
ALL IN
All in on growth.
All in on purpose.
All in on retail.
RETAIL SUCCESS SUMMIT 2026

Q: What ONE word describes how you're feeling right now?

1. Grab your phone, tablet, or laptop
2. Go to www.menti.com
3. Enter code **7840 3290**
4. Write your word!


WELCOME
RETAIL SUCCESS SUMMIT 2026


RETAIL SUCCESS SUMMIT 2026
ALL IN
On Yourself &
On Your Future

Open Mind…
Open Heart…
No Stinkin’ Thinkin’




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WELCOME RECEPTION


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360 Retail Management
oneshop
payroc
merchant mastery™
RETAIL SMART GUYS
Planning with Heart
Mid-Atlantic Packaging
HARQUIN BOOKKEEPING and consulting services, LLC
Retail by CRS
Powered by Canadian Retail Solutions Inc.
Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too

Complete Your BINGO Card for a chance to win...

$300

B I N G O

Visit Heart on Main Street	Saw Susan Do This... 	Took A Picture At The Photobooth	Saw Bob Flex 	Visit merchant mastery
Took A Picture With The Brilliance Mascot	Visit Mid-Atlantic Packaging	Visit payroc	Visit HARQUIN BOOKKEEPING	Met A New Friend
Visit oneshop	Visit RETAIL SMART GUYS	Visit	Visit Perfect POS	Visit brilliance
Visit REPS LOCAL too	Visit sara	Posted On Socials Using #RSS2026	Visit IndERA	Visit ManagementONE
Visit Ripple Leadership	Added An Action Item	Visit 360 Retail Management	Heard The Words "ALL IN"	Visit Retail by CRS

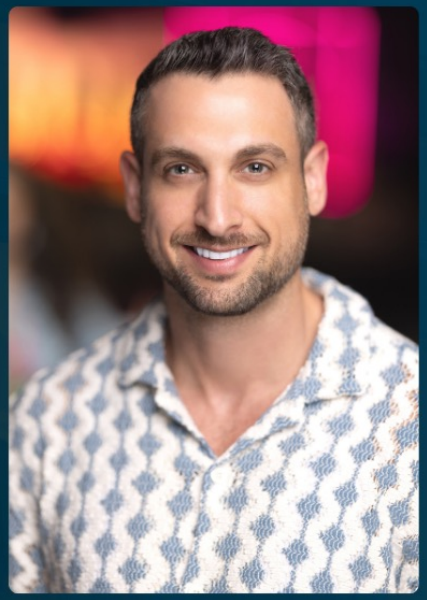
How To Play:

To be entered to win $300, complete your BINGO card, tear it out of your notebook once finished, and drop it into the BINGO Card Box.

Name: Company Name:

ManagementONE

Dane Cohen





Paul Erikson

Risk, Reinvention, and Retail Legacy

IndERA
INDEPENDENT RETAILERS ASSOCIATION

Patricia Norins





Crystal Vilkaitis

The Power of Visibility:
How Social Media Is Rewriting Retail

CHOOSE A BREAKOUT



Selling on Shopify with Strategic Storytelling

Simon Trafford



Balancing AI: Activate Your Human Advantage

Susan Negen

CHOOSE A BREAKOUT



The Open-to-Buy You Know Is Dead: The Future of Inventory Planning

Dane Cohen



Why Your Brand Is Your Only Unfair Advantage

Julie Rotuno

CHOOSE A BREAKOUT



Cash Is King — Here's Your Crown!

Dan Jablons



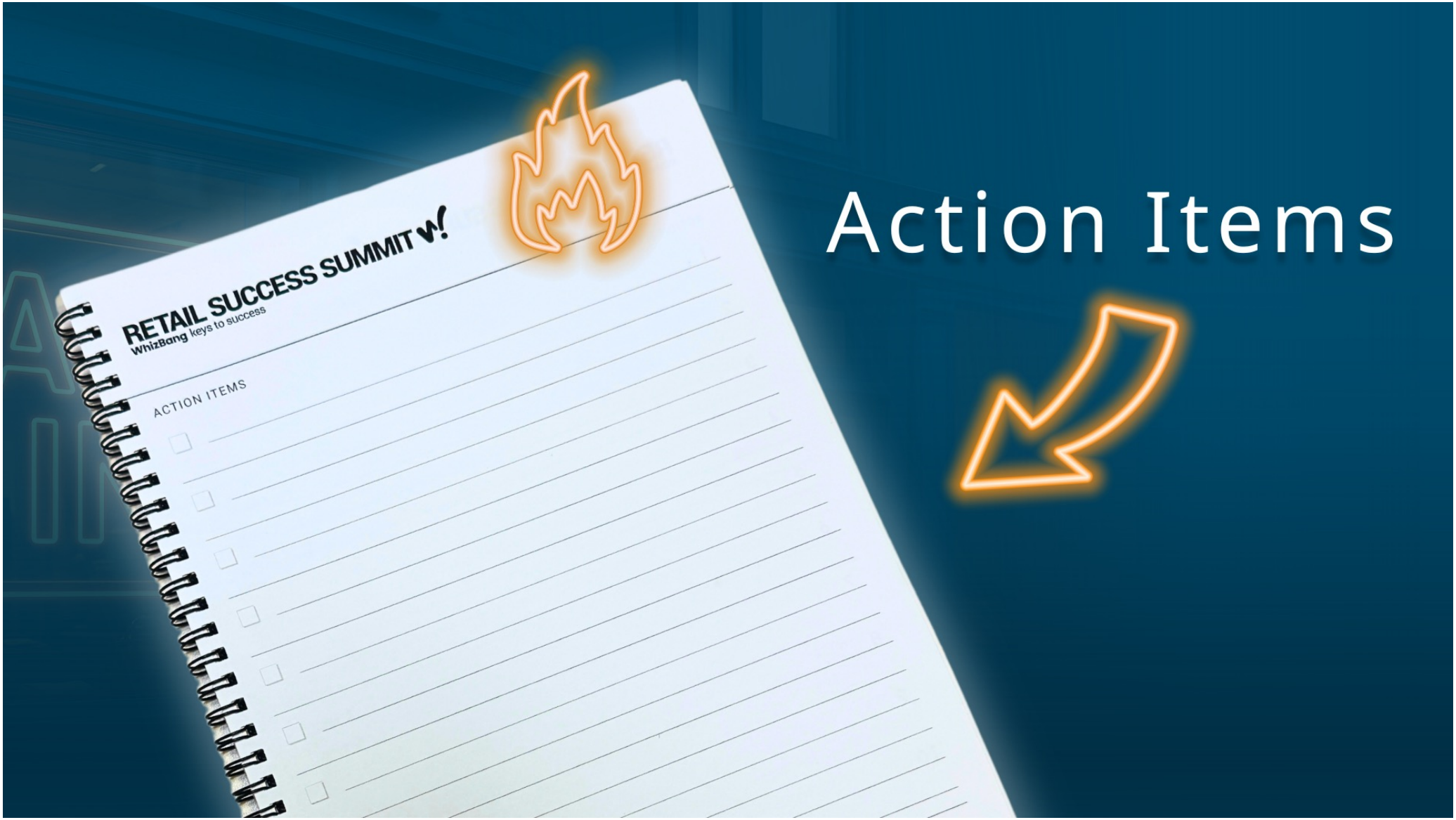
All In On Partnership Marketing

Bob Negen


Submit
Your
Question

Who Wants to WIN?




RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items

Your Action Items!

Notes:

- Content marketing = relationship building
- Give info that's useful, interesting, fun, entertaining, etc. – not all about me and my store/events/products

Action Items:

❑ Use AI to develop a list of 50 content ideas/topics
❑ Create monthly content calendar for social & email

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TEAM








RETAIL SUCCESS SUMMIT 2026
The New AI Playbook For Brick & Mortar Retail

The Human Advantage



The Digital Edge

What is AI?



1956

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Artificial Intelligence

“The simulation of human intelligence processes by machines, especially computer systems. Specific include expert systems, natural language processing, speech recognition, and machine vision.

Artificial Intelligence

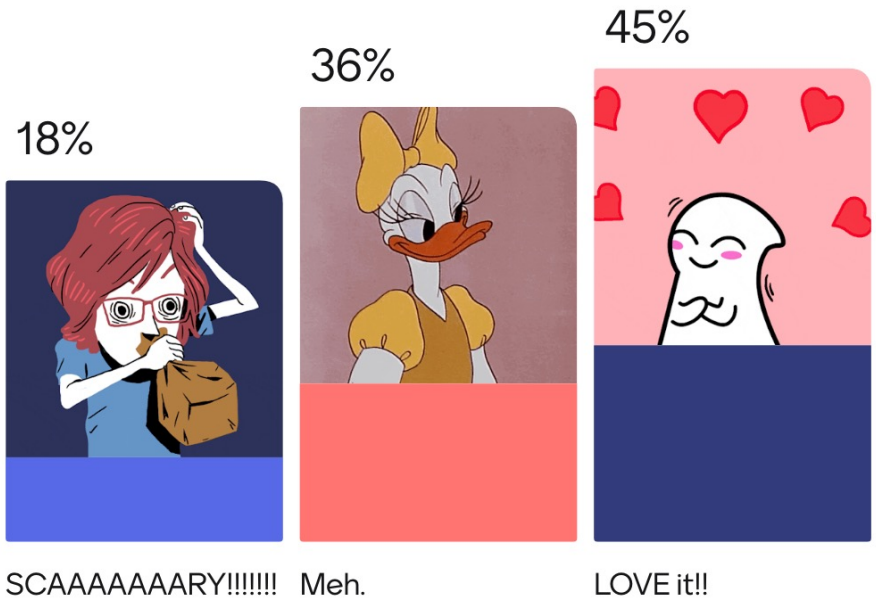
"Enables technical systems to perceive their environment, deal with what they perceive, solve problems & act to achieve a specific goal."

Q: How do you feel about Artificial Intelligence?

www.menti.com Code: 4503 0677

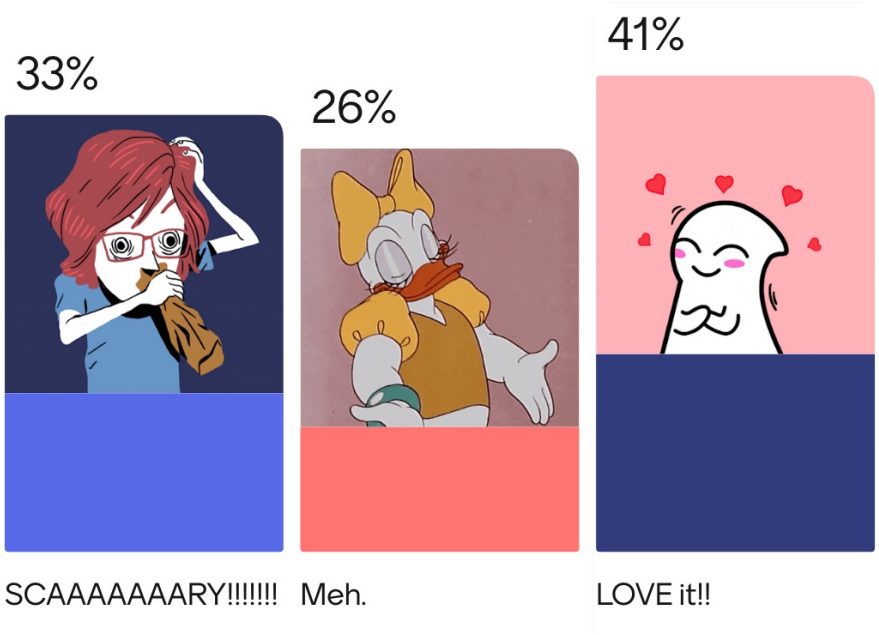
Your Answers in 2023

How do you feel about artificial intelligence?



