



## Seminar Schedule

Session	Time	Seminar	Location
<b>Monday 3/4</b>			
M-1	8:00 AM – 4:00 PM	Double your Business in Half the Time: Day 1 – Strategy	Broadway A-D
M-41	8:00 AM – 9:30 AM	Today's HVAC Dealer; The Realities and the Possibilities	Cumberland 3/4
M-2	10:00 AM – 11:30 AM	JCI Commercial Quoting Tool Training	Cumberland 1/2
M-3	10:00 AM – 11:30 AM	Commercial Motors: Becoming a Solutions Provider	Cumberland 5/6
M-4	10:00 AM – 11:30 AM	BDR's Contractor Training Pathways	Cumberland 3/4
M-5	12:30 PM – 2:00 PM	Dealer Meetings	Cumberland 1/2
M-6	12:30 PM – 2:00 PM	Johnstone University: The Next Leap Forward – Learning that Earns	Cumberland 3/4
M-7	12:30 PM – 2:00 PM	Best Practice Sharing – EOS/Traction – Creating Clarity, Simplicity and Accountability in your Business – for Current Practitioners	Cumberland 5/6
M-8	12:30 PM – 4:00 PM	Speed Training (Tapalooza)	Broadway G-K - Level 2
M-9	2:30 PM – 4:00 PM	Ductless Mini-Split Opportunities	Cumberland 1/2
M-10	2:30 PM – 4:00 PM	Preparing your Supply Chain for Growth	Cumberland 3/4
M-11	2:30 PM – 4:00 PM	Best Practice Sharing – Net Promoter Score – Driving Growth through Customer Loyalty – for Current Practitioners	Cumberland 5/6
M-12	4:00 PM – 5:00 PM	Kick-off with John Tisera	Broadway E-F - Level 2

<b>Tuesday 3/5</b>			
T-13	8:00 AM – 9:30 AM	JXI – Building the Ultimate Counter Tool	Cumberland 1/2
T-14	8:00 AM – 9:30 AM	The Connected Home and Wholesale: “How Connected are We?”	Cumberland 5/6
T-15	8:00 AM – 9:30 AM	Equipment – Goodman/Daikin	Broadway Ballroom F
T-16	8:00 AM – 9:30 AM	Supplies – Leveraging the Co-Op to Unlock your Growth Potential	Cumberland 3/4
T-17	8:00 AM – 9:30 AM	Double your Business in Half the Time: Day 2.1 – Tactics – Store Sales Growth	Broadway Ballroom A-B - Level 2
T-18	8:00 AM – 9:30 AM	Double your Business in Half the Time: Day 2.3 – Tactics – eCommerce Growth	Broadway Ballroom C-D - Level 2
T-19	8:00 AM – 11:30 AM	Speed Training (Tapalooza)	Broadway G-K - Level 2
T-20	10:00 AM – 11:30 AM	AHRI System Selector Demo	Cumberland 1/2
T-21	10:00 AM – 11:30 AM	Copeland Pull Through Sales – A Partnership Leveraging Data and Technology	Cumberland 5/6
T-22	10:00 AM – 11:30 AM	Equipment – Coleman	Broadway Ballroom F
T-23	10:00 AM – 11:30 AM	Leading for Growth – Featuring the Speed of Trust	Cumberland 3/4



Session	Time	Seminar	Location
T-24	10:00 AM – 11:30 AM	Johnson Controls and Light Commercial – A Complete Look	Broadway Ballroom E - Level 2
T-25	10:00 AM – 11:30 AM	Double your Business in Half the Time: Day 2.2 – Tactics – Outside Sales Growth	Broadway Ballroom A-B - Level 2
T-26	10:00 AM – 11:30 AM	Double your Business in Half the Time: Day 2.4 – Tactics – Customer Retention and Loyalty	Broadway Ballroom C-D - Level 2

