



## WELCOME TO THE *Shop Owner Track*

### Wednesday, September 11th

Hotel check-in

Option to register for classes outside the shop owner track (additional cost)

Fireside Chat with Melissa Gilbert evening event with VIP seating

### Thursday, September 12th

**9:30am-12:30pm** – Strategic Clarity: Positioning Your Business for Long-Term Success - Heidi Kaisand of Creative Retailer

**12:30pm-1pm** – Lunch served in class

**1pm-1:30pm** – Designer Talks - Lori Holt of Bee in my Bonnet

**1:30pm-2pm** – Designer Talks - Designer Talks - Beverly McCullough of Flamingo Toes and Minki Kim of Zeriano

**2pm-2:30pm** – Social Media Bootcamp - Maddie Butler, Owner of Madeline Rae Collective and social media/blog manager for RBD

**2:30pm-3pm** – On-Line Sales Success from a former Top Shop Owner - Jessica Taylor, RBD Regional Account Executive

**3pm-3:30pm** – Meet & Greet with Melissa Gilbert of Modern Prairie

**3:30pm-5pm** – Fun With Machine Embroidery - Jennifer Long, Machine Embroidery Manager for RBD

### Friday, September 13th

**9:30am-10am** – Notions We Love and Your Customers Want to Purchase - Cindy Cloward, Owner and Creative Director for Riley Blake Designs

**10am-11am** – Creating Batiks and How to Impact Your Bottom Line with Batiks - Karen Gibbs, Director of Batik Design at RBD

**11am-11:30am** – Who's Paying Your Rent? - Holly Draney, Director of Design at RBD

**11:30am-12pm** – Running a Successful BOM - Teresa Porter, RBD Regional Account Executive

**12pm-12:45pm** – Lunch is served in class

**12:45pm-1:30pm** – Designer Talks - Jill Finley of Jillily Studio, Fran Gulick of Cotton & Joy, and Amanda Niederhauser of Jedi Craft Girl

**1:30pm-5pm** – Q&A and opportunity to purchase items at a show special discount

**5pm** – Meet the Maker BBQ & event

Shop the Vendor Marketplace in the Show Barn **9am-8pm**

Gardens open **9am-8pm**

### Saturday, September 14th

**10am-3pm** - Opportunity to place orders with RBD Account Executives

Roam the Garden of Quilts exhibition at the Ashton Gardens between **9am-6pm**

Shop the Vendor Marketplace

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Hotel check-out