Your Answers in 2024

How do you feel about artificial intelligence?



You've Been

Using It

For a Long Time...



Roomba

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Tesla

Self driving cars



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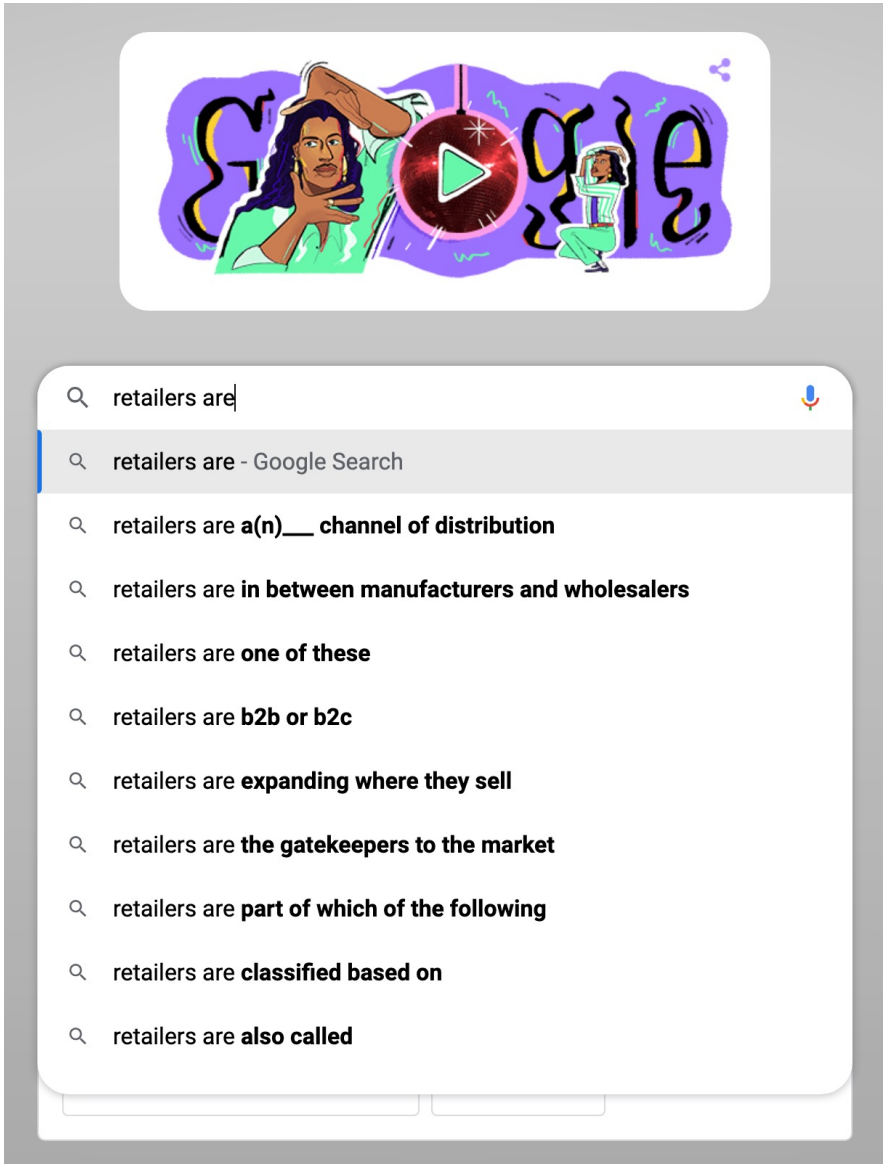


Alexa & Siri

Speech recognition



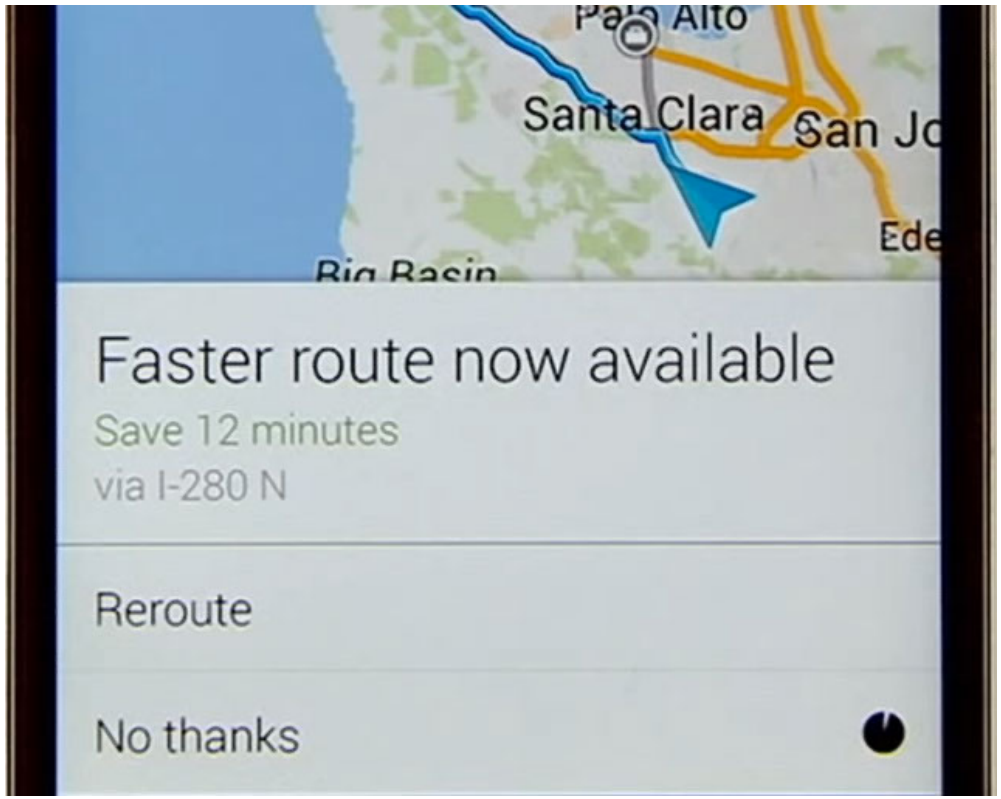
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Google

Auto complete in your search bar

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Google Maps

Dynamic Re-routing

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Now You Can

Create

With It

Early 2023: LLMs released and unlock natural language prompts



ChatGPT

Late last year…



And last week…



Generative vs Agentic AI

	Generative AI	Agentic AI
Core action	Produces output	Takes actions toward a goal
Duration	Single turn	Multi-step, over time
Tool use	Rarely	Central to how it works
Autonomy	Low — waits for you	Higher — decides next steps
Feedback loops	None (usually)	Checks results, adjusts

Generative AI

- Create a video script
- Generate menu ideas
- Develop recipes
- Write product descriptions
- Outline training modules
- Create customer role plays
- Write event descriptions
- Come up with 50 headlines
- Create social post texts
- Generate event ideas
- Write bios
- Make up jokes
- Write music jingles
- Create article/blog post
- Write a love letter
- Generate subject lines
- Develop FAQ’s
- Make a trivia game
- Brainstorm rewards
- Create checklists

It’s all about that

PROMPT

PROMPT

PROMPT!

16 Part “Help Me Plan My Event” Prompt

1. BASIC STORE INFO

-----copy and paste into your AI -----

Hi there, I’m about to start working on a new promotion, and I want you to help me, please! First, here’s some info about my retail business so you can tailor your ideas and suggestions.

Store Name:

Type of store:

Location(s):

Target customer audience(s):

Product lines:

Key brands:

Key services:

Store website:

Store Facebook:

Store Instagram:

-----copy and paste into your AI -----

16 Part "Help Me Plan My Event" Prompt

2. BRAND CUSTOMIZATION

-----copy and paste into your AI -----

Before generating ideas, please incorporate my brand guidelines below so that your suggestions feel fully on-brand for my store.

Brand Colors: Main - Accent -

Fonts:

Personality / Style:

Brand Tone:

Brand Voice:

Based on this information, do you understand my business, are you ready to help plan and market my promotion? Next I'll tell you about the promotion I'm working on. Is there anything else you need before we begin?

-----copy and paste into your AI -----

16 Part "Help Me Plan My Event" Prompt

3. BASIC PROMOTION INFO

-----copy and paste into your AI -----

Here's the basic information for the promotion I'm working on:

Main idea & promotion type:

Purpose:

Key elements: (discounts, special items, planned partners, etc.)

Time/date:

Size:

Target customers:

Location: (in store, local pub, partner store, back parking lot, etc.)

-----copy and paste into your AI -----

16 Part "Help Me Plan My Event" Prompt

4. ADDITIONAL IDEAS

-----copy and paste into your AI -----

Acting as a copywriting and marketing expert, use all the information above, suggest minimum of [10] additional ideas to make the promotion more effective, to enhance the customer experience, and to achieve its purpose and business goals.

In addition to these [10] general suggestions, I'd specifically like suggestions on…

- [Question 1]
- [Question 2]
- [Question 3]
- [Question 4]

-----copy and paste into your AI -----

16 Part "Help Me Plan My Event" Prompt

5. NAME & TAGLINES

-----copy and paste into your AI -----

Please suggest [5] names for this promotion and [5] tag lines. Do not use a colon, hyphen, or ellipses in these names or tag lines.

-----copy and paste into your AI -----

6. PARTNERSHIP IDEAS (IF RELEVANT)

-----copy and paste into your AI -----

I'm already partnering with [partner name here] to [do what? ie. set up a coffee bar during the contest.]

Give me a list of [5] other [non-profits/other stores/other businesses/organizations] that might also be good partners for this event and explain how might we work together.

-----copy and paste into your AI -----

16 Part "Help Me Plan My Event" Prompt

7. Email marketing sequence
8. Social Media Content Plan
9. Press Release & Media Pitch Email
10. In Store Signage
11. Event Timeline & Countdown
12. Logistics Checklist
13. Staff Guidelines & Talking Points
14. Budget Outline
15. Post-Event Customer Follow Up Plan
16. Risk Assessment & Backup Plan

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RETAIL MASTERY SYSTEM **Owners**

14 NEW Prompt Templates

- Every module
- In the documents section
- Fill, copy, paste

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Assemble An AI Board of Advisors

~ Mark Turnbull, Turnbull's Northumbrian Food

"Act as a Board of Advisors that includes entrepreneurs and business leaders whose thinking I admire and leverages all of their expertise, wisdom, perspectives, and points of view…"



Stephen Bartlett



Sir Alan Sugar



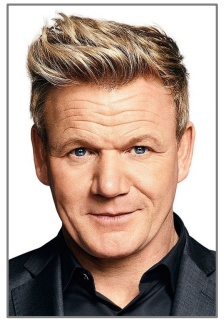
Richard Branson



Julian Richer



Jeremy Darroch



Gordon Ramsay

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Agentic AI

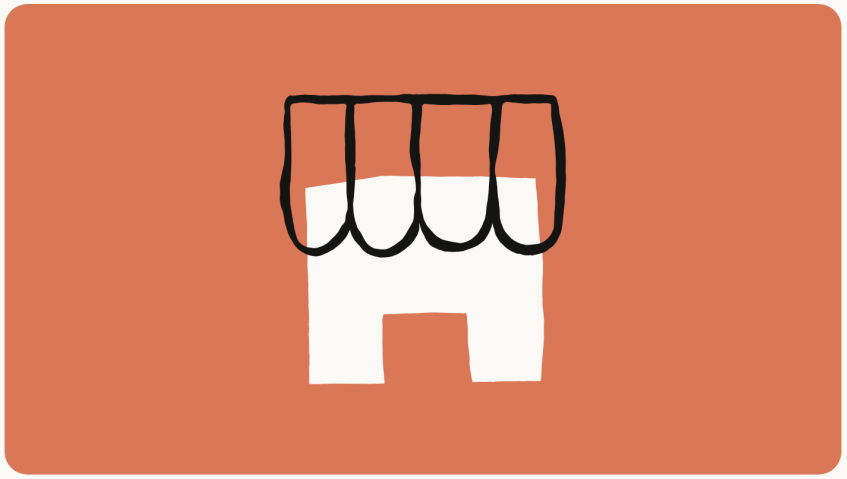
- Update prices in the POS as vendor costs change using my set pricing rules, email me a summary report, and highlight any anomalies
- Analyze customer email engagement and purchase history, then design and draft a loyalty activation campaign
- Review invoices in AP to make sure all negotiated concessions are accurate and draft emails to vendor for any problems
- Assess and respond to customer questions and support requests across platforms

“Keep our top 50 products in stock heading into the holiday season."