<b>Wednesday 3/6</b>			
W-27	1:00 PM – 2:30 PM	Understanding the eCommerce Tools	Cumberland 5/6
W-28	1:00 PM – 2:30 PM	Keynote: Extreme Ownership	Broadway Ballroom West - Level 2
W-29	3:00 PM – 4:30 PM	Benefits of Buying from the DC Network	Cumberland 5/6
W-30	3:00 PM – 4:30 PM	More than Popcorn... Provide Real Value to your Customers	Cumberland 1/2 - Level 3
W-31	3:00 PM – 4:30 PM	The Connected Home and Wholesale: “How Connected are We?” <b>(REPEAT)</b>	Cumberland 3/4 - Level 3
W-32	<del>3:00 PM – 4:30 PM</del>	<del>Contractor Training Play-by-Play</del> <b>CANCELLED</b>	
W-33	3:00 PM – 4:30 PM	ECM: Don't get Left Behind	Broadway Ballroom E - Level 2
W-34	3:00 PM – 5:00 PM	Double your Business in Half the Time: Day 3 – Execution	Broadway Ballroom A-D - Level 2
W-35	4:30 PM – 5:30 PM	Next Gen Meeting	Mockingbird 3 - Level 3

<b>Thursday 3/7</b>			
TH-36	8:00 AM – 12:00 PM	My Bigger Game	Cumberland 3/4 - Level 3
TH-37	8:00 AM – 12:00 PM	DDI System User Meeting	
TH-38	8:00 AM – 12:00 PM	Johnstone Eclipse Team (JET) Meeting	
TH-39	8:00 AM – 12:00 PM	Refrigeration Technical Training – Compressor and System Trouble Shooting	
TH-40	1:00 PM – 3:00 PM	DDI User Council Meeting – <b>Invite Only</b>	



Sem#	Title	Description
M-1	<p><b>Double your Business in Half the Time: Day 1 - Strategy</b></p> <p>Monday: 8:00 am – 4:00 pm</p> <p>Track: Sales &amp; Marketing</p>	<p>Johnstone Supply is in perfect position to supercharge our growth and take unprecedented market share. Our industry traditionally grows at 5-7% per year but John Tisera, our new CEO, has clearly envisioned <i>doubling the cooperative's revenue</i> in the next 5 years – 14% revenue growth per year – <i>every year!</i> Doubling our business in half the time that our run-of-the mill competitors take. Do you want to double your business in 5 years – half of the time your competitors take?</p> <p><b>How can you do that?</b></p> <p>In Part 1 of a three-part session, all of the members of the Sales, Marketing, eCommerce and Digital Media teams will explore how to take all of the ideas and tools that the co-operative owns and develop them into a unified <u>Strategy</u> that is laser-focused on doubling your sales in 5 years.</p> <p><b>Who should attend?</b> Bring as many of your attending team members as possible to this Part 1 session. We want everyone in your company to catch fire with the vision of <i>Doubling Your Business</i> in 5 years or less: Leaders, Salespeople, Branch Personnel, eCommerce Managers. <b>Monday's session includes breakfast for session attendees.</b></p> <p>Then in Part 2, attend any of the 4 seminars on Tuesday that deep-dive into the successful <u>Tactics</u> to support your Strategy:</p> <ul style="list-style-type: none"> <li>• 2.1 Grow Outside Sales</li> <li>• 2.2 Grow Branch Sales</li> <li>• 2.3 Grow eCommerce</li> <li>• 2.4 Retain Customers</li> </ul> <p><b>Who should attend?</b> These Part 2 sessions should be attended by the individual champions or teams responsible for those areas of your company's growth. Finally, a good plan, well executed is better than a plan that is placed on a bookshelf.</p> <p>In Wednesday's Part 3 session, create a take-home <u>Execution Plan</u> that will maximize your ability to make and keep the changes needed in your business to take it to the next level of growth.</p> <p><b>Who should attend?</b> Part 3 should be attended by everyone in your organization who will be responsible for managing the execution of your strategic growth plan. Join Randall Hudspeth, Brian Klaus, Hank Lea, Ben Merritt, Hector Jimenez, Brian Connell, Pete Danielson, Dana Jacovetti and William Efirm as they work side-by-side with you to develop the Strategy, Tactics and Execution Plan to <i>Double Your Business in Half the Time!</i></p>
M-41	<p><b>Today's HVAC Dealer; The Realities and the Possibilities</b></p> <p>Monday: 8:00 am – 9:30 am</p> <p>Track: Training/People/Planning</p>	<p>Today, TM's need to better understand each Dealer's unique structure, pain points and business goals. By doing this, the TM's position themselves as a valued strategic partner – not just another vendor salesperson. Now as a partner, the TM can introduce specific strategies to help each dealer grow their business profitably.</p> <p>In this workshop TM's will learn what the average Dealer looks like, as well as how they can look at their profile, and measure them against current KPI's. From this information TM's will have a better understanding of how they can help the</p>



