

AGENDA

marketamerica®
INTERNATIONAL CONVENTION

Wednesday, August 21

12:30 – 3:30 p.m.

The GMTSS

*By invitation only
(Greensboro Coliseum Special Events Center, Meeting Room 1. Translation provided, bring your personal earbuds)*
Cullen Haskins

4:30 – 5:00 p.m.

JR Ridinger Statue Unveiling

*By invitation only
(Market America Corporate Office)*

5:00 – 7:30 p.m.

The Session

*Motives®, Lumière de Vie®, Layered™
(Greensboro Coliseum)*
Amber Ridinger McLaughlin and special guests

5:00 – 6:00 p.m.

maWebCenters® Breakout

(Greensboro Coliseum Special Events Center, Meeting Room 1)
Jason Pelland

6:00 – 7:00 p.m.

nutraMetrix® Breakout

(Greensboro Coliseum Special Events Center, Meeting Room 1)
Brandi Murphy

7:30 – 8:15 p.m.

First Look Into the UnFranchise®

Business *(Greensboro Coliseum, Mainstage. Translation provided)*
Andrew Weissman

Thursday, August 22

8:00 a.m.

Doors Open

9:30 a.m.

General Session

Special Tribute to JR Ridinger

Built on Product, Powered by People

Marc Ashley, Steve Bosson

Rediscover Motives®, Lumière de Vie®, Layered™

Amber Ridinger McLaughlin, Kim Ashley, Mary Floyd

Power Profile

Amber Yang

Lunch

Recognition

Cullen Haskins

Shared Success: Wellness Through Purpose

Gary Brecka, Dr. Deedra Mason

Retailing

Kevin Buckman, Beth Black, Julie Landsiedel

GMTSS

Cullen Haskins

8:00 p.m.

Product & Retail Breakout

GoTrim™ Lifestyle

(Marriott Downtown, host hotel. Translation provided, bring your personal earbuds)
Dr. Deedra Mason

Friday, August 23

8:00 a.m.

Doors Open

9:30 a.m.

General Session

Maximizing Your Online Success

Steve Ashley, Jason Pelland, Marc Bernacchi, Rice Hao, Lina Zuniga

Prospecting, Qualifying and Sponsoring

Kevin Buckman, Marc Bernacchi, Norm & Mary Roth, Carol Xiao

Power Profile

Stella Huang

Lunch

The New First Look and New NUOT

Andrew Weissman, Elizabeth Weber Walliser, Amber Yang

UnFranchise® Marketing App: The Why and How

Steve Ashley, Jason Pelland, Richard & Stephanie Ng, Jim Winkler, Aleksandra Cummings

Prospecting, Qualifying and Sponsoring

Andrew Weissman, Allison Abbott, Dritan Hodo & Team

Prospecting, Qualifying and Sponsoring

Andrew Weissman, Jim Winkler, Don Martin

Recognition

Cullen Haskins

8:00 p.m.

Social Media Breakout

(Marriott Downtown, host hotel. Translation provided, bring your personal earbuds)
Steve Ashley, Jason Pelland

Saturday, August 24

8:00 a.m.

Doors Open

9:30 a.m.

General Session

Ready, Set, Grow

Loren Ridinger

Power Profile

James & Marian Kuo

Lunch

JR Ridinger Award

Joseph “Fat Joe” Cartagena

Close

Loren Ridinger

ICON Awards Ceremony and Party

7:00 p.m.

Doors Open

8:00 p.m.

Event Starts

Party/Cocktail attire!

Food and beverage available for purchase on the concourse at the coliseum.

Sunday, August 25

8:00 a.m. – 5:00 p.m.

Corporate Tour

(Includes JR statue public unveiling! Market America Corporate Office)

Breakouts

(Marriott Downtown, host hotel. Translation provided, bring your personal earbuds)

9:00 – 11:00 a.m.

Prospecting, Recruiting, Business Building

Cullen Haskins

11:00 a.m. – 1:00 p.m.

UnFranchise® Copilot, Marketing App and Marketing Tools: Why and How to Utilize to Grow

Michael Brady, Eugene Wallace, Jason Pelland

1:00 – 2:00 p.m.

SHOP Financial

Jessica Stirewalt