- agent monitors sales vs inventory plan and detects a stockout risk *(POS)* →
- checks supplier lead times *(supplier portal)* →
- calculates reorder quantity *(forecasting tool)* →
- drafts a PO *(POS)* →
- notifies the buyer *(Gmail)* →
- creates a follow-up task *(Asana)*

Introducing Claude for Small Business

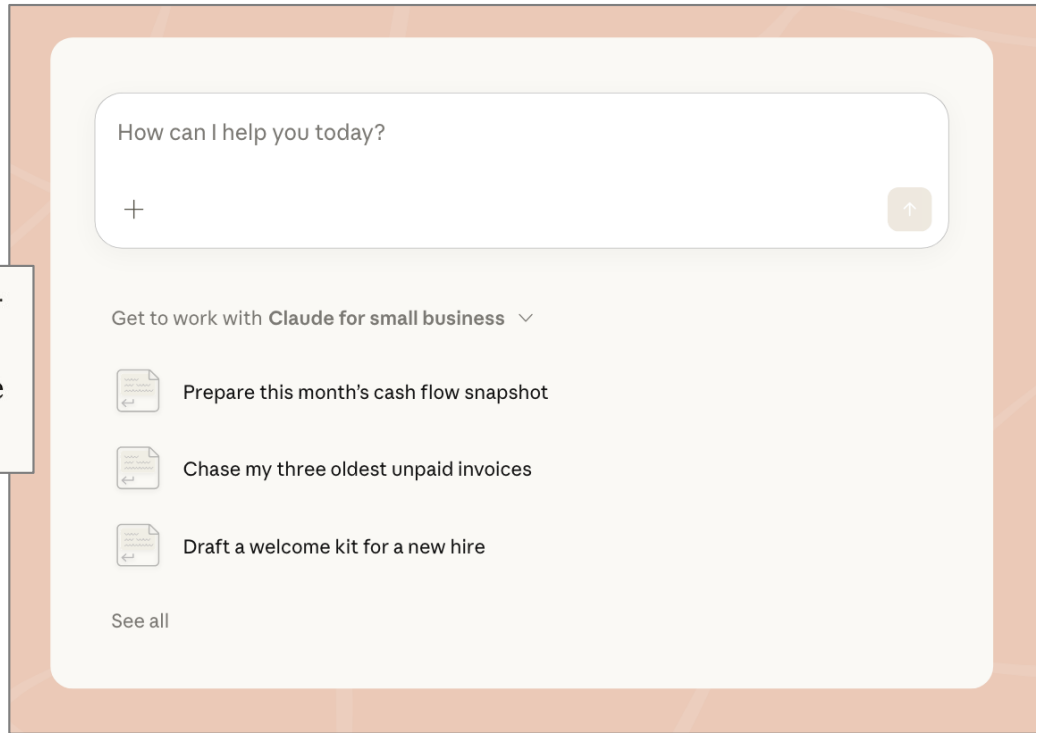
May 13, 2026



We're launching Claude for Small Business—a package of connectors and ready-to-run workflows that put Claude inside the tools small businesses depend on—to help small business owners take full advantage of AI and cross off items on the to-do list.

QuickBooks, PayPal, Canva, Hubspot,
Google Workspace, Microsoft 360, and more.

May 13, 2026



Assemble An AI Board of Advisors

~ Mark Turnbull, Turnbull's Northumbrian Food

Constantly monitor and collect world, country, retail industry, and my industry news and, using what you know about my company, at the end of every create a report advising me of any new opportunities or threats. Develop a suggested plan if action is indicated.

Email the report and action plan on the 1st of every month.

How Will Your CUSTOMERS Be Using AI?

One Example…

- Create a personal stylist agent →
- Monitor my purchases and get to know my style →
- Search for other items I'd like →
- Suggest accessories ways to style outfits →
- Add To Cart →
- Notify me →
- Once trust is built… automatically BUY.

SPEED SHARING!

- **Think** – 30 Seconds
- **Pair** – 30 Seconds
- **Share** – 2 minutes each

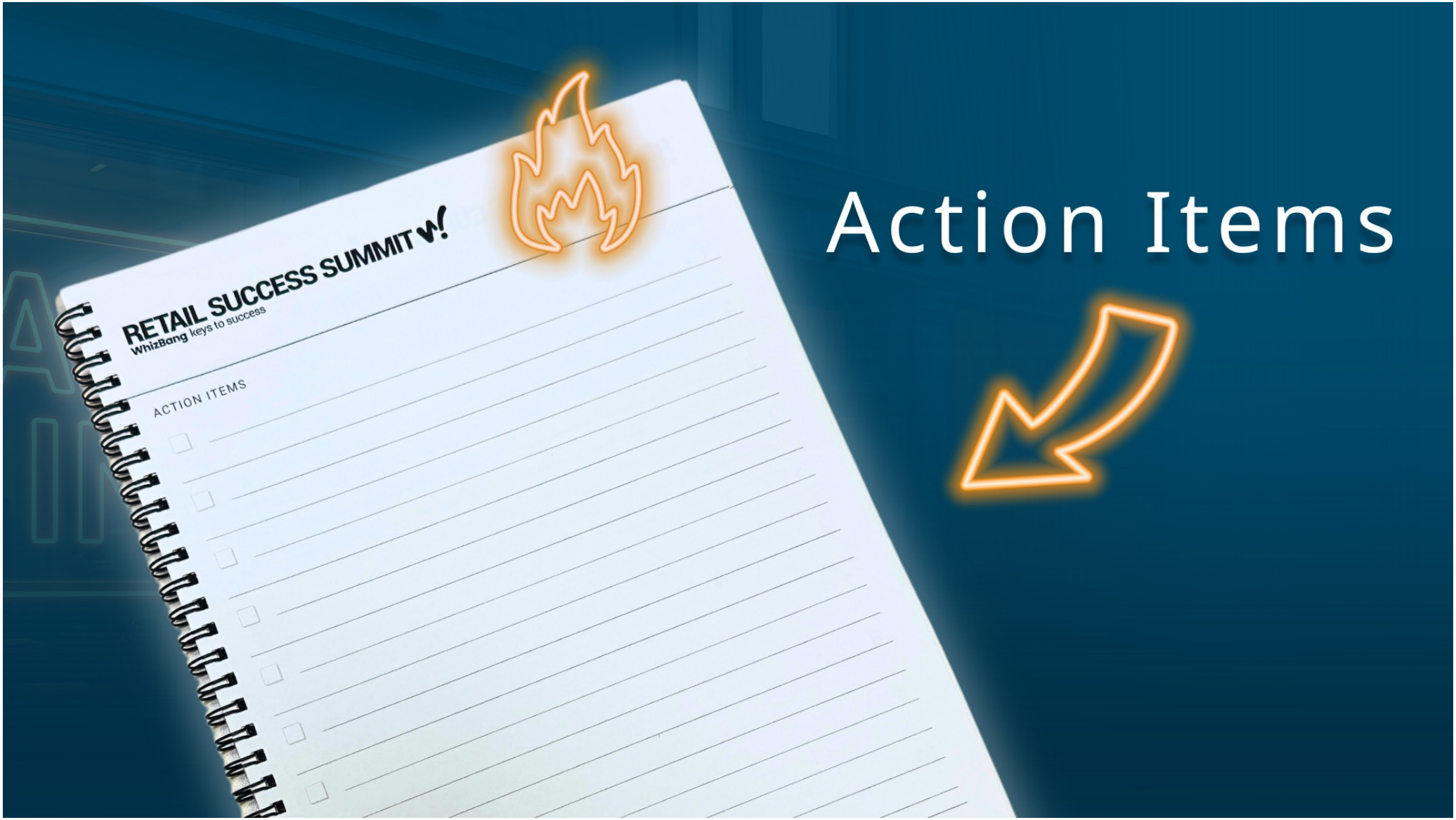


SPEED SHARING!

How are you currently using AI in your business?

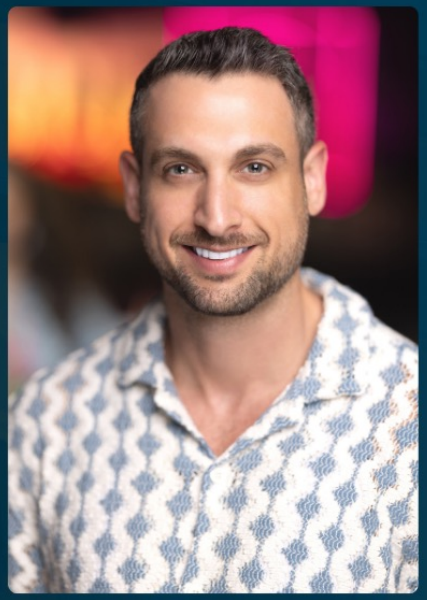


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RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items

ManagementONE

Dane Cohen





Paul Erikson

Risk, Reinvention, and Retail Legacy

Q: What keeps you up at night?

www.menti.com Code: 7840 3290

THE QUIET RISK

Success can become autopilot.

SAME BUYING

SAME VENDORS

SAME ROUTINE

This is the story of retailers who chose to break the pattern.

Two retailers who chose to go BEYOND THE BOTTOM LINE.





RETAIL IS IN MY BLOOD

Three generations. One legacy.

Lester's. A family store since 1948. Proof that a business is never just about revenue. It's the legacy you build in a community through tough times and big wins.







THE “GODFATHER” OF RETAIL

Decades beside retailers.

Paul Erickson has spent a career at store owners’ sides, through booms, busts, and the hardest calls a business can face. He’s seen what separates the retailers who survive from the ones who don’t.









STORY ONE

Dorko

Budapest, Hungary · active footwear & apparel · home of the DRK brand

DORKO · THE ORIGIN · 1990

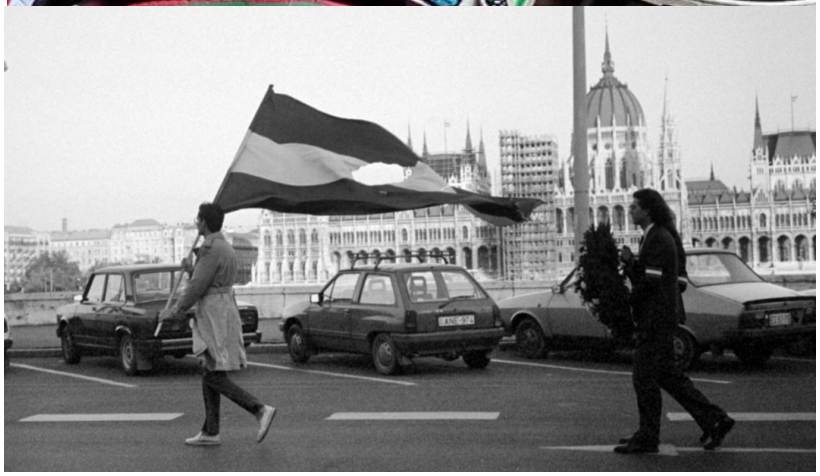
250 pairs of shoes.

