



# Saturday Workshops

## Concurrent Sessions 10:00 AM

### AI Made Simple

AI doesn't need to be intimidating. Whether you're new to it or already experimenting, this workshop will break down practical, easy-to-use AI tools designed for store owners. **Angie Houloose** of Next Level Resale, will show you how to treat AI like the assistant you've always wanted—saving you time, boosting productivity, and letting you focus on what you love. No tech experience required, just curiosity and a willingness to explore what's possible!

### 7 Tough Conversations with Employees

Explore seven types of difficult conversations managers often have with employees. **Robyn Hicks**, of Another Season Consignments, will review HR guidelines when confronting employee issues at work and share strategies for managing crucial conversations. She will discuss how to address the impact of social issues in the work environment, techniques for managing conflicts and policies for corrective actions. Learn how to support staff who are struggling with issues that affect team dynamics and productivity. Leave with strategies for performance improvement in staff.

### Growing Pains: Getting Bigger & Better!

We all know that resale is booming! **Meagan McDonald**, of The Green Monkey, believes in embracing the growth of your store by seamlessly implementing physical and policy changes needed to accommodate larger volumes. Explore how to assess and change your physical intake space and the layout of your store. Learn to make changes and talk through new policies—with customers and suppliers—when facing the "We've always done it this way" mentality. Leave with plans to stretch your success!

### Preparing to Sell Your Business

The time has finally come and you're ready to sell your business. Where do you begin? **Vena Holden** and **Teresa Harwood**, of Small Biz Exit, will take you through the steps of getting your documents organized, determining a value, making your business more attractive to a potential buyer, and what to expect during a sale. You will leave with tools to make your business more attractive to a potential buyer. Join this power duo for tips to make this scary process one you are well prepared to handle.



## Concurrent Sessions 11:30 AM

### **Social Media Marketing for Resale Success**

Social media can feel overwhelming but you don't need to be a digital native to make Instagram work for your resale business. In this workshop **Lisa Ibias**, of Alaskan Dames, will break down Instagram marketing into simple, actionable steps—how to create engaging content, grow a loyal audience, and turn followers into customers. Whether you're struggling with Reels, hashtags, or just knowing what to post, you'll walk away with the confidence and strategy to make Instagram work for you—no trendy dance moves required.

### **Navigating Multiple Locations**

Wonder what it is like to own six locations, each of them within 30 miles of each other? **Brooke Miller**, of Beau Monde, will share how they strive to hit every budget—from their five dollar stores to the mid range to a luxury boutique. Learn the importance of being organized and having the right systems in place. Brooke will walk you through how to build a team which is good at delegating as well as leadership. Explore the challenges and benefits of numerous locations in this eye-opening session.

### **Secrets to Maximizing Your Profits**

Unlock the full potential of your inventory and maximize profits like never before! In this workshop, **Alyssa Gonzales** and **Merra Holmes**, of Another Season Consignments, will break down a proven process to keep your merchandise moving while optimizing every dollar. They will also unveil the free and low cost tools that transformed their business with secrets that took them from simply handling merchandise to thriving in resale. The tools are within your reach! Are you leveraging them to your fullest potential?

### **Being Green is Good for Business**

Kermit the Frog says, "It's not easy being green" However, it is the right thing to do. Gain relatable, real-world data that emphasizes why "being green" is important. **Kelli Hulslander**, of Your Other Closet, will share practices to help you save money, decrease your overall carbon footprint and increase engagement with customers and suppliers so they can be more eco-friendly. Leave this session with ideas for green events and marketing content. Learn to create a plan to practice, market, engage and educate "being green" through shopping resale.



## Concurrent Sessions 3:00 PM

### Mastering the Three P's for a Thriving Business

Many consignment and resale owners get stuck in daily tasks, working hard for little profit. True growth comes from fixing foundational cracks and shifting from operator to owner. **Judy Connor**, of StillGoode Home Consignments will cover three key elements for success: *The Plan*—data-driven strategies for profitability, *The People*—building a strong team, and *The Process*—creating systems for smooth operations. Learn actionable steps to transform your business into a valuable, scalable asset.

