



#MAIC2022 Agenda

Market America Worldwide | SHOP.COM

## 2022 International Convention

August 11-14, 2022 | Greensboro, NC

Wednesday, August 10  
THE WORLD OF MARKET AMERICA

3:00 PM

### Registration Opens

Special Events Center - East Wing

3:00 PM

### The World of Market America Opens

Special Events Center - East Wing

6:00 PM

### GMTSS Meeting

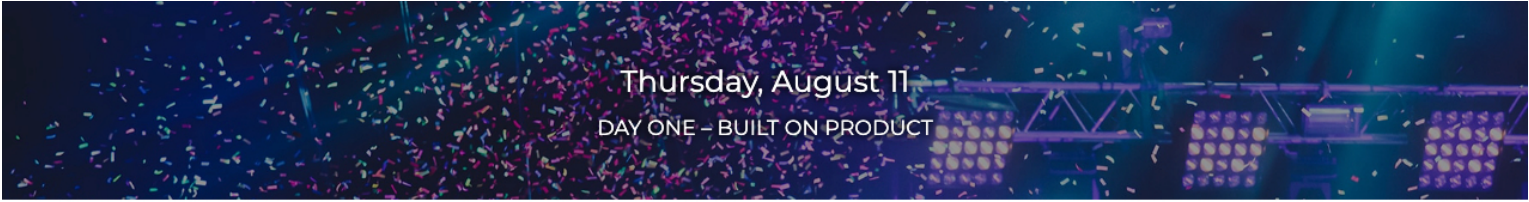
Meeting Room 1

Cullen Haskins

8:00 PM

Registration and The World of Market America  
Closes





## Thursday, August 11

### DAY ONE – BUILT ON PRODUCT

**7:00 AM**

**Registration Opens**

Special Events Center - East Wing

**8:00 AM**

**The World of Market America Opens**

Special Events Center - East Wing

**9:00 AM**

**General Session Doors Open**

Coliseum

**10:00 AM**

**Opening Experience**

Opening Entertainment

**10:20 AM**

**Loren Ridinger Opening**

Loren Ridinger

**10:50 AM**

**President's Address**

Marc Ashley

**12:35 PM**

**Motives, LDV and Layered Showcase**

Amber Ridinger and Kim Ashley

**1:20 PM**

**TLS Biggest "Winner"**

Cullen Haskins and Melanie Nelson

**1:50 PM**

**Lunch Break Announcements**

Jim Winkler and Andrew Weissman

**1:55 PM**

**Lunch Break**

**2:15 PM**

**SHOP Talk: Axis Nutrition – Advanced Digestive Support**

Matt Titlow and Dr. Dee

Special Events Center - East Wing, SHOP Talks Stage

**2:35 PM**

**SHOP Talk: Axis Nutrition – Mental Emotional Balance**

Jeremie Feuer and Dr. Dee

Special Events Center - East Wing, SHOP Talks Stage

**2:55 PM**

**SHOP Talk: Motives Essentials V2 Palette – "Create a 15min look"**

Martha Tello-Rosser

Special Events Center - East Wing, SHOP Talks Stage

**3:25 PM**

**President + COO, SHOP.COM Keynote**

Steve Ashley

**4:20 PM**

**Finding Health with Dr. Dee and Gary Brecka: Why Our Products Are Superior**

Dr. Dee and Gary Brecka

**5:05 PM**

**Recognition – Million Dollar Club + Advisory Council**

Jim Winkler and Andrew Weissman

**5:40 PM**

**Retailing Session Panel**

Jim Winkler joined by Aleksandra Cummings, Julie Landsiedel, Chele Boe and Lisa Martin