Sold out in a week.

As communism fell, Peter's family returned to Hungary and spent their life savings on Nike, Adidas, Skechers, and Vans, shedding the boxes at the airport to make the plane's weight limit.

In Budapest with almost no Western shoes, all 250 pairs sold in a week. The business was born flying shoes from Singapore.





THE DREAM

From a suitcase to a brand.

The shuttle runs became an import operation. One restless idea, turned into a retail empire.

1,000+
containers
imported a year

125
stores
across 4 countries

DRK
brand
born 12 yrs ago



Peter Gem

2018 TO 2020 · THE CRISIS

Everything came crashing down at once.

NIKE'S EXIT

Their #1 partner, 60% of sales, took them to Budapest's finest restaurant to say they were being cut from global strategy, and suggested they sell.

COVID PANDEMIC

Every store closed. Banks wanted more collateral. The business faced an existential threat.

LOSING THE FOUNDER

In 2020, Peter's father, who built it all, passed away, and left Peter the whole fight.

THE BET

All in on DRK.

Guided by new outside counsel, including Paul Erickson and Bob Negen and their new OTB system, Peter made the call:

Cut every outside brand and go 100% private label.

60-70%
OFF
legacy stock

50+
stores
closed

50%
office staff
let go



ALL IN RETAIL SUCCESS SUMMIT 2026


HUNGARY
TRAVEL THE WORLD

THE PAYOFF

Leaner. And stronger.

#1

FOOTWEAR BRAND IN HUNGARY




DRK
DRK


DRK


HUN
DRK


SZOBOSZLAI
8

STORY TWO

Pacific Trading Co.

Santa Cruz & Capitola, California · 40+ years, family-run

PACIFIC TRADING CO. · THE ROOTS

Bought in 1985. Still family.

Carolyn Heinrich bought the business in 1985. Today she runs it with her two daughters, Anandi and Rama Zoe, who grew up on the floor.



THE “LOOK CLOSER” CAMPAIGN

Values built into the buy. Hippie roots, an appreciation for nature, and a focus on brands that produce ethically, like Eileen Fisher: natural dyes, local production, a lighter carbon footprint. It became central to who their customers are.

1989 · THE CRISIS THAT DEFINED THEM

The ground gave way.

4 years in, the Loma Prieta earthquake devastated downtown Santa Cruz. Their building was condemned.

2 years they sold out of a tent, customers navigating wooden walkways and cyclone fencing to reach them.



THE COMEBACK

They didn’t just survive, they thrived.

Back on Pacific Avenue, the business flourished and they outgrew the store. With their Management One consultant’s encouragement, they took the leap to move to a new location.

1,200

sq ft · the old space

→

3,000

sq ft · the leap

25 YEARS

9/11 · 2008 · COVID

Through every downturn, they resisted the urge to over-tighten. Strong vendor, landlord, and staff relationships carried them, and they pivoted to virtual styling appointments rather than panic.

SUCCESS MENTALITY

An unexpected, slowdown.

Their business has always run on growth, until things plateaued in 2025. Autopilot and safe decisions kept revenue in a holding pattern.

THE INSTINCT

When growth slows, tighten inventory and protect cash. It feels safe.

THE TRUTH IN THE DATA

They'd become too conservative. Over-tightening inventory was the cause of the weak sales. The fix was the courage to grow.

WHERE THEY STAND NOW

Established.
Proud.
Still growing.

A firmly established retailer with a system that protects its legacy, its team, and its community, and the discipline to keep choosing growth.





WHAT THE TURNAROUND TAUGHT

How they did it.

01

Pivot quickly.

Don’t wait. Delay in cutting was the costly mistake.

02

Map out the plan.

One clear plan everyone agrees with and follows.

03

Secure cash flow.

Sell off excess inventory. Cash keeps the banks at bay.

04

Stop the bleed.

Kill what loses money, judged on ROI, not history.

05

Take an honest look at your team.

New people, new advisors, new knowledge.

06

Have the courage to grow.

Let facts inform decisions, not fear. Push through auto-pilot.

They stopped guessing.

The courage to look at the real numbers, and believe them, even when the truth contradicted instinct.

Same discipline. Opposite directions.

PACIFIC TRADING

Fear told them to shrink.
Data told them to grow.

DORKO

Pride told them to hold.
Wisdom told them to pull back.




DAK


SZOBOSZLAI




acific Trading Co.


THIS IS MY YEAR

Risk without knowledge is just a gamble.

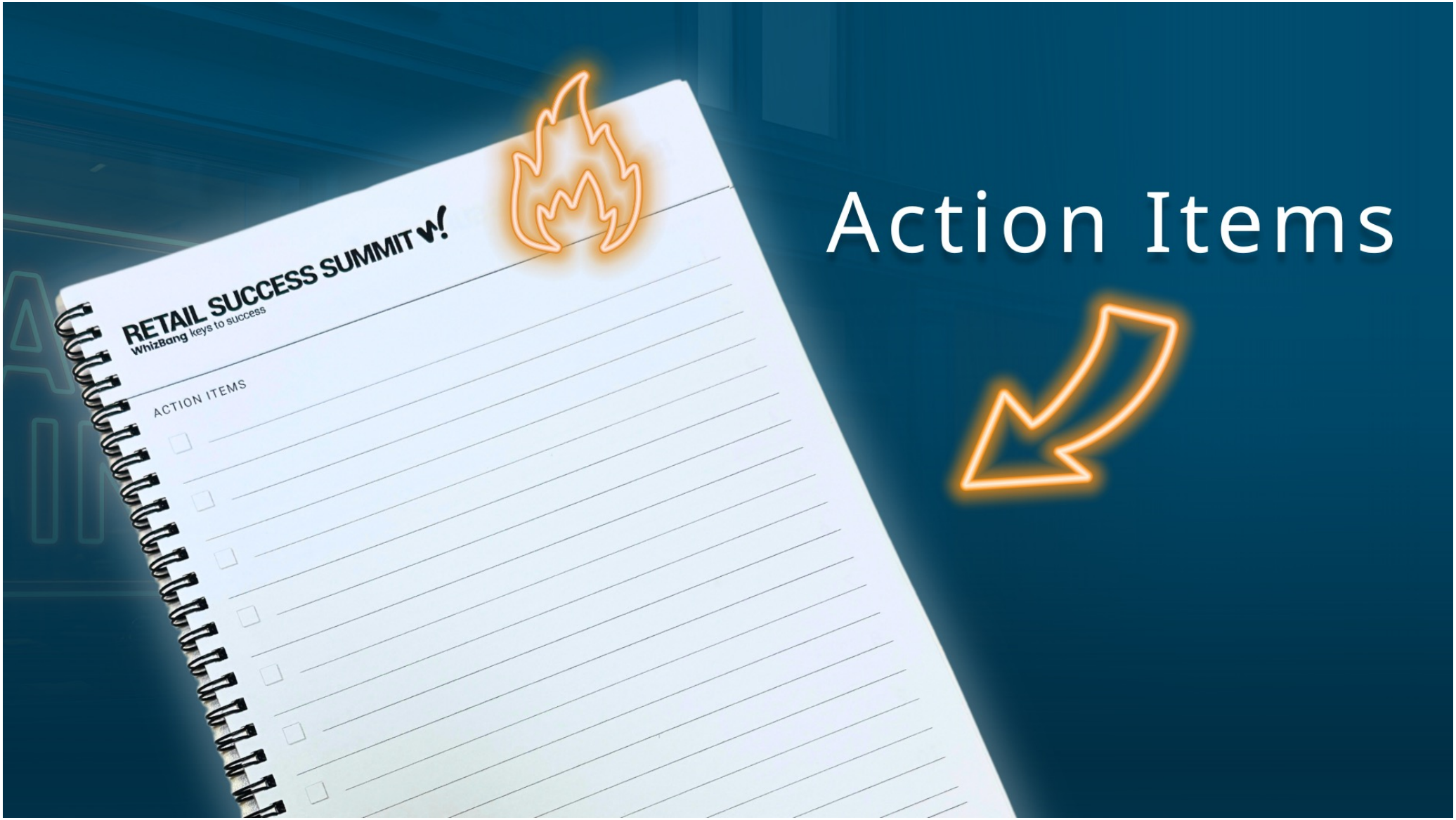
Keep moving. Keep building.

The way we've always done it is a feeling.
The next chapter belongs to the ones who choose to know.

Management One

ALL IN

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Selling on Shopify with Strategic Storytelling

Simon Trafford



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by April Sabral
REPS are LOCAL too

Complete Your BINGO Card for a chance to win...

$300

B I N G O

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Visit oneshop	Visit RETAIL SMART GUYS	Visit	Visit Perfect POS	Visit brilliance
Visit REPS LOCAL too	Visit sara	Posted On Socials Using #RSS2026	Visit IndERA	Visit ManagementONE
Visit Ripple Leadership	Added An Action Item	Visit 360 Retail Management	Heard The Words "ALL IN"	Visit Retail by CRS

How To Play:

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Name: Company Name:

Sponsor Spotlight

Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral

Meet Here!




Submit
Your
Question


ENJOY YOUR
BREAK


ALL IN
All in on growth.
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BREAK

BREAKOUTS

ALL IN RETAIL SUCCESS SUMMIT 2026

LUNCH

TEAM PHOTO

ALL IN RETAIL SUCCESS SUMMIT 2026

Q: Which kitten is cutest?

www.menti.com Code: 4503 0677


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Who Wants to WIN?