### Diversify Your Sales Channels for Success

Expand your resale store's reach by leveraging online marketplaces like eBay, Poshmark, and Whatnot. Diversification ensures steady growth, reduces unsold inventory, and increases profitability. In this workshop **Jessica Rennard**, of Helpsy Source, will cover choosing the right platform, optimizing keywords, leveraging AI for efficiency, and streamlining shipping. Gain data-driven insights and actionable strategies to make online sales a profitable extension of your business. Unlock new revenue streams and future-proof your resale success!

### Unlock the Secrets to Innovative Lead Generation

What if you could turn your resale store and website into a magnet for both savvy shoppers and trendsetting consignors? Imagine implementing strategies that not only fill your store and website with treasures but also draw in curious customers ready to dive into the hunt for their next unique find. **Michelle Renda**, of Trading Places, will show you that the path to achieving this is simpler than you might expect. Ready to open the doors to unlimited Customers and Consignors?

### Resale Accounting Tools

Let's pull accounting out of the back-office for a moment and put your bookkeeping front and center! A resale operation's success—or shortcomings—can be measured by the numbers, but only if you look at the results enough to make a difference. In this session **Jody Czako**, of My Cousin's Cottage, will examine some financial best practices for everyone and suggest ways to streamline your flow from register to reporting. You will leave with handy tips and tools for everyday accounting and suggestions for revenue recognition goals.



## Concurrent Sessions 4:30 PM

### **Ignite Your Power**

Are you exhausted? Has your passion turned from a hot volcano erupting to a barely smoldering ember? Is it getting harder to motivate your team and inspire family and friends? 80% of success is your state of mind and only 20% of success is determined by your physical work! Isn't that just a kick in the pants given your long days and extremely hard work over the years. Join **Colleen Lloyd-Roberts**, of Monkeys In Hats, for a truly life-changing immersive session where you will BREAK-THROUGH limiting beliefs about yourself, your business and your life.

### **Thriving with Marketing & Events**

**Cindy Husband**, of MAM Resale Store & Boutique, will share creative and cost-effective strategies to attract more customers through promotions and events. Explore innovative yet affordable marketing techniques, learn how to plan engaging in-store events with little to no budget, and discover ways to leverage social media and digital marketing to drive traffic. Through interactive discussions, and demonstration of time saving apps you will leave with actionable, budget-friendly ideas to increase foot traffic and boost sales.

### **The People Factor: Navigating Employee Management**

Managing a successful business isn't just about the products & services you offer—it's about people. Join **Sara Sundblad**, of Stuff Etc, for The People Factor. She will discuss essential HR items to help manage, motivate and retain employees. Whether you're hiring your first employee or managing a growing team, this session will give you the tools you need to navigate employee management with confidence and ease. Explore best practices for recruiting & onboarding employees, strategies for effective communication & conflict resolution, and employee handbook contents.

### **Ask the Jeweler**

**Curt Welte** of Camilla's Closet, will provide the valuable knowledge you need in your resale business! Learn how to identify gold and silver jewelry from costume jewelry, how to know if pearls are real, and how to identify coins that are valuable. Curt will share industry contacts and suppliers for gold buying/selling and provide trusted suppliers for all your jewelry needs. This session will also cover how to begin doing basic gold buying to increase your bottom line, how to identify what period an item is from, pocket watch basics & values, and how gold is tested for purity.



# **Sunday Guided Networking**

## **Concurrent Sessions 8:00 AM**

### **Marketing**

**Emails, Social Media, AI, Events**

### **Loss Prevention**

**Share Ideas on Preventing Loss & Enhancing Store Security**

### **Resale Tips**

**Displays, Designs & Insights to Build a Successful Resale Business**

### **Buy Outright**

**Ins & Outs of Adding or Switching to Buy Outright**

## **Concurrent Sessions 9:00 AM**

### **Online Selling**

**Website, Social Media, eBay, Posh, Mercari, Whatnot & More**

### **All About Furniture**

**Supplementing Inventory, Displays, Smalls/Seasonal Merchandising**

### **The NFP Exchange**

**A Sharing of Ideas & NFP Specifics**

### **Business Operations**

**Policies & Procedures, Contracts & More**