



Saturday Morning Workshops

Concurrent Sessions 10:00 AM

Concurrent Sessions 11:30 AM

Online Done Right

Dennis Sewell, of *StillGoode Consignments* and NARTS Treasurer, is an authority on online sales and shares the steps involved in getting your inventory online. *StillGoode* implemented its e-commerce website in 2013 and since then has had over three million visits. In this workshop, you will learn what to consider in getting started, the people and processes to put into place before you launch your site and how to take inventory from input to online. Follow Dennis through the steps toward online sales success.

Super Social Media

Judy Connor of *StillGoode Consignments* will show you how to maximize your social media presence on proven leading platforms including; Facebook, Instagram, Google and Pinterest. This workshop is designed so you will learn how to create ads, edit photos and add branding using apps that will give your social media a facelift. Create stories to enhance engagement and to schedule ads to post during optimal viewing times. Get ideas on how to contract local influencers to do campaigns and grow your followers.

Creating a Successful Marketing Calendar

Develop your marketing calendar to keep current customers returning and cultivate new ones. **Vena Holden** of *Selective Seconds* will help you develop a plan to schedule events, sales, give-aways and more. Learn when the best time is to have a "sale" vs hand markdowns. Acquire new ideas for events and create a template to make sure each one has the best chance for success. Have a marketing calendar with a list of ideas for events and sales with a checklist form to make sure you have covered everything.

Train Better Buyers

Regardless of what kind of store you run selecting the right inventory and pricing it to sell is the most important job in the store. Good buying increases profitability, and enhances the reputation of your business while it makes for happy loyal customers. **Cynthia Riley**, former owner of *Closet Revival*, will share her tips to teach you how to select, train, educate and empower your buyers. Learn why ongoing buyer training is the key to success. Analyze what sells and why. Minimize markdowns while maximizing margins.

The Power of Positivity

Does your store have signs & handouts with words like no, not, don't, won't, can't and more negativity? Do you hear yourself or employees using the same word or tone? **Sylvia Josey** of *Your Stuff Consignment Boutique* will discuss great ideas on how to present a more positive, upbeat vibe in your store. Write signs and handouts without negative words. Create scripted dialogues for employees to use. Post telephone "speeches" for employees to read verbatim. Discover how to carry your store in a more positive direction.

Listening for Success

Being a better listener means providing the best customer experience. **Lisa Mills** of *Sheriffs Ranches Thrift Stores* will share ideas and ways to improve your listening skills. Learning to be a better listener will make you a better communicator with co-workers, customers and more! Listening is one of the soft skills often overlooked. Learn to use it the best way. Analyze your own listening skills and how discover how to improve them. Recognize how improved listening skills will lead to a better customer experience.

Four Faces of Resale Success

Every resale shop owner and manager can attract more customers and boost their resale success by learning four key personality types. **Brad Hobbs** of *The Adorable Child* will help us understand and identify each personality style. Applying the "Principles of Personality" will help you to create unique goals for your business's success. Understand the four personality styles most commonly found in a successful resale business and the four types of work behind the most successful operations and marketing efforts.

Key to Loss & Theft Prevention

You may have experienced a major theft or break-in. **Abe Sanchez** of *Article Consignment Boutique* will help you prepare preventative tactics and put a plan in place so your loss will be minimal in value. He will show you how to reduce the impact of organized retail crime. Learn preventative measures to reduce loss and steps to take before something happens. Prepare a plan to eliminate the fear of the unknown. What to do after theft or burglary occurs. There will be bonus materials to help you get started.

Sunday "3 in 1" Sessions – 8:00 AM

This format has three presenters in one session, each speaker covering different segments of the topic.