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Rapid Fire Retail

Your Questions, Expert Answers




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Unforgettable
Crafting Extraordinary
Customer Experiences

The Human Advantage



The Digital Edge

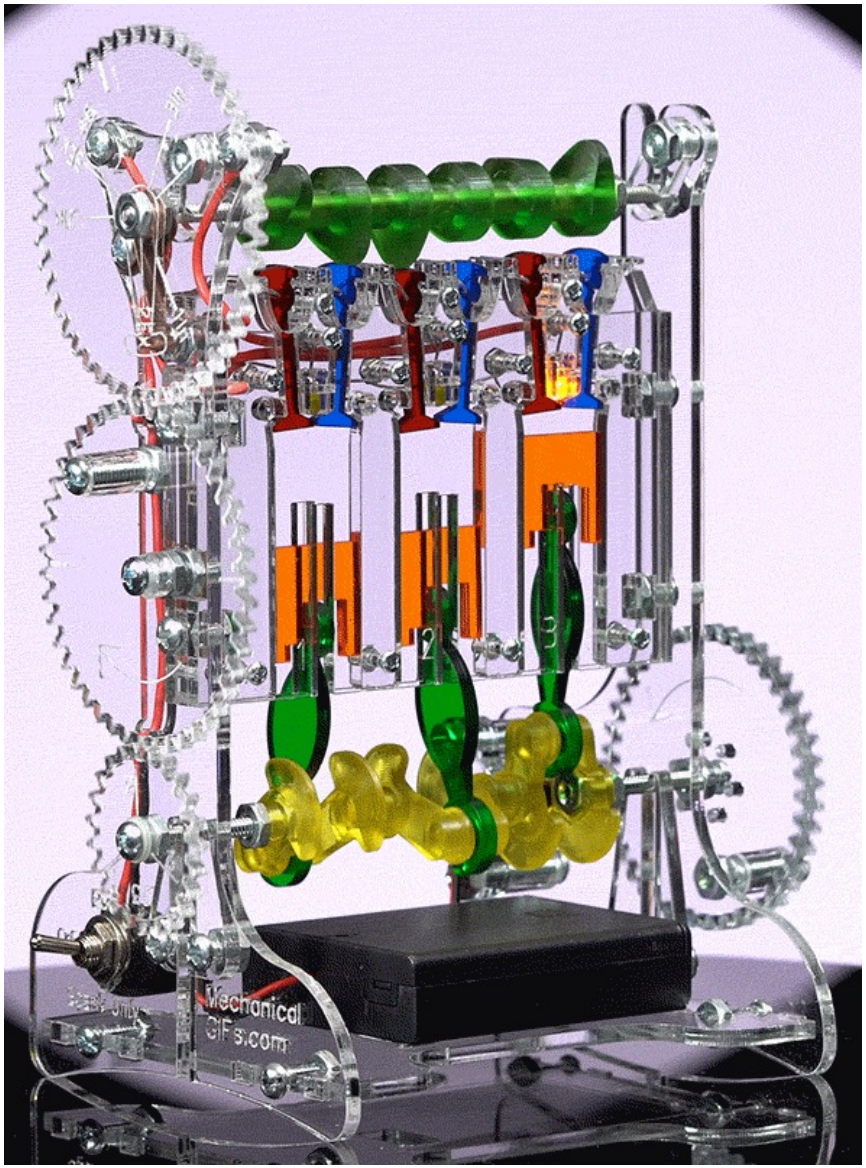
Experience per Square Foot

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The Customer Experience Pyramid



Works like this…



Feels like this...



Where do you start?
At the BOTTOM.

Philosophy

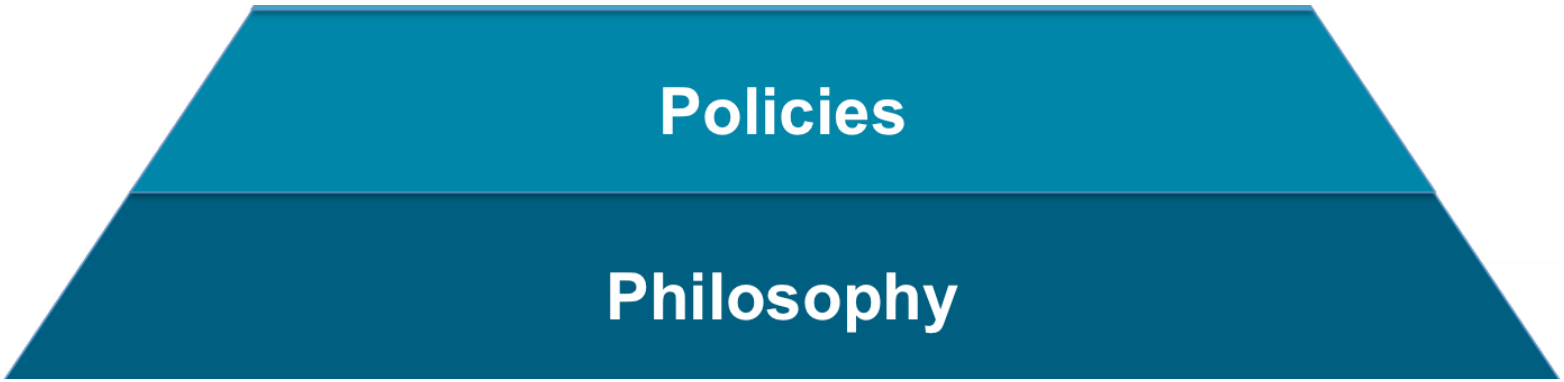
Givers Get

The Rule of Reciprocity

WWMCW

ALL IN RETAIL SUCCESS SUMMIT 2026

Your policies are a direct reflection of your philosophy.



Do Your Policies Reflect A WWMCW Philosophy?

- Returns
- Payments
- Special orders
- Holds
- Repairs or alterations
- Hours
- Access (pets, bathroom, kids)
- Price matching
- Employee dress/behavior
- Privacy


Won’t
someone
take
advantage
of me?

Of course they will!



ALL IN RETAIL SUCCESS SUMMIT 2026

“Never let an incident create a customer unfriendly policy that punishes the many for the bad behavior of the few.”

~ Bob Negen

Your employees are the direct connection with your customer.





A Team of Superstars!



Selling Is The #1 Activity Of Every Store!

Use A Selling System

ALL IN RETAIL SUCCESS SUMMIT 2026



Great Selling Is Great Customer Service!



Your Goal:



6 Steps To A Perfect Purchase





Retail Sales ACADEMY

It's on Brilliance!

ALL IN RETAIL SUCCESS SUMMIT 2026

“I use it to train all our retail staff. It really changes the way they perceive “selling.” It also keeps us using the same techniques and terminology so our service is consistent no matter who is working. Very helpful.”

-Sharon Town Lee, Paws & Effect Pet Spa



Your Company's Custom Course

- **Your private, store-specific training course**
- **Onboarding, policies, procedures, systems, and more**
- **Every employee trained the same way – YOUR way**

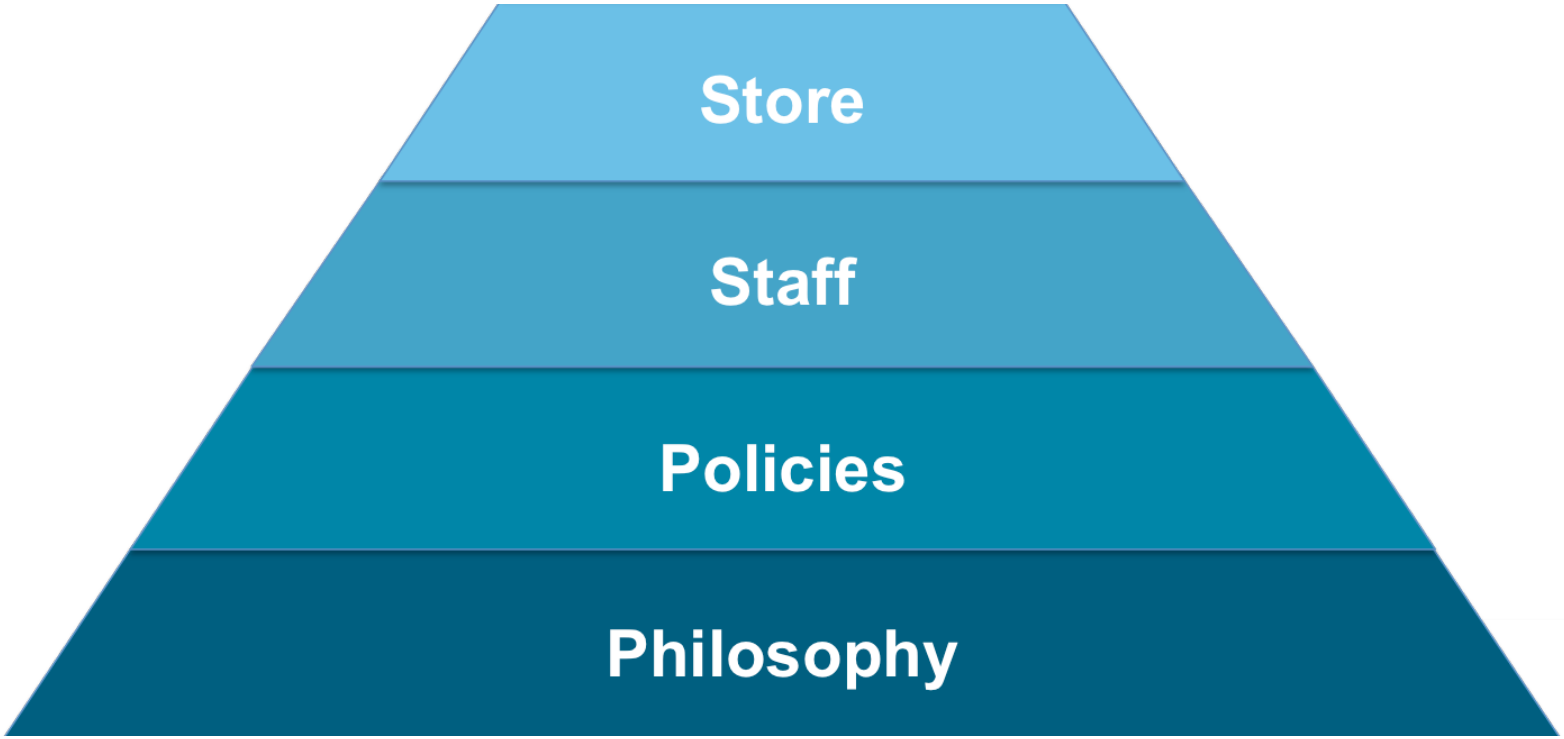


ALL IN RETAIL SUCCESS SUMMIT 2026

“Brilliance is the “Easy Button” for training our team! From teaching on-the-floor selling skills to offering our private, 60-hour training for new Team Members, we are empowering our people to do their best and **shorten their time from Rookies to Sales Professionals** who are having FUN on the sales floor!”



Your store is the space where the magic happens.



Moments Of

TRUTH

ALL IN RETAIL SUCCESS SUMMIT 2026

Clean, Organized, & Well-Maintained

System: Store Operations Standards

ALL IN RETAIL SUCCESS SUMMIT 2026

Appealing & Inviting Space

System: Visual Merchandising Standards

ALL IN RETAIL SUCCESS SUMMIT 2026

Enticing & Engaging Merchandise

System: Assortment Planning

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In Stock Position

System: Open to Buy and Inventory Management

ALL IN RETAIL SUCCESS SUMMIT 2026


WOW!
Store
Staff
Policies
Philosophy

The Unexpected

The Unnecessary

The Undeserved



Cook ‘Em Dinner

“We invite our best customers to the launch of our private label Big Dawg Blonde Ale served up with brats and all the fixin's that we cook on our storefront grill and patio.”

Pattie Zeller
Animal Connection, Charlottesville, VA

Offer A Coffee



“When one of our customers is ordering photos on our kiosk station, and it’s clear they are going to be there for a while, **we make a them their choice of espresso coffee or hot chocolate.** Coffee is a passion of mine so they receive a truly top quality coffee (even I say that myself) and they are blown away. They tend to stick around in store longer, too.”