Sem#	Title	Description
		<p>Dealers. A key concept that will help TM's is Leveraged to Prime™. This concept shows why Dealers, TM's, and Johnstone branches must all seek to maximize the revenue they generate with their existing resources. All the strategies shown to the TM's will be good for the Dealer, the TM, and Johnstone as a whole.</p> <ul style="list-style-type: none"> <li>• Industry Today</li> <li>• Leverage to Prime</li> <li>• Structural Walls</li> <li>• KPI's</li> <li>• Implementation plans to help dealers</li> </ul>
M-2	<p><b>JCI Commercial Quoting Tool Training</b> Monday: 10:00 am – 11:30 am</p> <p>Track: Product</p>	<p>This class will provide attendees with instruction on how to best utilize the JCI light commercial quoting tool UST. The course will also include an overview of the newly launched Navigator platform in which UST is housed. Learners will come away with an understanding of how to obtain credentials, navigate the various sites on the platform and produce commercial equipment and accessories quotes from UST.</p>
M-3	<p><b>Commercial Motors: Becoming a Solutions Provider</b> Monday: 10:00 am – 11:30 am</p> <p>Track: Product</p>	<p>The commercial motor market presents a huge opportunity for Johnstone as there is low technical and inventory barriers to entry when looking at the light commercial segment. Come find out why it is easier to cross an IHP motor than a residential motor when you ask the right questions and become a solutions provider to this market segment. Attendees will walk away from this seminar with a good understanding of where to look for commercial motor opportunities in their local market based on HVAC application, the types of commercial customers, and how a maintenance conversation like belts can be used to open the door for retrofit opportunities and tools to succeed.</p>
M-4	<p><b>BDR's Contractor Training Pathways</b> Monday: 10:00 am – 11:30 am</p> <p>Track: Training/People/Planning</p>	<p>Our partner, Business Development Resources (BDR), has developed a series of training workshops for contractors. Attend this session to learn about:</p> <ul style="list-style-type: none"> <li>• Various workshops offered by BDR</li> <li>• Training pathways recommended for contractors</li> <li>• How Johnstone Members can tap into this resource for local markets</li> </ul>
M-5	<p><b>Dealer Meetings</b> Monday: 12:30 pm – 2:00 pm</p> <p>Track: Product</p>	<p>The session will begin with a brief review of the many tools available to membership for developing a dealer program. A panel of Johnstone Members will then share their dealer programs, best practices and what dealer programs have meant to their businesses.</p>
M-6	<p><b>Johnstone University: The Next Leap Forward – Learning that Earns</b> Monday: 12:30 pm – 2:00 pm</p>	<p>HVAC is rapidly changing and finding the right techs and training new people is a growing challenge. In order to stay relevant, we can't just stand still. This session is designed to highlight one of Johnstone Supply's competitive differentiators— Training.</p> <p>Johnstone University has refreshed our brand to improve reach and delivery of exceptional training to your people and contractors. Strong brands are bold and designed to influence, attract and retain customer loyalty. Learn about Johnstone University's newly refreshed branding, why now, what next, and the impact these</p>



