



# Education Classroom Sessions

## Wednesday, January 16, 2019

Time	Speaker	Topic	Location
2:30 pm - 3:30 pm	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/Hardware Retailing	The Amazon Effect: How Independent Retailers Fit into Today's Online Landscape	Hyatt Regency Neilson Rm 2
2:30 pm - 3:30 pm	Dana M. Nowak Partner, MLT Aikins LLP	Builders' Liens: Tips and Traps Regarding Liens Under the Alberta, BC, and Saskatchewan Builders' Lien Legislation as well as under the Woodsmen's Lien Act	Hyatt Regency Neilson Rm 3
3:30 pm - 4:30 pm	Jolene Watson, President, Clarity Coaching & Development	Networking Made Easy: First Impressions Matter. Identify communication styles, develop your 20 - 45 second conversation starters, identify questions to engage, understand body language, and following up in a timely fashion.	Hyatt Regency Neilson Rm 3

## Thursday, January 17, 2019

Time	Speaker	Topic	Location
10:00 am - 11:00 am	James Orr, Director, Alberta Municipal Affairs  Nabil Habashy, Energy Code Specialist, Government of Alberta	Alberta Building and Energy Codes - What You Need to Know: key updates and code adoption information	Buying Show Classroom
11:15 am - 11:45am	Stan Burkholder, Industry Trainer	Retraining Your Customer Using the 80-10-10 Rule. Learn active ways you can modify your customer's behaviours and get positive results.	Buying Show Classroom
12:45 pm - 1:15 pm	Kim Davies, Group Publisher, Naylor	The Value of Print Advertising: Discussion of the landscape of print advertising in a digital world.	Buying Show Classroom
1:30 pm - 2:00 pm	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/Hardware Retailing	Home Sweet Home: Leveraging Your Local Brand to Compete Against Amazon	Buying Show Classroom
2:15 pm - 2:45 pm	Emilia Coghill ROCKWOOL	British Columbia Energy Step Code: Building Towards Net Zero Homes in B.C.	Buying Show Classroom
3:00 pm - 3:30 pm	Jolene Watson, President, Clarity Coaching & Development	Top 5 Tips: Networking Made Easy	Buying Show Classroom
3:45 pm - 4:15 pm	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/Hardware Retailing	Retail Accounting 101: basic principles of retail accounting including the income statement, balance sheet and key financial ratios.	Buying Show Classroom

# Education Classroom Sessions

Friday, January 18, 2019

Time	Speaker	Topic	Location
9:45 am - 10:15 am	Stan Burkholder, Industry Trainer	Stop the Gong Show - Professional Special Order Processes: From selling, to ordering, to managing through the pickup and delivery process.	Buying Show Classroom
10:30 am - 11:00 am	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/Hardware Retailing	Merchandising for Profit: the impact of merchandising on sales and shares research about average sales lift generated by different merchandising techniques.	Buying Show Classroom
11:15 am - 11:45 am	Taylor Hicks, Marketing Account Specialist, Naylor	Social Media 101: how and when to use social media to impact your business	Buying Show Classroom
1:00 pm - 1:30 pm	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/Hardware Retailing	The Five Numbers Every Retailer Should Know: a basic overview of key profit variables that impact retailer's overall health.	Buying Show Classroom