Stephen Feldon
Photo and Framed, Levin New Zealand

Great Bags & Wrap



Moynihan Gallery
Holland, MI

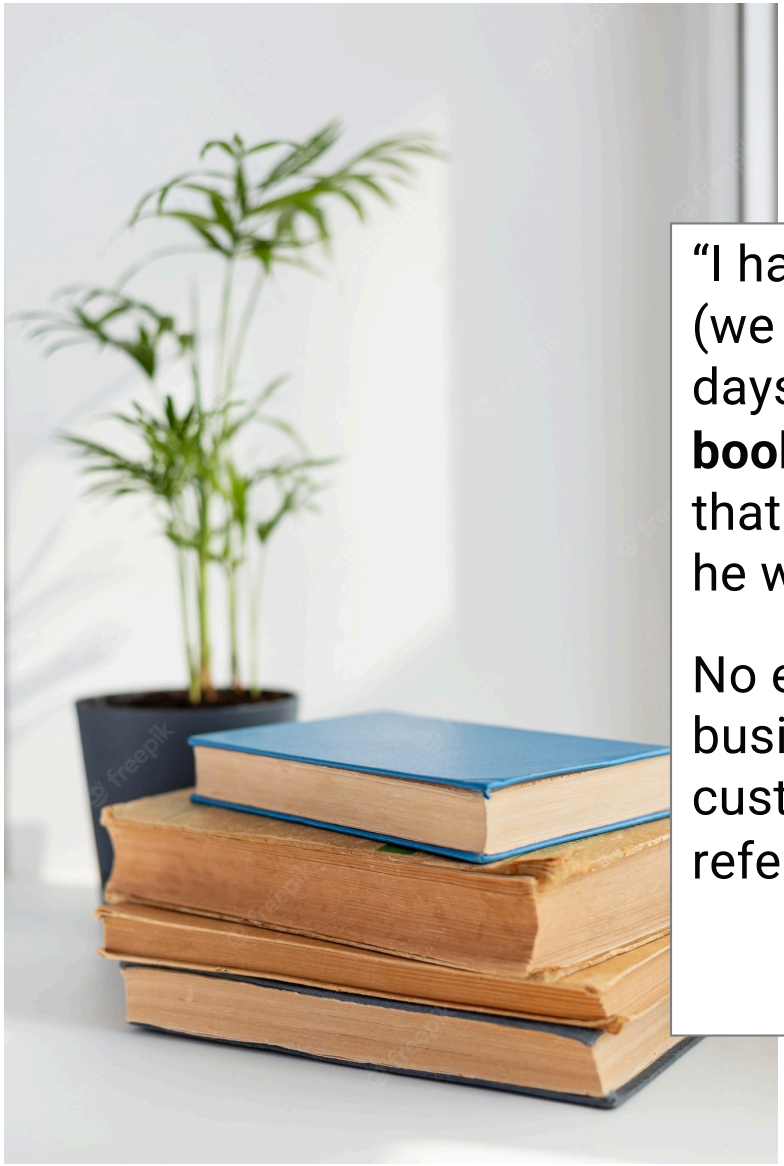
Thank You Bouquet



“We worked a deal with a local florist - $35 for a beautiful bouquet including delivery. We get an immediate reaction - EVERYONE posts it on social media and tags Skirt !

They can't believe that is is just a straight up gift - no strings. No one sends flowers any more… The flowers have real impact.”

Maureen Doron
Skirt, Philadelphia



“One Off” Gifts

“I had a conversation with a customer about an author (we are a men’s clothing store, not a bookseller). A few days later **I sent that customer a copy of the latest book by that author with a small inscription,** basically that I was thinking of our conversation and was hoping he was well.

No expectations, or a coupon to redeem, or anything business-related. He subsequently became a very good customer, spending thousands of dollars with us and referring customers to us.”

~ Matt McDermott, GQ Formalwear

SPEED SHARING!

- **Think** – 30 Seconds
- **Pair** – 30 Seconds
- **Share** – 2 minutes each



SPEED SHARING!

How do you WOW your customers??



ALL IN RETAIL SUCCESS SUMMIT 2026

The Customer Experience Pyramid



RETAIL MASTERY SYSTEM

It's on Brilliance!

ALL IN

RETAIL SUCCESS SUMMIT 2026

The Retail Mastery System

- **For Owners and Managers**
- 11 Essential Retail Business Skills
- Video Lessons
- Audio Tracks
- Documents, Forms, Templates, Checklists



The Retail Success Summit

Two
FREE
Tickets



BONUS!

ALL IN

RETAIL SUCCESS SUMMIT 2026

Regular price:$2,997



RETAIL MASTERY SYSTEM

ALL IN RETAIL SUCCESS SUMMIT 2026

One-Time Payment

$2,497

Save $500!



Coupon Code: RMS500

ALL IN RETAIL SUCCESS SUMMIT 2026

Monthly Payment Plan

~~**$297/month**~~

$247/month

For just 12 months

Summit Special

Coupon Code: RMS500

ALL IN RETAIL SUCCESS SUMMIT 2026



Add Seats For Your Managers

Add Printed Books





Visit The WhizBang! Booth!

ALL IN RETAIL SUCCESS SUMMIT 2026

Unconditional $ Back Guarantee

You have 90 days to check out your Retail Mastery System and if, for any reason you aren't thrilled email us and we'll give you all your money back.

No questions. **No hassles**.

You take absolutely no risk.



HELPED OUR BUSINESS IMMENSELY

Amazing ROI

"Every cent I invested in the Retail Mastery System has come back hundreds of times."

Peter Gem

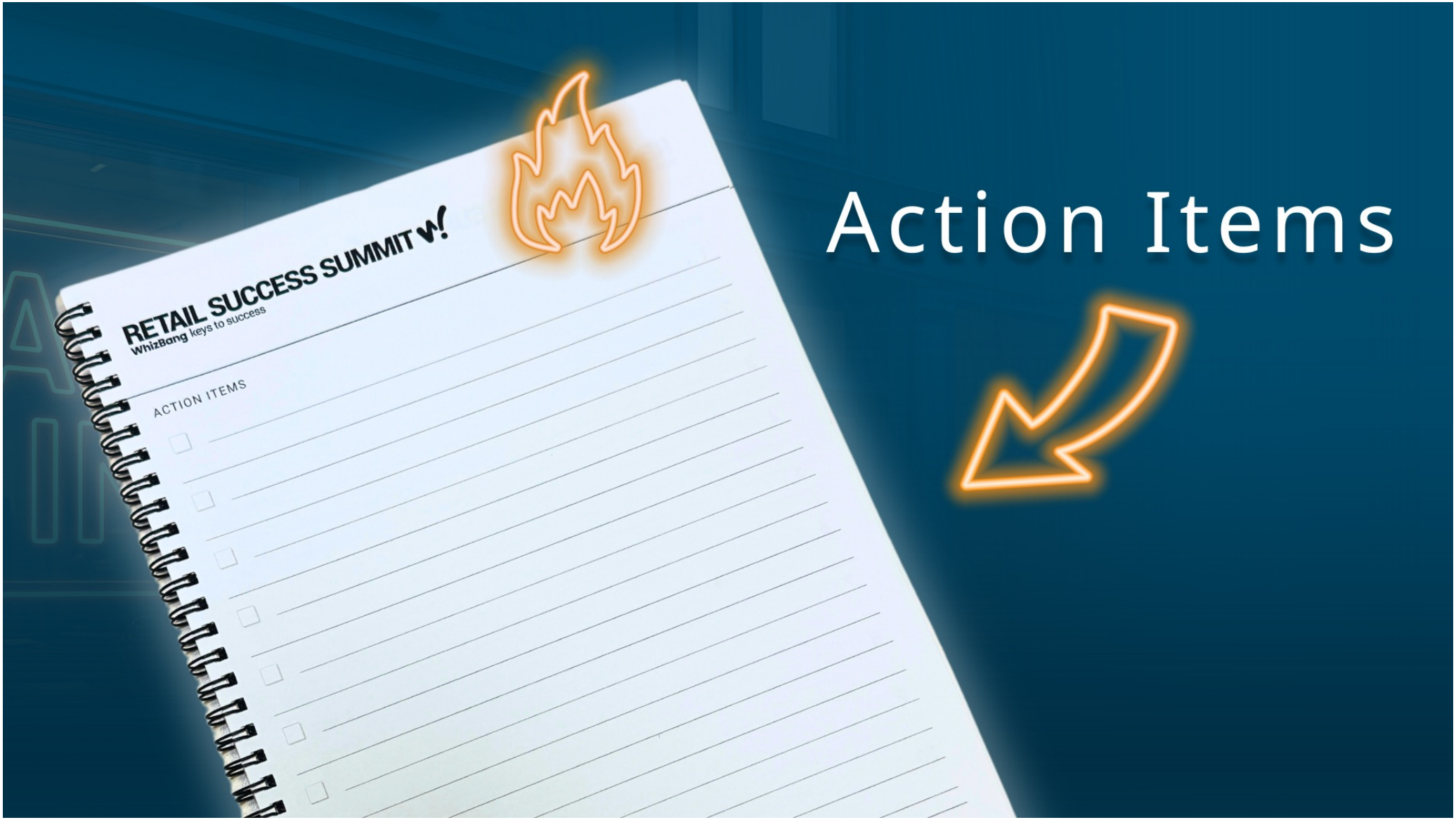
Dorko, Budapest, Hungary

"We've **doubled our family business from $500K to a MILLION** this year and have done a fraction of what's in the Retail Mastery System. I can only imagine where we'll be once we get farther in!"

~ Todd Anderson, RC Excitement




RMS
Retail Mastery System
SCAN ME
Visit The WhizBang! Booth


RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items

CHOOSE A BREAKOUT



The Open-to-Buy You Know Is Dead: The Future of Inventory Planning

Dane Cohen



Why Your Brand Is Your Only Unfair Advantage

Julie Rotuno


SPONSORS
ManagementONE
brilliance
Retail Training Platform
sara
IndERA
INDEPENDENT RETAILERS ASSOCIATION
Heart on Main Street
360 Retail Management
oneshop
payroc
merchant mastery™
RETAIL SMART GUYS
Planning with Heart
Mid-Atlantic Packaging
HARQUIN BOOKKEEPING and consulting services, LLC
Retail by CRS
Powered by Canadian Retail Solutions Inc.
Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too

Complete Your BINGO Card for a chance to win...

$300

B I N G O

Visit Heart on Main Street	Saw Susan Do This... 	Took A Picture At The Photobooth	Saw Bob Flex 	Visit merchant mastery
Took A Picture With The Brilliance Mascot	Visit Mid-Atlantic Packaging	Visit payroc	Visit HARQUIN BOOKKEEPING	Met A New Friend
Visit oneshop	Visit RETAIL SMART GUYS	Visit	Visit Perfect POS	Visit brilliance
Visit REPS LOCAL too	Visit sara	Posted On Socials Using #RSS2026	Visit IndERA	Visit ManagementONE
Visit Ripple Leadership	Added An Action Item	Visit 360 Retail Management	Heard The Words "ALL IN"	Visit Retail by CRS

How To Play:

To be entered to win $300, complete your BINGO card, tear it out of your notebook once finished, and drop it into the BINGO Card Box.

Name: Company Name:

Sponsor Spotlight

brilliance



Sponsor Spotlight

payroc

Meet Here!




ENJOY YOUR
BREAK

Break +
BREAKOUTS

ALL IN RETAIL SUCCESS SUMMIT 2026


ALL IN
All in on growth.
All in on purpose.
All in on retail.
RETAIL SUCCESS SUMMIT 2026

Who Wants to WIN?




TAKE
AWAY


RETAIL SUCCESS SUMMIT 2026
What's Working Now?
5 Award-Winning Ideas
From Your Summit Colleagues



Jessica Bettencourt



Kelly Larson



Ryan Raffuse



Jessica Schlosser



Jill Tack



AdreAnne Tesene



Getting Great Press

Sweet TEMPTATIONS

ALL IN RETAIL SUCCESS SUMMIT 2026

1.Take Advantage Of Newsworthy Happenings

- Anniversaries
- Awards
- Community Events
- Renovations
- Crazes



Cool Schools donation



National Blue Ribbon

Façade renovation
on 100+ year old store



2. Write A Great Press Release

- It’s all about them & their audience
- Your first draft + ChatGPT
- Email with great subject line
- Send to individual reporters

FOR IMMEDIATE RELEASE

November 18, 2025

Local Ice Cream Shop Earns National Honors in Prestigious Competition

Grand Haven, MI – The North American Ice Cream Association has announced the winners of its 2025 National Ice Cream Awards, and Sweet Temptations, a beloved local business, has achieved remarkable success. This recognition places Grand Haven firmly on the map as a hub for exceptional frozen treats.