**6:00 PM**

**Registration and The World of Market America Closes**

**6:55 PM**

**Fat Joe**

Fat Joe

**7:15 PM**

**Closing Announcements**

Jim Winkler and Andrew Weissman

**7:20 PM**

**General Session Ends**



## Friday, August 12

DAY TWO – POWERED BY PEOPLE – TEAM/SPIRIT OF MARKET AMERICA/SHOP.COM DAY

### 7:00 AM

#### Registration Opens

Special Events Center - East Wing

### 8:00 AM

#### The World of Market America Opens

Special Events Center - East Wing

### 8:20 AM

#### SHOP Talk: Box Breathing – Starting Your Morning Right

Gary Brecka

Special Events Center - East Wing, SHOP Talks Stage

### 8:40 AM

#### SHOP Talk: Astaxanthin – A Powerful Multi-dimensional Ingredient

Dr. Karen Hecht (PhD) and Dr. Dee

Special Events Center - East Wing, SHOP Talks Stage

### 9:00 AM

#### SHOP Talk: Motives Cosmetics, Skincare and Layered

Leigh Raeder and Kim Ashley

Special Events Center - East Wing, SHOP Talks Stage

### 9:00 AM

#### General Session Doors Open

Coliseum

### 10:00 AM

#### Day 2 Opening

### 10:05 AM

#### Eva Longoria

Eva Longoria and Loren Ridinger

### 10:25 AM

#### JR Ridinger – Business Building

JR Ridinger

### 11:55 AM

#### Director Dritan Hodo – Prospecting and Business Building

Dritan Hodo featuring Amber Yang

### 1:25 PM

#### Break Announcements

Jim Winkler and Andrew Weissman

### 1:30 PM

#### Lunch Break

### 1:50 PM

#### SHOP Talk: Delivering Great Formulas

Tejas Chokshi and Dr. Dee

Special Events Center - East Wing, SHOP Talks Stage

### 2:10 PM

#### SHOP Talk: Motives Custom Blend

Nancy West and Leigh Raeder

Special Events Center - East Wing, SHOP Talks Stage

### 2:30 PM

#### SHOP Talk: Building a Legacy – Connecting With Millennials (Ages 16 and older encouraged to attend)

Cullen Haskins and Brandi Murphy with

Bonnie Hunter, Jessica Hunter, Dan Herlehy, Paige Herlehy, Dr. Tamara Weinstein, Andrew and Jason Vitrit, Nina Hale, Whitney Hale, and Olivia Li

Special Events Center - East Wing, SHOP Talks Stage

### 3:00 PM

#### JR Ridinger – Business Building

JR Ridinger

### 4:30 PM

#### UFO Recognition

Jim Winkler and Andrew Weissman

### 5:15 PM

#### Dennis Franks Award / Campaign 53 Challenge

Kevin Buckman

### 5:45 PM

#### Kevin Buckman – Business Building Panel

Kevin Buckman joined by Don Martin, Steven Hu, Elizabeth Weber-Walliser, Victoria Wang and Hongna Du

### 6:00 PM

#### The World of Market America Closes

### 6:45 PM

#### Closing Announcements

Jim Winkler

### 6:50 PM

#### General Session Ends



## Saturday, August 13

DAY THREE

**7:30 AM**

### Registration Opens

Special Events Center - East Wing

**8:00 AM**

### The World of Market America Opens

Special Events Center - East Wing

**8:20 AM**

### SHOP Talk: Long Life Meal Prep

Special Events Center - East Wing, SHOP Talks Stage

**8:40 AM**

### SHOP Talk: SHOP.COM Credit Card

Special Events Center - East Wing, SHOP Talks Stage

**9:00 AM**

### SHOP Talk: The Power of TLS in a Practitioner's Office

Yan Huo, LPC and Tynesha Sale

Special Events Center - East Wing, SHOP Talks Stage

**9:00 AM**

### General Session Doors Open

Coliseum

**10:00 AM**

### Loren Ridinger

Loren Ridinger

**12:00 PM**

### Lunch Break

**12:20 PM**

### SHOP Talk: Health – Straight Talk

Dr. Joe Taylor

Special Events Center - East Wing, SHOP Talks Stage

**12:40 PM**

### SHOP Talk: Motives Essentials V1 Palette – "Create a 15min look"

Maleeva Lengel

Special Events Center - East Wing, SHOP Talks Stage

**1:00 PM**

### JR Ridinger Close

JR Ridinger

**3:30 PM**

### General Session Ends

Get Ready to Rock 'n' Roll!

**4:30 PM**

### The World of Market America Closes

**6:30 PM**

### Celebration and Awards Ceremony Gala

Open to All Ticket Holders

Coliseum

## Saturday Night, August 13

CELEBRATION and AWARDS CEREMONY GALA

Dress: "ROCK N' ROLL"