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	Track: Training/People/Planning	changes will have on you. We understand that design drives innovation. With this refresh, we are taking off towards “Learning that Earns” and we want to take you on this next big leap.  This session will provide you with insight into the newly refreshed Johnstone University branding and best practices. Those who attend will also receive access to marketing materials specifically tailored for Johnstone University to reach through that modern-day noise and grab the attention of contractors at your local level.
M-7	<b>Best Practice Sharing – EOS/Traction – Creating Clarity, Simplicity and Accountability in your Business</b> (for Current EOS Practitioners only)  Monday: 12:30 pm – 2:00 pm  Track: Training/People/Planning	This is a best practice sharing session – intended for current EOS practitioners. The Entrepreneurial Operating System (EOS), is a complete set of simple concepts and practical tools to help people get what they want from their businesses. Growth-oriented Johnstones using this simple way of operating, systematically and permanently improve results and satisfaction.  During this session, we’ll conduct an “organizational checkup” and share EOS strategies, tools and techniques among participants.
M-8	<b>Speed Training (Tapalooza)</b>  Monday: 12:30 pm – 4:00 pm  Track: Product	This seminar provides fast-paced and engaging product training from several of our key HVACR suppliers. You will visit each training station in small groups to learn about product features and benefits and how to sell them. Each session is interactive and you will be able to touch, feel and apply the products. If you’ve attended in the past, you know there will also be tons of prizes! This is always one of our highest rated events. Come learn from the experts and maybe even win a prize! Each session features different suppliers/products, so feel free to sign up for both.  Audience: Counter Sales; Marketing; Outside Sales; Sales Managers; Store Managers Maximum Class Size: 98
M-9	<b>Ductless Mini-Slit Opportunities</b>  Monday: 2:30 pm – 4:00 pm  Track: Product	This session will open with a short review of the ductless market and co-op market share. The bulk of the session will be panel discussion with JS members discussing how they have been successful in the category.
M-10	<b>Preparing your Supply Chain for Growth</b>  Monday: 2:30 pm – 4:00 pm  Track: Supply Chain	Roundtable discussion of what store groups are doing to transition their supply chain teams to a rapid growth model.



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M-11	<p><b>Best Practice Sharing – Net Promoter Score – Driving Growth through Customer Loyalty</b> (for Current NPS Practitioners only)</p> <p>Monday: 2:30 pm – 4:00 pm</p> <p>Track: Training/People/Planning</p>	<p>This is a best practice sharing session – intended for current Franklin-Covey Net Promoter Score (NPS) practitioners.</p> <p>More than 70% of what makes a customer experience great is the behavior of frontline employees. Great behavior doesn't happen without feedback, focus, measurement and accountability.</p> <p>During this session, we'll share best practices for using the Net Promoter Score Portal to drive customer loyalty and growth.</p>
M-12	<p><b>Kick- off with John Tisera</b></p> <p>Monday: 4:00 pm – 5:00 pm</p>	<p>The Cooperative is ready to help our Members kick start the busy summer season. John Tisera will provide an update to the Cooperative's sales strategies and highlight key programs and tools that stores can implement to drive sales, including sales planning tools, product and supplier programs, and ecommerce tools. This session will also provide an overview of the week to come and how attendees can make the most of the seminars, speakers and events taking place in Nashville.</p>
T-13	<p><b>JXI – Building the Ultimate Counter Tool</b></p> <p>Tuesday: 8:00 am – 9:30 am</p> <p>Track: Sales &amp; Marketing</p>	<p>High level review of recent JXI Upgrades – RTI's, Serial# API's, 360Images, Digital Assets, etc.</p> <ul style="list-style-type: none"> <li>• The future of JXI – Integration with the Website (Building the Ultimate Counter Tool Tie-In)</li> <li>• Get feedback about which features you want to see included</li> <li>• Open Forum about any Pain Points</li> </ul>
T-14	<p><b>The Connected Home and Wholesale: "How Connected are We?"</b></p> <p>Tuesday: 8:00 am – 9:30 am</p> <p>Track: Product</p>	<p>The connected home category is growing and evolving at an extremely rapid rate. Year to date, we are up almost 28% and nearly \$22 million in sales for the general category. Great for sales, but are we reacting to the market or driving it? Manufacturers are entering the space and developing various tactics/strategies at an <u>extremely rapid rate</u>. Our goal at Corp is to continue to build a strong foundation that you can grow your business on. Have you made a decision about the space?</p> <p>The goal of this session is to give you essential information you need to make a decision and plan. Specific takeaways include:</p> <ul style="list-style-type: none"> <li>• Understanding the strategy behind connected home.</li> <li>• Understanding how Corp is developing programs/tools to support the connected home.</li> <li>• Providing resources to assist in organizing your group and planning for the future.</li> </ul> <p>Hear from store groups with success in this category about what the connected home means to them. Understand how these groups developed a strategy for execution.</p>
T-15	<p><b>Equipment - Goodman/Daikin</b></p>	<p>This session will focus on tools the manufacturer has to offer. A review of PAP, Financing, SLA funds and more.</p>