Each year, hundreds of ice cream professionals and aspiring dessert entrepreneurs from across the nation gather for the industry's largest event in the U.S., hosted this year at The West Palm Beach Convention Center in West Palm Beach, FL, from November 9th–11th, 2025. A highlight of the event is the association's ice cream flavor and quality competitions, which draw entries from the finest ice cream makers nationwide.

In this year's competition, Sweet Temptations earned:

- **Blue Ribbon for their Vanilla Bean flavor** — one of only **nine** Blue Ribbons awarded across the entire country.

ALL IN RETAIL SUCCESS SUMMIT 2026

3. Build A Press List

Develop Personal Relationships

TV | Radio | Paper | Online News
Biz Press | Chambers & DDAs | Industry

4. Give A Good Interview

- Bring the energy!
- Plan talking points and sound bites
- What's your purpose?
- Make them want you back…

5. Post-Press Action

- Like, share, comment on their media
- Post to your socials + website
- Send it in your email newsletters
- In-store signage | Wall of Fame
- In your email signature

RESULTS:

National Blue Ribbon Award

- 3 TV Interviews
- 2 Newspapers + 1 Online News
- 4 Radio Interviews
- Chamber, DDA, Visitors Bureau News
- Trade News
- Letters from Congressional Reps



cal education and science, or

See FRUITPORT, page A3

Wednesday, June 3, at for use in the August 4, 6 p.m. at City Hall.
The BRA/EDC is expect-

See MEETINGS, page A2

HISTORY

'It's overwhelming:' Fortino's celebrates new chapter

By CARTER FRYE
Grand Haven Tribune

Generations of friends, family, and loyal customers packed the aisles of Fortino's General Store on Thursday evening to get a look at the iconic downtown storefront's recently completed renovations.

The major $150,000 restoration project, supported in part by a $25,000 Match on Main grant from the State of Michigan, included replacing the windows, doors, parts of the flooring, the rear wooden ramp, and the historic Fortino's sign, which was on its last legs.

While the burgundy wood on the sign was too distressed to be reused, all of the white lettering was in good enough shape to be transferred to the new sign, which is now displayed and still features the signature burgundy.

Alegria Boutique, which shares a building with Fortino's, got a makeover as well. Upgrades include new windows, doors, flooring, and bringing a portion of the storefront closer to the sidewalk.

Rita Fortino Brook, left, poses with Fortino's owner Kelly Larson, right, in front of the newly renovated storefront.
Tribune photo / Carter Frye

Owner Kelly Larson, who considers herself a "caretaker" of the historic property, has put off making any

See FORTINO'S, page A2

SUNDAY WEATHER
HIGH 76 | LOW 52

TOP 3 STORIES AT GRANDHAVENTRIBUNE.COM
1 Muskegon woman airlifted to hospital
2 Police investigate report of dead
3 Fortino's to host grand reopening celebration

CONNECT WITH US
facebook.com/GHTribune
twitter.com/GHTribune



Just a few of the front page articles over the years.





Jill Tack

Personal Plan Meetings

THE PET BEASTRO
MARKET | WELLNESS | KNOWLEDGE

ALL IN RETAIL SUCCESS SUMMIT 2026

Transforms The Pet Beastro from simply a workplace into a vehicle for personal growth & life achievements.

Good For Employees

- **Accountability coach for personal growth & development**
- **Provides mentorship & guidance**
- **Creates a sense of purpose**
- **Increased confidence and expanded capabilities**

Good For The Pet Beastro

- **Increased employee engagement**
- **Improved retention**
- **Greater individual accountability**
- **Stronger trust between employees and leaders**
- **Employees invest in themselves, which naturally increases their investment in the business.**

Participation Must Be

Voluntary

You Can’t Force Personal Development

Results: Maddie Zyski

Past Achievements

- Paying off her car
- Getting her own apartment
- Decluttering & reducing “stuff”

Current Focus

- Paying off large personal debt
- Budget setting

Future Goals

- Buying a new car!





Ryan Raffuse

Sales Team Role Play

Anchorage House of Hobbies

ALL IN RETAIL SUCCESS SUMMIT 2026

Everyone Involved Learns

- Increase product knowledge
- Practice the 6 Steps to the Perfect Purchase
- How to coach and give feedback
- What it's like to be the customer

“Group Selling” Role Play

- One "customer” and 3-4 "sellers” working together.
- Take turns asking questions to progress the sale.
- Pause to give coaching along the way.
- “What do you know about the customer?”
- Managers can be the coaches OR the customers.

“1-on-1 Selling” Role Play

- **Pair up - Experienced with inexperienced, different areas of expertise, manager with newbie.**
- **“Customer” picks a primary purchase.**
- **3-5 minutes sell add-ons to the customer.**
- **No characters, no acting – genuine relationship.**
- **Switch the gather to share all add-ons suggested and which ones were “bought.”**

Results

Sales Team Perspective

- Low pressure environment
- More product knowledge
- Like tips from teammates

Manager Perspective

- Who’s comfortable, who’s not
- Who need extra coaching & training
- See what the team wants to sell

Conversion Up 4%

“The engagement is way higher than I ever expected from my team of young men. They were hesitant at first, but they quickly started to volunteer to be the customers.

They all express how helpful these exercises are to them.”



Passport To Savings

Two Bostons

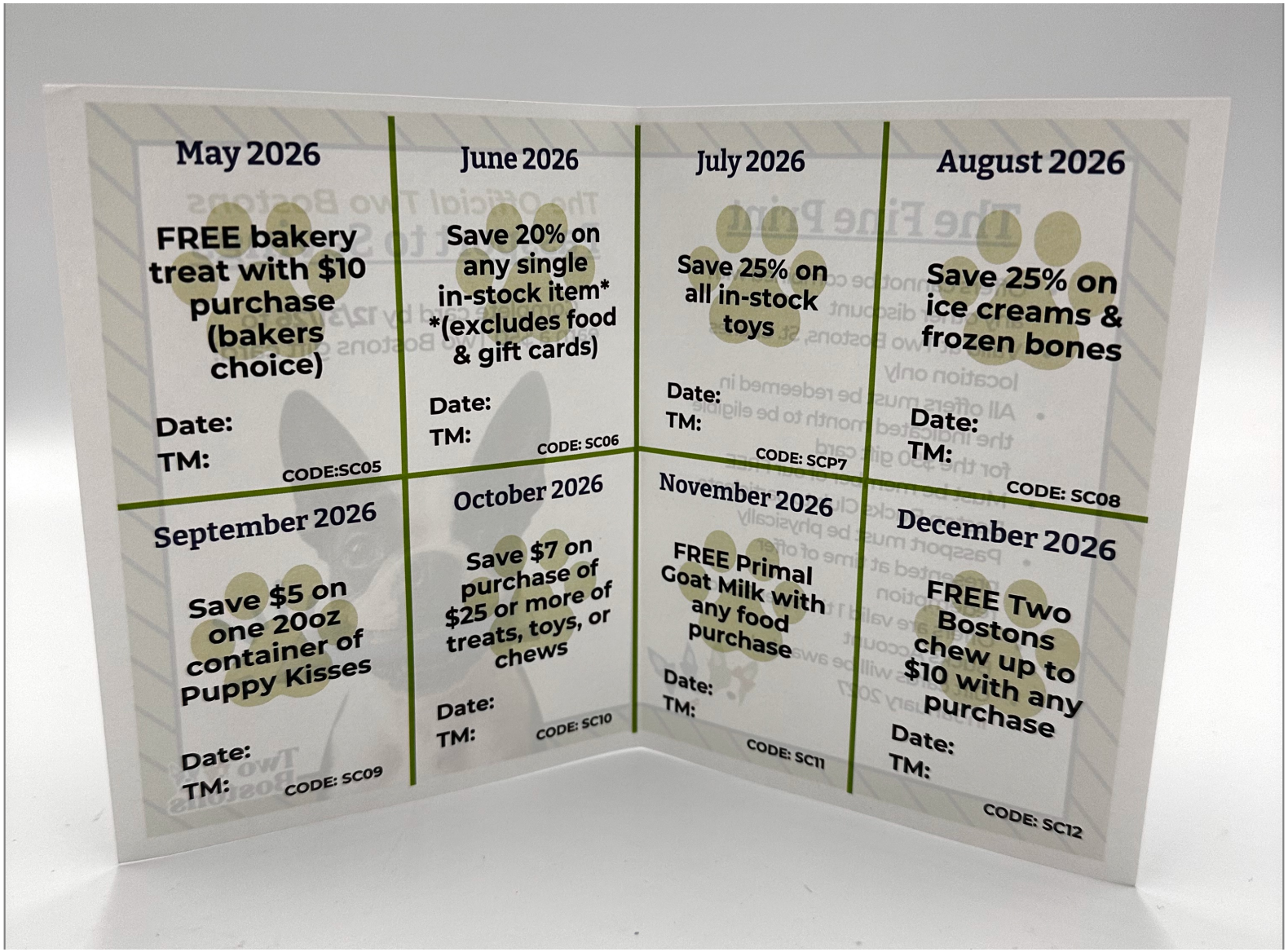
ALL IN RETAIL SUCCESS SUMMIT 2026

The Official Two Bostons
Passport to Savings

Complete card by **12/31/26** to
earn a $50 Two Bostons gift card!



Two Bostons


May 2026
FREE bakery treat with $10 purchase (bakers choice)
Date:
TM:
CODE:SC05
June 2026
Save 20% on any single in-stock item* *(excludes food & gift cards)
Date:
TM:
CODE: SC06
July 2026
Save 25% on all in-stock toys
Date:
TM:
CODE: SCP7
August 2026
Save 25% on ice creams & frozen bones
Date:
TM:
CODE: SC08
September 2026
Save $5 on one 20oz container of Puppy Kisses
Date:
TM:
CODE: SC09
October 2026
Save $7 on purchase of $25 or more of treats, toys, or chews
Date:
TM:
CODE: SC10
November 2026
FREE Primal Goat Milk with any food purchase
Date:
TM:
CODE: SC11
December 2026
FREE Two Bostons chew up to $10 with any purchase
Date:
TM:
CODE: SC12

The Fine Print

- Offers cannot be combined with any other discount
- Valid at Two Bostons, St. Charles location only
- All offers must be redeemed in the indicated month to be eligible for the $50 gift card
- Must be member of our FREE Boston Bucks Club to participate
- Passport must be physically presented at time of offer redemption
- Offers are valid 1 time per Boston Bucks Account
- Gift cards will be awarded in January 2027




Name: _____
Boston Bucks #: _____
The Official Two Bostons
PSST... PSST...PORT
Complete card by 12/31/26 to earn a $25 Two Bostons gift card!
Two Bostons

July 2026

Buy a Weruva Cat Can or Pouch, Get 1 FREE

LIMIT 3

Date:

TM:

CODE:CAT726

August 2026

Buy 1, Get 1 FREE Fussie Cat Treat 4 Pack

LIMIT 3

Date:

TM:

CODE:CAT826

September 2026

Buy 1 Toy, Get 1 50% off

LIMIT 1

Date:

TM:

CODE:CAT926

October 2026

FREE Pantry Purrs with any Cat Food Purchase

LIMIT 1

Date:

TM:

CODE:CAT1026

November 2026

Save 50% on Kiss Me-ow Dental Treats

LIMIT 3

Date:

TM:

CODE:CAT1126

December 2026

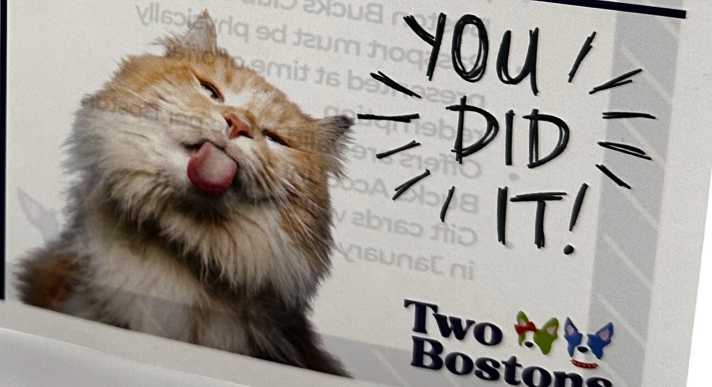
Save $10 on Boxie Cat Litter

LIMIT 1

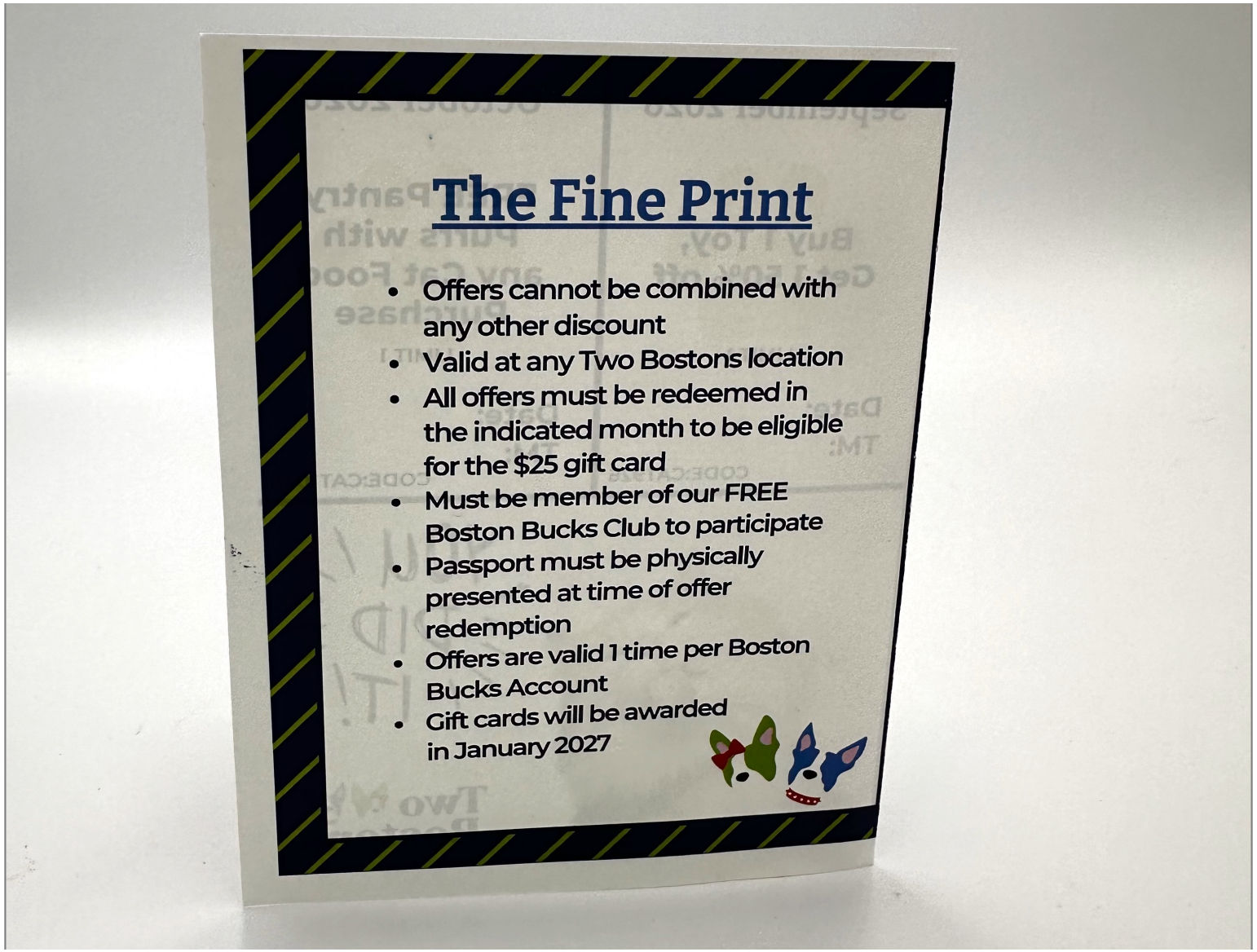
Date:

TM:

CODE:CAT1226



Two Bostons


The Fine Print
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Valid at any Two Bostons location
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Must be member of our FREE Boston Bucks Club to participate
Passport must be physically presented at time of offer redemption
Offers are valid 1 time per Boston Bucks Account
Gift cards will be awarded in January 2027



Jessica Schlosser

LIZZI & ROCCO'S
NATURAL PET MARKET

COLA

ALL IN RETAIL SUCCESS SUMMIT 2026

Problem

Everything was a priority,
so nothing was a priority.

Solution

Teach them COLA,
a simple acronym!



DRINK THE LIZZI & ROCCO'S

COLA

C: CUSTOMERS

O: ORDERS

L: LISTS

A: ALL OTHER THINGS

RETAIL SUCCESS SUMMIT 2026

What Happened With The Team?

They Drank The COLA!



Jessica Bettencourt

LOCALLY OWNED AND OPERATED SINCE 1949.
KLEM'S
SPENCER, MA.

Never F#@!*g Lose Money Again!

ALL IN RETAIL SUCCESS SUMMIT 2026

2%

“I transfer the amount once every week for the previous week's sales. This isn't optional—I consider it the law. In my world we do it every Monday. It only sounds impossible till you start doing it.”



~ Neil Abramson, ECI Stores

ALL IN RETAIL SUCCESS SUMMIT 2026

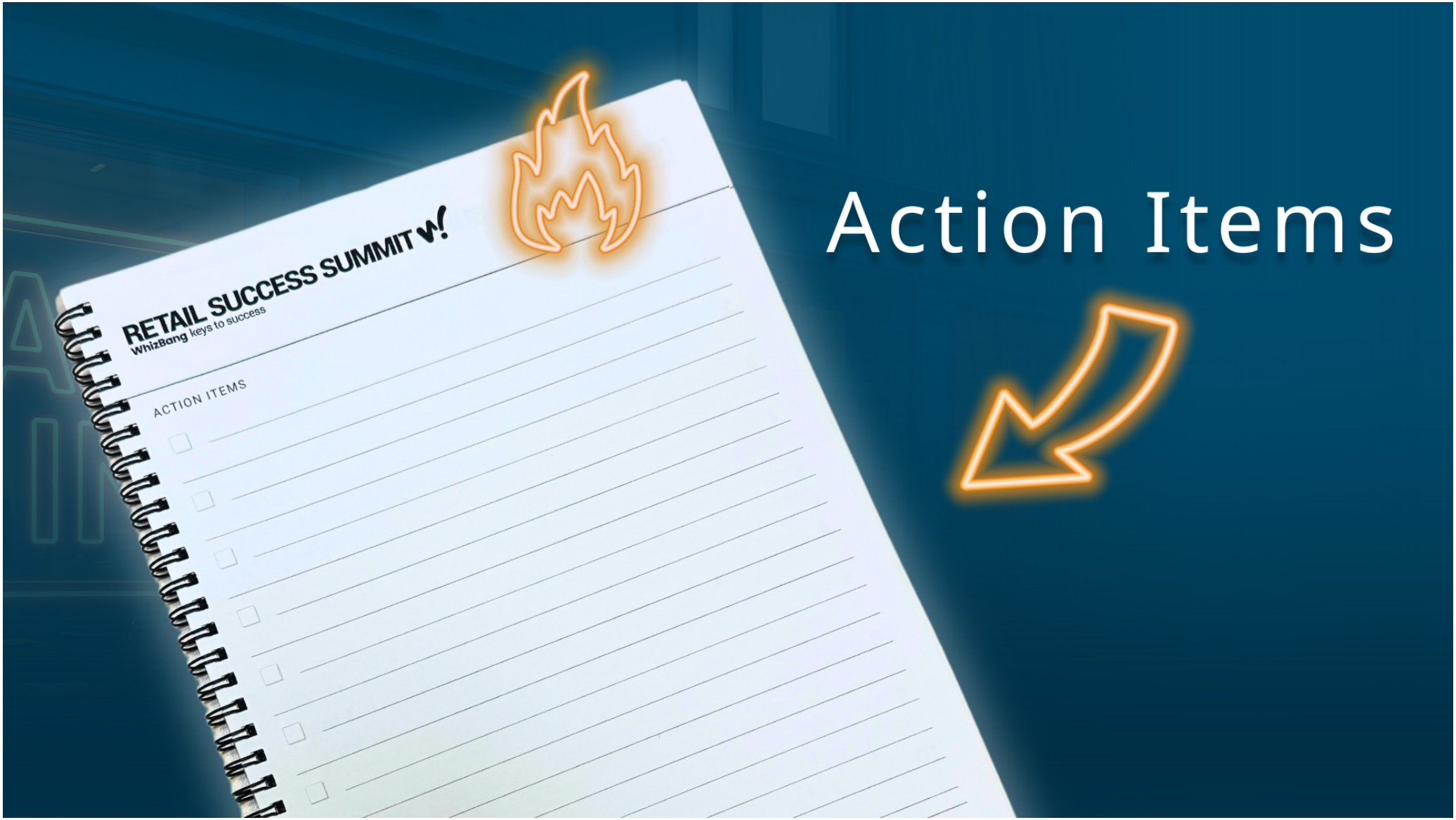
Q: Which “What’s Working Now” idea is your favorite?

www.menti.com Code: 4503 0677



PLATINUM
mastermind group

Lunch & Learn


RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items


Submit
Your
Question


SPONSORS
ManagementONE
brilliance
Retail Training Platform
sara
IndERA
INDEPENDENT RETAILERS ASSOCIATION
Heart on Main Street
360 Retail Management
oneshop
payroc
merchant mastery™
RETAIL SMART GUYS
Planning with Heart
Mid-Atlantic Packaging
HARQUIN BOOKKEEPING and consulting services, LLC
Retail by CRS
Powered by Canadian Retail Solutions Inc.
Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too

Complete Your BINGO Card for a chance to win...

$300

B I N G O

Visit Heart on Main Street	Saw Susan Do This... 	Took A Picture At The Photobooth	Saw Bob Flex 	Visit merchant mastery
Took A Picture With The Brilliance Mascot	Visit Mid-Atlantic Packaging	Visit payroc	Visit HARQUIN BOOKKEEPING	Met A New Friend
Visit oneshop	Visit RETAIL SMART GUYS	Visit	Visit Perfect POS	Visit brilliance
Visit REPS LOCAL too	Visit sara	Posted On Socials Using #RSS2026	Visit IndERA	Visit ManagementONE
Visit Ripple Leadership	Added An Action Item	Visit 360 Retail Management	Heard The Words "ALL IN"	Visit Retail by CRS

How To Play:

To be entered to win $300, complete your BINGO card, tear it out of your notebook once finished, and drop it into the BINGO Card Box.

Name: Company Name:


BLOCK
PARTY
Sponsored By:
brilliance
Retail Training Platform


ALL IN
All in on growth.
All in on purpose.
All in on retail.
RETAIL SUCCESS SUMMIT 2026