**6:30 PM**

### Gala Doors Open

**6:30 PM**

### Live from the Red Carpet

Cullen Haskins, Trinity Haskins and Jim Dwyer

**7:30 PM**

### Recognition – Directors and Above, Challenge Winners and Special Awards

Jim Winkler and Andrew Weissman

**9:00 PM**

### Performance – Jamie Foxx and Fat Joe

**10:00 PM**

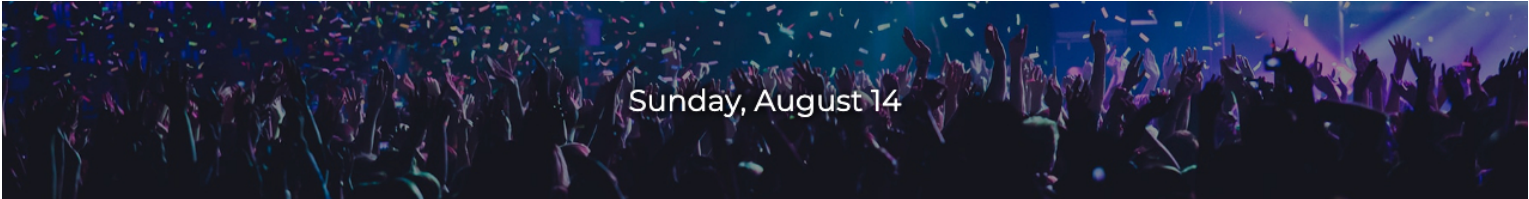
### Rock 'n' Roll Headliner Band

**1:00 AM**

### Gala and Rock 'n' Roll Party Ends

Coliseum





## Sunday, August 14

### 10:00 AM

#### **The World of Market America Opens**

Special Events Center - East Wing

### 10:00 AM

#### **World Headquarters Tour**

Market America Corporate Headquarters  
1302 Pleasant Ridge Rd, Greensboro NC 27409

### 10:00 AM

#### **Breakout: New Product Breakout**

Room 1  
Dr. Dee and Dr. Tamara

### 11:30 AM

#### **Breakout: UFO Business Tools**

Room 1  
Jim Winkler

### 1:00 PM

#### **Breakout: TLS Lifestyle**

Room 1  
Melanie Nelson

### 1:00 PM

#### **Breakout: Motives/LDV/Layered**

Room 3  
Lisa Martin and Leigh Raeder

### 2:00 PM

#### **Breakout: NutraMetrix**

Room 1  
Dr. Dee and Brandi Murphy

### 2:00 PM

#### **Breakout: WebCenters**

Room 3  
Jason Pelland

### 10:10 AM

#### **SHOP Talk: iTransact**

Matt Sumsion  
Special Events Center - East Wing, SHOP Talks Stage

### 10:35 AM

#### **SHOP Talk: UnFranchise Marketing App, SHOP LIVE and Pulse**

JJ Oswald  
Special Events Center - East Wing, SHOP Talks Stage

### 11:00 AM

#### **SHOP Talk: New Pallets and Product Formulas with Motives**

Whitney Edwards and Joanna Provenzala  
Special Events Center - East Wing, SHOP Talks Stage

### 11:25 AM

#### **SHOP Talk: New Motives Product – Motives Brushes**

Zandria DeBowles, Priscilla Morlaes and Janae Robertson  
Special Events Center - East Wing, SHOP Talks Stage

### 11:50 AM

#### **SHOP Talk: WebCenters – "A Growing Opportunity"**

Jason Pelland and Brett Ratner  
Special Events Center - East Wing, SHOP Talks Stage

### 12:15 PM

#### **SHOP Talk: New LDV Launches**

Vena Hudgins  
Special Events Center - East Wing, SHOP Talks Stage

### 12:40 PM

#### **SHOP Talk: Pop of Lala – "15min look"**

Melody Sopa  
Special Events Center - East Wing, SHOP Talks Stage

### 1:05 PM

#### **SHOP Talk: Gut Health and MA Products**

Dr. Maddie Mo'Hyla and Dr Dee  
Special Events Center - East Wing, SHOP Talks Stage

### 1:30 PM

#### **SHOP Talk: Autoworks Fuel Enhancer and Friction Free 3000 – Save Money at the Pump**

Shayne White  
Special Events Center - East Wing, SHOP Talks Stage

### 1:55 PM

#### **SHOP Talk: SHOP Financial**

Charlie Baer and Jim Winkler  
Special Events Center - East Wing, SHOP Talks Stage

### 2:20 PM

#### **SHOP Talk: UF Marketing Video Techniques**

Aleksandra Cummings  
Special Events Center - East Wing, SHOP Talks Stage

### 2:45 PM

#### **SHOP Talk: Business Building Panel with UFOs**

Cullen Haskins  
Special Events Center - East Wing, SHOP Talks Stage

### 3:10 PM

#### **SHOP Talk: University Majors**

Brandi Murphy, Melanie Nelson, Dr. Dee, Dr. Tamara, Jason Pelland, Lisa Martin and Jim Winkler  
Special Events Center - East Wing, SHOP Talks Stage

### 4:00 PM

#### **The World of Market America and Headquarters Tour Closes**