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**Subject to change*

Monday, Sept. 14th – Reps, Manufacturers & Vendors

12:00 pm – 6:00 pm	Micro-consults – For Rep Agencies (<i>Legal, Human Resources, and Artificial Intelligence – A.I.</i>) <i>By appointment</i>
1:00 pm – 7:00 pm	Registration & Check-in
2:00 pm – 5:00 pm	SET-UP: Vendor Exhibits
4:30 pm – 5:30 pm	Networking Reception – For LOT/T Members <i>Wine tasting tips from AIM/R “Sommeliers”</i>
5:30 pm – 6:00 pm	First-timer’s Reception
6:00 pm – 7:30 pm	AIM/R Welcome Reception <i>Sponsored by <u>Supply House Times</u></i>
After 7:30 pm	Dinner on own
9:00 pm – Midnight	AIM/R Hospitality Room

Tuesday, Sept. 15th – Reps, Manufacturers & Vendors

6:30 am – 7:30 am	Breakfast, Networking & Vendor Exhibits
6:30 am – 11:00am	Registration & Check-in
7:00 am – 6:00 pm	Micro-consults – For Rep Agencies (<i>Legal, Human Resources, and Artificial Intelligence – A.I.</i>) <i>By appointment</i>
7:45 am	Welcome by 2026 AIM/R Conference Chair Presenter: Brenda Cashdollar, CPMR, Vice President, <u>Synergy Sales NW</u>
8:00 am – 9:30 am	Keynote: The Power of A.I. – <u>Lital Marom</u>
8:30 am – 9:45 am	Spouse/Guest Brunch
9:30 am – 9:45 am	Networking & Vendor Exhibits



Tuesday, Sept. 15th – Reps, Manufacturers & Vendors (cont.)

- 9:45 am to 11:00 am AIM/R Live: MAC Interviews
Facilitator: Brian Morgan, The Morgan Group
- Panelists:
Parthiv Amin, Chief Revenue Officer, SLOAN
Greg Eynon, Executive Vice President, Bradford White
Rebecca Falish, Director of Wholesale, InSinkErator
Matt Keiser, Vice President of Sales – P/HVAC, Milwaukee Tool
Bob Williams, President, McGuire Manufacturing Co.
- 10:00 am – 2:00 pm Spouse/Guest Tour:
“Food & Wine Center”: Cooking Demo & Lunch with Chef
Additional ticket purchase is required.
- 11:00 am AIM/R Hall of Fame Award
Presenter: Alan Guidish, CPMR, CEO, Preferred Sales, Inc. (PSI)
- 11:15 am – 12:15 pm Lunch, Networking & Vendor Exhibits
- 12:20 pm Association Update: CIPH
Presenter: Satinder Chera, CEO, CIPH
- 12:30 pm – 1:45 pm AIM/R Live: WAC Interviews
Facilitator: Brenda Cashdollar, CPMR, Vice President, Synergy Sales NW
- Panelists:
Jeff Knox, Regional Manager, Hajoca
Rob Ferguson, President, Winsupply
Steve Johson, Regional Vice President – Northwest, Ferguson
Patrick Maloney, President, Coburn Supply Co.
- 1:45 pm – 2:00 pm Networking Break & Vendor Exhibits
- 2:00 pm – 3:10 pm R.A.M. Rep & Manufacturer Roundtables
- 3:15 pm – 3:45 pm AIM/R Live: Reverse Council
Hajoca Reverse Council
Facilitator: Jon Wiggs, CPMR, CPSC, President, WHB
- Panelists:
Jeff Knox, Regional Manager
Roland DuCote, Director – Vendor Relations



Tuesday, Sept. 15th – Reps, Manufacturers & Vendors (cont.)

3:45 pm – 4:15 pm	<u>AIM/R Live: Reverse Council</u> <u>Winsupply Reverse Council</u> Facilitator: Michelle Lewnes-Dadas, CPMR, <u>President, Preferred Sales, Inc.</u> Panelists: Rob Ferguson, President Robert DiTommaso, President of the Support Services Group Todd Gosset, President, Equity Group Steve Coen, Director of Business Development Keith Hubbard, Area Leader – Western Region Nick Richards, Senior Director – Vendor Relations
4:15 pm – 4:25 pm	2027 Annual Conference Reveal Presenter: Scott Cooper, CPMR, CPSC, 2027 Conference Chair & President, <u>Cooper New England Sales</u>
4:25 pm – 4:45 pm	AIM/R Awards Presentation – Golden Eagle Award Presenter: Jennifer Rodriguez, CPMR, AIM/R SVP Industry PR, & Executive Vice President, <u>Marsh & Moore, Inc.</u>
4:45 pm	Closing by 2026 Conference Chair Presenter: Brenda Cashdollar, CPMR, Vice President, <u>Synergy Sales NW</u>
4:45 pm – 5:15 pm	Networking & Vendor Exhibits
6:00 pm – 9:30 pm	AIM/R Reception, Dinner & Silent Wine Auction Sponsored by <u>PHCPPros</u> and <u>The Wholesaler</u>
9:30 pm – Midnight	AIM/R Hospitality Room