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	Tuesday: 8:00 am – 9:30 am  Track: Product	
T-16	<b>Supplies – Leveraging the Co-Op to Unlock Your Growth Potential</b>  Tuesday: 8:00 am – 9:30 am  Track: Product	Supplies is a leading growth category within the co-op’s product portfolio, but we’re only scratching the surface! This seminar will review market share and key supplier opportunities, considerations on locally stocked products and the 2019 Supplies Promotional Calendar. You’ll also hear from the experts! Learn best practices and tactics from Supplies Product Committee Members on how to maximize limited warehouse space, time and resources to unlock your supplies growth potential.
T-17	<b>Double Your Business in Half the Time: Day 2.1 – Tactics – Store Sales Growth</b>  Tuesday: 8:00 am – 9:30 am  Track: Sales & Marketing	The Holy Grail: Use Marketing and Customer analytics <i>proactively</i> to grow over-the-counter customer sales.  In this Day 2 Session you will learn how to: <ul style="list-style-type: none"> <li>• Use customer segmentation and focused targeting to drive small contractor sales growth.</li> <li>• Learn effective account tracking to <i>engage</i> inside branch associates.</li> <li>• Learn how to market the <i>One Stop Shop</i> message to increase revenue, profitability, customer satisfaction and loyalty.</li> </ul> Join Dana Jacovetti, the RSD in the Southeast and Ben Merritt, Director of Marketing to explore the tactics your Branch team can use to <i>Double your Business in Half the Time</i> .
T-18	<b>Double Your Business in Half the Time: Day 2.3 – Tactics - eCommerce Growth</b>  Tuesday: 8:00 am – 9:30 am  Track: eCommerce	When it comes to eCommerce, are you “deep” or are you “wide”?  Are your eCommerce numbers being driven by a “wide” cross-section of your customers or are your eCommerce sales being driven “deep” by a few, large super-users? If you’re like most Johnstone members, you would probably admit that you’re “deep”. The co-op’s eCommerce tools are just too good and too effective to be confined to a few “deep” super-users. Part of Johnstone’s future strategic success is based on acquiring and then protecting our customers with our excellent eCommerce business solutions. In this session, we will look at new ways to engage your customers and drive adoption of Johnstone’s different eCommerce tools <i>widely</i> into your customer base. These will be advanced discussions, focused on execution in the eCommerce channel. We will focus on how to double the number of your eCommerce customers/users by exploring best practices and learning about the tools available to you. Join Brian Klaus and Tom Arvat and explore the best eCommerce training and marketing tactics for your employees and customers alike that will help you <i>Double Your Business in Half the Time</i> .
T-19	<b>Speed Training (Tapalooza)</b>  Tuesday:	This seminar provides fast-paced and engaging product training from several of our key HVACR suppliers. You will visit each training station in small groups to learn about product features and benefits and how to sell them. Each session is



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	8:00 am – 11:30 am  Track: Product	interactive and you will be able to touch, feel and apply the products. If you've attended in the past, you know there will also be tons of prizes! This is always one of our highest rated events. Come learn from the experts and maybe even win a prize! Each session features different suppliers/products, so feel free to sign up for both.  Audience: Counter Sales; Marketing; Outside Sales; Sales Managers; Store Managers  Maximum Class Size: 98
T-20	<b>AHRI System Selector Demo</b>  Tuesday: 10:00 am – 11:30 am  Track: Sales & Marketing	The session will include an introduction to the System Selector tool. Demonstrations of how to use the tool, review of all upgrades that have been made since the launch last spring. There will also be a review of the roadmap for future upgrades and tool development.
T-21	<b>Copeland Pull Through Sales – A Partnership Leveraging Data and Technology</b>  Tuesday: 10:00 am – 11:30 am  Track: Product	Learn how and why we are growing AC Compressor and Refrigeration Sales three times of the industry. How Johnstone is positioned to leverage technology and training to pull thru sales. Learn what you need to get on the ground floor of this opportunity flipping ALL OEM business to your business.  ***Registered Owner attendees will receive a comprehensive AC Compressors Replacement Scorecard. Group Specific 2019 Tactics for Growth recommendations
T-22	<b>Equipment - Coleman</b>  Tuesday: 10:00 am – 11:30 am  Track: Product	This session will begin with a review of 2018 and will include distributor awards. Johnstone members will offer up best practices. The bulk of the session will cover JCI's roadmap for 2019 and beyond. Product, sales & marketing program changes and general strategy review.
T-23	<b>Leading for Growth – Featuring the Speed of Trust</b>  Tuesday: 10:00 am – 11:30 am  Track: Training/People/Planning	One common characteristic of winning teams? Effective leaders. At the 2018 Fall meeting, the Corporate team introduced the Leading for Growth (L4G) initiative that defines what effective leaders at Johnstone do: 1) Act Strategically, 2) Execute, 3) Cultivate Relationships, 4) Live the Company Values, and 5) Leverage the Cooperative. If we know what effective leaders do, how do we ensure that we actually have leaders that can do what needs to be done?  One way is to hire leaders with all of the skills we are looking for. In today's tight labor market, that can be a challenge. Another way is to build effective leaders. The Corporate team has created a program to help leaders acquire the skills and experiences they need to succeed in today's business environment. Attend this session to learn about the program and resources available to Johnstone teams so we all can get better at leading people and get better results in the process.  In addition, attendees will learn about one of the fundamental components in the L4G model: effective leaders inspire trust and build respect. Mark Phelps from the Franklin Covey organization will provide an overview of the <u>Speed of Trust</u> framework, including how demonstrating character and competency can have real impact on the people we lead and the company's bottom line.





