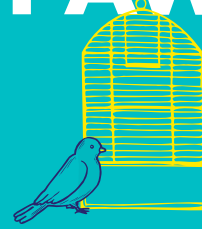
2:00 pm - 2:15 pm



Tony La Russa's Animal Rescue Foundation

Cassidy Nolan, ARF Pets and Vets Director, Tony La Russa's Animal Rescue Foundation

PAWS2LEARN



THURSDAY

10:00 am - 10:15 am



Let's Revisit Your TikTok Strategy — Is It Working?

Speaker: Nancy Hassel, American Pet Professionals

10:20 am - 10:35 am



How Lawmaker Engagement Can Help Protect Your Business by Pet Advocacy Network

Speaker: Mike Bober, President & CEO, Pet Advocacy Network

10:40 am - 10:55 am



APPA "Direct Connect" and Member Business Advancement Resources: Dial In On Success

Speakers: APPA & PetsPhD

11:00 am - 11:15 am



3 Unbelievable Color Psychology Secrets for Pet Brands

Speaker: J. Nichole Smith, Working Dog/Animalhaus Media

12:00 pm - 12:15 pm



You Can Hire a Manager But You Can't Hire an Owner

Speaker: Tom Shay, Profit Plus Solutions, Inc.

12:20 pm - 12:35 pm



Three Ways Diversity Matters for Your Pet Business

Speaker: Laurie Wolff, NASBITE International

12:40 pm - 12:55 pm



The APPA Pulse Study: Pet Ownership in the Current Economy

Speaker: Julie Springer, APPA

1:00 pm - 1:15 pm



What Women Want!

Speaker: Anne Obarski, Merchandise Concepts