Wednesday, Sept. 16th – Reps & Vendors

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|---------------------------|--|
| 6:30 am – 7:30 am | Breakfast, Networking & Vendor Exhibits |
| 6:30 am – 7:30 am | AIM/R Board & Past Presidents Breakfast |
| 7:00 am – 6:00 pm | Micro-consults – For Rep Agencies
(<i>Legal, Human Resources, and Artificial Intelligence – A.I.</i>)

<i>By appointment</i> |
| 7:50 am | Recap by 2026 Conference Chair
Presenter: Brenda Cashdollar, CPMR, Vice President, <u>Synergy Sales NW</u> |
| 8:00 am – 9:45 am | Session: The Perfect Blend: A.I. Enhancements for the RepNation
Presenters:
Brooks Hamilton, Principal & Founder, <u>A.I. Strategy Advisors</u>
Tim McLaughlin, Principal Consultant & Business Development
<u>A.I. Strategy Advisors</u> |
| 9:30 am – 3:30 pm | Spouse/Guest Tour:
Winery Tour, Tasting & Lunch at 13 th Vineyard

<i>Additional ticket purchase is required.</i> |
| 9:45 am – 10:00 am | Networking & Vendor Exhibits |
| 10:00 am – 11:00 am | <u>AIM/R Live: Buying Group Interview</u>
Facilitator: Michelle Lewnes-Dadas, CPMR, <u>President, Preferred Sales, Inc.</u>

Panelists:
Dan Kelly, President, AD Buying Group
Kyle Cline, Vice President, Supplier Relations, AD Buying Group
Stephanie McAllister, Sr. Director, Member Engagement, AD Buying Group |
| 11:00 am – 11:45 am | Membership Town Hall |
| 11:45 am – 1:00 pm | Lunch, Networking & Vendor Exhibits |
| 1:15 am – 2:00 pm | Session: Benchmarking 2.0 – Rep Case Studies for Utilization
Presenter: Paul Giudice, CEO of <u>CoMetrics</u> |



Wednesday, Sept. 16th – Reps & Vendors (cont.)

2:15 pm – 3:00 pm

Concurrent Sessions – Flight #1

Sessions will be repeated. Attendees will attend two of three concurrent sessions.

Concurrent Session A:

Use Case Studies: Implementing A.I. in the RepNation

Facilitator:

Matt Guidish, Director of Sales Operations and Marketing, Preferred Sales, Inc. (PSI)

Panelists:

Jeff Blair, President, Barclay Sales Ltd.

Ed Jeffs, Chief Technology Officer, Walter F. Morris

Mike McLeod, President, Harry Warren of GA

Sponsored by Leaders of Tomorrow... Today (LOT/T)

Concurrent Session B:

Paycheck vs. Purpose: How to Retain Tomorrow's Workforce

Presenter: Danielle Good, CPMR, Vice President, Repcor and AIM/R 2026 Conference Committee

Concurrent Session C:

How to Buy a 30-day Contract Successfully

Facilitator: Alan Guidish, CPMR, CEO of Preferred Sales, Inc (PSI) and AIM/R Past President

Presenter: Michael Hobbs, CPMR, President of Carr Company and AIM/R Past President

3:15 pm – 4:00 pm

Concurrent Sessions – Flight #2

Above listed sessions from 2:15 pm will be repeated. Attendees will attend two of three concurrent sessions.

6:00 pm

LOT/T's Brews Happy Hour
Napa Yard: OxBow Gardens



Advance ticket purchase is required.

9:00 pm – Midnight

AIM/R Hospitality Room



Thursday, Sept. 17th – Reps & Vendors

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| 6:30 am – 7:30 am | Breakfast, Networking & Vendor Exhibits |
| 7:00 am – 11:00 am | Micro-consults – For Rep Agencies
<i>(Legal, Human Resources, and Artificial Intelligence – A.I.)</i>

<i>By appointment</i> |
| 7:50 am | Recap by 2026 Conference Chair |
| 8:00 am – 9:00 am | AIM/R Live: Generational Succession & Workplace Cultural Shifts
<i>(It is not your Father's Rep Agency Anymore)</i>

Facilitator:
Jennifer Rodriguez, CPMR, Executive Vice President, <u>Marsh & Moore, Inc.</u> and
AIM/R 2026 Conference Committee

Panelists:
Joe Azbell, President, <u>Battersby, Danielson, Azbell (BDA)</u>
Cullen McCarthy, President, <u>Walter F. Morris Company</u>
Rollie Pastor, CPMR, Vice President of Sales, <u>Rich-Tomkins, Co, Inc.</u>
Nate Wolfe, CPMR, <u>MMI</u> , President of Sales, AIM/R LOT/T Representative &
Board Director |
| 9:00 am – 10:00 am | Rep Roundtables
Facilitators:
Jessica Kolaitis, CPMR
Michelle Lewnes-Dadas, CPMR, |
| 10:00 am | Recap by 2026 Conference Chair
Presenter: Brenda Cashdollar, CPMR, Vice President, <u>Synergy Sales NW</u> |
| 10:10 am – 11:00 am | Networking & Vendor Exhibits |
| 1:00 pm - 6:00 pm | AIM/R Bill Freeman Memorial Fund Golf Tournament
Location: <u>Eagle Vines Golf Club</u>
<i>Additional fee required</i> |
| After 6:00 pm | AIM/R Post-golf Reception
Location: <u>Eagle Vines Golf Club</u> |