Sem#	Title	Description
T-24	<p><b>Johnson Controls and Light Commercial – A Complete Look</b></p> <p>Tuesday: 10:00 am – 11:30 am</p> <p>Track: Product</p>	<p>The light commercial repair/replace/retrofit market provides many opportunities for distribution. Arguably, no manufacturer has a more comprehensive product/resource offering than Johnson Controls. Where do you start? This seminar is designed to help you successfully navigate through Johnson Controls and build a light commercial plan that is attainable and focused on growth.</p>
T-25	<p><b>Double Your Business in Half the Time: Day 2.2 – Tactics – Outside Sales Growth</b></p> <p>Tuesday: 10:00 am – 11:30 am</p> <p>Track: Sales &amp; Marketing</p>	<p>Johnstone owns the small one-truck over-the-counter customer segment.</p> <p>But larger, more sophisticated customers actively discourage their technicians from making time-wasting supply house visits. Without an aggressive, growth-oriented outside sales team, your Johnstone will never get a chance to identify, acquire and grow this segment of customer business.</p> <p>In this Day 2 session your outside sales force will learn how to:</p> <ul style="list-style-type: none"> <li>• Find new accounts that <i>want</i> to grow</li> <li>• Identify which accounts have the <i>most</i> potential for growth</li> <li>• Grow existing customers by asking this one <i>simple</i> question</li> <li>• Keep customers <i>sticky</i> to you and your business</li> <li>• Drive equipment sales growth</li> </ul> <p>Join RSDs Brian Connell and Pete Danielson, two proven Distributor Territory Sales veterans, and explore the tactics your outside team can use to <i>Double your Business in Half the Time</i>.</p>
T-26	<p><b>Double Your Business in Half the Time: Day 2.4 - Customer Retention and Loyalty</b></p> <p>Tuesday: 10:00 am – 11:30 am</p> <p>Track: Sales &amp; Marketing</p>	<p>If you don't have a process for retaining customers, then you have a process that makes future sales more difficult.</p> <p>Take a moment to think about it.</p> <p>Your lost customers didn't just disappear. They are out there and likely recommending a distributor. If they stopped buying from you, there's a good chance they are recommending someone else. Current AND future sales growth depends on great marketing that is focused on retaining (and growing) valuable customers.</p> <p>Are you interested in proven approaches to retaining customers today, while planting the seeds for sales growth tomorrow?</p> <p>Join us in this Day 2 Session to:</p> <ul style="list-style-type: none"> <li>• Use data to recognize 'At Risk' customers</li> <li>• Employ communication tactics that build your brand and customer loyalty</li> <li>• Use marketing campaigns and programs to keep customers engaged</li> </ul> <p>Join fellow Member experts, Hank Lea, and Ben Merritt as we cover these topics you and your team can use to <i>Double your Business in Half the Time</i>.</p>
W-27	<p><b>Understanding the eCommerce Tools</b></p> <p>Wednesday: 1:00 pm – 2:30 pm</p>	<p>A lot is happening with the website, new features are being requested and developed each month. In this session, we will break down the new functionality and show you how to leverage these new tools within your business. Everything from promo codes to order approval to integration into BillTrust.</p> <p>This will be a good course to get caught up on all that new functionality and prepare yourself to demo and market these features to your customers!</p>



