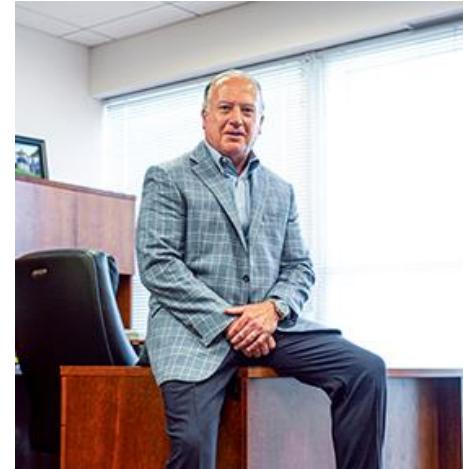


Keynote Speakers

THURSDAY, APRIL 20, 9:30 AM CT

State of the Industry | Harry Dochelli, CEO Essendant

We're excited to have Harry with us. In one of Harry's prior roles, he led the Independent Dealer Channel. Harry will provide an update and his insight on supply chain trends, market disruption, consolidation, and macroeconomic challenges facing independent distribution. Question and answer session to follow.



FRIDAY, APRIL 21, 8:00 AM CT

Your 60 Minute Marketing MBA | Kay and Shi

Get ready for a lot of energy! Growing up in the restaurant business, the sisters understand the dynamics of a family business. They've grown the



restaurant to an 8-figure enterprise. They understand to be stronger together, you need to start with yourself. You know when you're struggling to figure out your niche and how to pitch your services? Kay and Shi help solve that through a 60 minute learning session that breaks down the process into simple, easy to implement steps!

In just 1 hour, Kay and Shi will break down and deliver key principles to help you set your marketing in motion and take your success to the next level. From your Unique Selling Proposition to your Perfect Elevator Pitch, you will walk away from this presentation feeling confident about who your audience is and how to speak to them. Through this WORK-shop, Kay and Shi demonstrate their unique

ability to take complex marketing concepts and help you walk away with something to immediately implement in your business. Come prepared with a notebook and pen and get ready to WORK!

FRIDAY, APRIL 21, 1:00 PM CT

Independently Strong | Stacia Skinner, Creative Training Solutions

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ESSENDANT™

Stacia brings more than twenty-two years of extensive sales training and thirty years of personal sales experience. She has authored three books on selling: *Sell Now!*, *Competitive Selling: The Guidebook to Proactive Calling in a Reactive World*, and *Competitive Selling: the Guidebook on Resilient Virtual Selling*.



We're in a new evolution of sales, one that requires new skills, a different mindset, and adaptability. In this highly interactive, hands-on session you will learn how to raise the level of your business relationships with your customers, understand the power of NST, and the difference between impact value and expectations.