You're LIVE on Facebook

Private Group Setup, Selling Tips, Billing & Shipping

Employees

Building a Team, Communication, Recognition

Strategic Events

Bus Tours, After Hours & VIP Events, Promotions/Publicity

All About Furniture

Effectively Marketing Furniture, Obtaining Quality Consignments, Wholesale Sourcing



Saturday Afternoon Workshops

Concurrent Sessions 3:00 PM

Concurrent Sessions 4:30 PM

Paid Digital Advertising

Learn what ads work best and what the best ad objectives are for your budget. **Colleen Lloyd-Roberts** of *Monkeys in Hats* teaches you how much you should spend and what platforms you should be paying for. Learn the ins & outs of professional digital marketer tips and hacks for paid ads. Stop being a FB Philanthropist and a Google Giver. Let's get some real ROI for ad dollars. Colleen has the professional experience to take you through all the important facets of interesting and most necessary digital advertising.

Authentication Authority

Do you know how to detect if an item is authentic or counterfeit? How do you tell your supplier that you are unable to accept their knock off merchandise? **Deanna Thompson** of *Marque Luxury*, who is nationally known for her expertise in authentication, will teach you how to spot the red flags from every day brands that guide you to verifying "the real thing." Learn effective ways to communicate with your suppliers and customers about the importance of knowing the difference before they sell or buy.

How Did I Not Know?

What are the top things you wished you knew then? So much time, energy and money are wasted in the first few years because we just don't know what we don't know. **Angie Houloose**, currently of *AngieKaye* and past owner of *Absolutely Her*, will focus on processes and store set-up to get you on your feet and teach you to hire the correct way and follow through with a solid training program. She will show you how to start a pricing guide system to provide consistency and faster intake as well.

Finding & Engaging Productive Volunteers

How do you find volunteers? **Ashley Maurer** of *Overflow Thrift Store* shows practical steps in place to find and engage the best kind of volunteers, streamline the processes, and convince a board to invest in your organization's volunteer program. By the end of the session, you will ... Evaluate store operations from a volunteer perspective. Learn practical ways to appreciate new and current volunteers. Understand and practice good volunteer on-boarding. Present volunteer program ROI calculations to your supervisors.

Pricing for Profit

You price tens, to hundreds, maybe even thousands of items every day. Are you pricing them efficiently? Are you pricing them correctly? Most importantly are you pricing them profitably? Yes, PROFIT is not a four letter word. It is why you are ultimately in business. In this eye opening presentation, NARTS President and "Pink Calculator Man," **Neil Abramson** from *Cutie Patuties* will help you look at pricing in a whole new way...making you both more efficient and more profitable. Remember, the P in Price stands for Profit!

Seamlessly Taking Your Store Online

How do you take your store to the next level without the perceived headaches? **Christina Samoylov** of *Marque Luxury* will lay out the facets of what needs to be done, including the critical foundation elements that could save you thousands of dollars. Know the actionable steps needed to take in order to set up an online store, what pitfalls to avoid, what distractions, apps or social media to engage with and what to avoid, Have a strong understanding of why going online has more ROI than your physical store.

Human Connection & Business Growth

Have you heard, "It's not personal, it's just business?" Well in order to grow your business, it has to be personal. There is a need to feel welcomed, valued and a part of something. **Leslie Troy** of *Pemberley Designer Consignments* will show you the importance of building your business one relationship at a time. Establish an environment that promotes personal connection. Implement the strategies for growth with staff. Analyze current practices both in store and online. Add "key phrases" that all staff can use to unify.

Low-Cost High-End Displays

Do your displays pop? Are they economical? **Peggy Levin** of *The Resale Shop* will show you how to create any size display for little or no cost. With a combination of craft skills and creativity you can create stunning displays. Discuss where to obtain inexpensive materials and supplies to refresh your current displays. By session's end learn how to refresh your current displays with new ideas. Discover some new ways to craft items to enhance displays and how to utilize donated or unsold merchandise for displays.

Sunday Networking – 9:30 AM

Especially for Experienced Resalers

Seasoned Professionals Share Concerns and Experience

The NFP Exchange

A Sharing of Ideas and NFP Specifics

What To Do When It Doesn't Sell

Bag sales, Price Reductions & Store-Wide Clearances

Surviving the "J" Months

Ways to Increase Sales, Engage Customers and Suppliers...Discuss it All