Sem#	Title	Description
	Track: eCommerce	This will be a hands-on-90-minute session where we break down our tools and discuss opportunities for your business. Don't get left behind, there are lot of new and exciting features to show your customers!
W-28	<p><b>Keynote: Extreme Ownership</b></p> <p>Wednesday: 1:00 pm – 2:30 pm</p> <p>Track: All</p>	<p>Sent to the most violent and dangerous battlefield in Iraq, Jocko Willink and Leif Babin's SEAL task unit faced a seemingly impossible mission: Help U.S. forces secure Ramadi, a city deemed "all but lost". In gripping, firsthand accounts of heroism, tragic loss, and hard-won victories, they learned that leadership – at every level – is the most important factor in whether a team succeeds or fails. Willink and Babin returned home and launched Echelon Front, a company that teaches leadership principles to businesses and organizations. Echelon Front's mission is to educate, train, mentor and inspire leaders with practical leadership concepts and principals to achieve total victory. Extreme Ownership Principles: You own everything in your world that affects the mission; every success, every failure, every problem and every solution. You must commit to leading up down the chain of command. These leadership principles apply to every level of leader. Everyone leads; everyone must understand not just what they are doing, but why.</p> <p>In October you heard from former Navy SEAL Officer, McKinsey Engagement Manager and graduate from Harvard Business School, Flynn Cochran as he delivered part one of the Echelon message. Cochran spent eight years in the Navy. He was a Platoon Commander at SEAL Team ONE dedicated to the Global War on Terror and eradication of Al Qaeda and currently serves as Chief Strategy Officer for Echelon Front.</p> <p>Bring your whole team to hear Leif Babin in Nashville. He will present part two of the Extreme Ownership message. Co-Founder of Echelon Front, Leif is a decorated former Navy SEAL officer with 13 years of service including SEAL Team three. He planned and led major combat operations and served as the primary leadership instructor for all officers in the SEAL training pipeline. Leif preaches decisive, logical action in the face of pressure when so many people are depending on you to lead them.</p>
W-29	<p><b>Benefits of Buying from the DC Network</b></p> <p>Wednesday: 3:00 pm – 4:30 pm</p> <p>Track: Supply Chain</p>	<p>Why buy from the DCs? Explore how to leverage the DC network to optimize your inventory, position for growth, and reduce overall costs.</p>
W-30	<p><b>More than Popcorn... Provide Real Value to Your Customers</b></p> <p>Wednesday: 3:00 pm – 4:30 pm</p>	<p>Customers come to your stores to buy parts and equipment. You give them popcorn. Add something else that will increase their sales and profitability. The more profitable your customers are, the more easily they can pay their bills, and the more they can buy. This builds loyalty, your sales, and your profits. Attendees discover three easy questions to ask (and the answers), which will help them help their customers.</p>



Sem#	Title	Description
	Track: Training/People/Planning	
W-31	<p><b>The Connected Home and Wholesale: "How Connected Are We?" (Repeat Session)</b></p> <p>Wednesday: 3:00 pm – 4:30 pm</p> <p>Track: Product</p>	<p>The connected home category is growing at an extremely rapid rate. Year to date, we are up almost 28% and nearly \$22 million in sales for the general category. That is great for sales, but are we reacting to the market or driving it? Manufacturers are entering the space and developing various tactics/strategies at an <u>extremely rapid rate</u>. Our goal at Corp is to continue to build a strong foundation that you can grow your business on. Have you made a decision about the space?</p> <p>The goal of this session is to give you essential information you need to make a decision and plan. Specific takeaways include:</p> <ul style="list-style-type: none"> <li>• Understanding the strategy behind connected home</li> <li>• Understanding how Corp is developing programs/tools to support the connected home</li> <li>• Providing resources to assist in organizing your group and planning for the future</li> </ul> <p>Hear from specific store groups as to what the connected home means to them. Understand how these groups developed a strategy for execution.</p>
W-32	<p><del><b>Contractor Training Play-by-Play</b></del></p> <p>Wednesday: 3:00 pm – 4:30 pm</p> <p>Track: Training/People/Planning <b>CANCELLED</b></p>	<p><b>We are sorry this session has been cancelled</b></p>
W-33	<p><b>ECM: Don't get Left Behind</b></p> <p>Wednesday: 3:00 pm – 4:30 pm</p> <p>Track: Product</p>	<p>Johnstone Supply has an estimated 20% market share in PSC aftermarket motors. The PSC replacement market is slowly contracting and moving towards ECM. Currently, less than 10% of out-of-warranty ECM sales are going through the independent wholesale channel. Contractors are continuing to go back to the OEM for their replacement ECM motors. Don't get left behind with ECM and learn how to get more comfortable with the ECM aftermarket solution and how to overcome contractor resistance and habits.</p>
W-34	<p><b>Double Your Business in Half the Time: Day 3 - Execution</b></p> <p>Wednesday: 3:00 pm – 4:30 pm</p> <p>Track: Sales &amp; Marketing</p>	<p>It's day three of the Spring Meeting and you've already seen too many great ideas, demoed too many great new products and had too many great conversations to incorporate once you get back home.</p> <p>The danger now is that the great ideas, products and programs that you <i>have</i> chosen to use are going to go back home with you and, the first day you're back, the <i>Whirlwind</i> <u>will</u> blow, you'll put your notes up on a shelf, and there they'll sit, collecting dust, until next year's meeting.</p> <p>Or worse, you take a few great ideas home, start to implement them into your business but fail to account for the natural forces of resistance that <i>always</i> work against your success.</p> <p>Starting, but not following through, is deadly: You lose time, momentum and most importantly – credibility.</p>



