

SCHEDULE | DAY 1

7:30am > Registration Opens

7:30 – 8:15am > Grab some coffee. Take some photos. Visit sponsor booths!

8:30am > Kick Off!

9:00am > **Boutique Panel: What Makes You Break Through? The Greatest Lessons, Fails, & Wins of Growing Boutiques**

Holly McLanahan (The Vintage Leopard), Jenna Powell (Jennaration Boutique), Stephanie Harrison/Elizabeth Patridge (Glamour Farms)

9:45am > **Keynote: Profit First – How to Become Profitable with Your Very Next Deposit**

Mike Michalowicz (CEO & Author, Profit First, Clockwork)

11:00am > BREAK

11:15am > Breakout Session #1

Main Stage // Sales Tax 101: Why You NEED to Care & What You Should Be Doing

Melissa Craig (Avalara)

FashionGo A // Your Profit First Questions Answered

Mike Michalowicz / Mastermind & Bootcamp clients only

FashionGo B // Shopify & Branding 101

Angela Froschl (Hot Mess Consulting)

ODDI Room // Wholesale Brands: Marketing Off The Road To Grow Your Business

Ed Olvera (The Boutique Hub), Sammi Hill (Mixologie), Meredith Jurica (Makeup Junkie Bags), Leslie Plank & Stacy Corsaut Gnewkowski (Hawthorne Collection Wholesale)

12:00pm > LUNCH (Bldg 2, Floor 3)

1:15pm > **The Content Sanity Plan: Getting the Most Out of Your Time & Marketing Content**

Ashley Alderson (The Boutique Hub)

2:15pm > Breakout Session #2

Main Stage // Streamlining Your Warehouse of Any Size: Pick, Pack, Ship & Grow

Gary Crother (Celerant), Shannon Burns (Layered By Cake), Amanda Kruse (Discount Divas), Lesley Horner (CommentSold)

FashionGo A // Your Profit First Journey: Strategies for Being Cash Flow Strong

Christyne Gray (She Profits Now)

FashionGo B // Common Boutique Owners Struggles Debunked

Ashley Alderson & Sara Burks (The Boutique Hub)

ODDI Room // How To Expand Your Business From Retail To Both Retail & Wholesale – Managing the business process using effective technology solutions within budget

Shahrooz Kohan (AIMS360)

3:00pm > BREAK

3:15pm > **Boutique Panel: Digital Marketing Strategy from Millennials to Moms**

Taylor Jones (Tiny Closet), Mindy Switzer Maass (Mindy's MVP Boutique), Erica Kelley (Whiskey Darling Boutique)

4:00pm > **Unlock Your Greatness**

Justin Prince (Intentional Greatness Academy)

5:15 – 7:00pm > Sip & Shop with all of our fabulous sponsors!