Sem#	Title	Description
		Join Hector Jimenez and the other RSDs in the last day of this 3-day session. You will learn a simple, yet proven roadmap that will keep you laser-focused – even in the midst of the day-to-day grind of the <i>Whirlwind</i> – on the Strategies and Tactics that you must execute in order to <i>Double Your Business in Half the Time</i> .
W-35	<p><b>Next Gen Meeting</b></p> <p>Wednesday: 4:30 pm – 5:30 pm</p> <p>Track: Next Gen Members</p>	Annual elections will be held and plans for 2019 will be discussed.
TH-36	<p><b>My Bigger Game</b></p> <p>Thursday: 8:00am – 12:00 pm</p> <p>Track: Training/People/Planning</p>	<p>Sometimes we get so busy in our daily lives, we lose sight of what’s really possible.</p> <p>Email, the morning commute, Netflix, the Internet, family &amp; friends, our favorite sports teams and the like, all drown out the voice of possibility inside:</p> <ul style="list-style-type: none"> <li>• The voice that challenges us to be more than we are today – regardless of our current level of performance &amp; achievement.</li> <li>• The voice that wants to have an even bigger impact and the pride that comes from reaching and surpassing our limits.</li> <li>• The voice that calls on us to play a <b>BIGGER GAME</b> than the one we’re playing now.</li> </ul> <p>It’s time to answer the calling.</p> <p>This workshop will walk you through how to get clear about your <b>BIGGER GAME</b>; and how to utilize a systematic process to create the momentum and motivation to follow through.</p> <p>You will gain clarity about where you’ve been, where you are now, and where you want to go. You will create a simple plan to launch yourself into action in a way that truly compels, excites, and drives you to... play your <b>BIGGER GAME</b>.</p>
TH-37	<p><b>DDI System User Meeting</b></p> <p>Thursday: 8:00am – 12:00 pm</p> <p>Track: Software Users</p>	DDI User Meeting & Training – The DDI Executive team will provide an inside look at what’s rolling out in 2019. We’ll then transition into a DDI training session that will provide a detailed walk-through of Warranty best practices.
TH-38	<p><b>Johnstone Eclipse Team (JET) meeting</b></p> <p>Thursday: 8:00am – 12:00 pm</p> <p>Track: Software Users</p>	Eclipse update, JS Corp update, JEAG update, PDW planning
TH-39	<p><b>Refrigeration Technical Training – Compressor and System Trouble Shooting</b></p> <p>Thursday: 8:00 am – 12:00 pm</p>	Improve Customer Service and Value helping contractors correctly diagnose compressor and system issues, avoiding costly downtime and building trust. Review additional JS Technical resources and free training opportunities.



Sem#	Title	Description
	Track: Product	
TH-40	<b>DDI User Council Meeting</b>  Thursday: 1:00 pm – 3:00 pm  Track: Software Users	This meeting is for Advisory council members only.- <b>INVITE ONLY</b>