

Thursday, September 20th

- 4:00 p.m. – 4:30 p.m. Welcome
Scott Humphrey, CEO, WFCA & Tom Jennings, VP of Professional Development
Location: San Gabriel
- 4:30 p.m. – 5:30 p.m. Keynote Session – Empowering Your Team
Speaker: Steve Hillis
Location: San Gabriel
- 6:00 p.m. – 6:45 p.m. Reception
Location: City View Terrace
- 7:00 p.m. Dinner
Location: La Sierra

Friday, September 21st

- 7:30 a.m. – 8:30 a.m. Breakfast
Location: Emily's Rose Court
- 8:30 a.m. – 9:30 a.m. Next Steps in Building Your Business for the Future
Speaker: Steve Abernathy, CFO, WFCA
Location: San Gabriel
- 9:30 a.m. – 10:30 a.m. Enhancing Your Communications
Speaker: Steve Hillis
Location: San Gabriel
- 10:30 a.m. – 10:45 a.m. Break
- 10:45 a.m. – 11:45 a.m. The Way to Wealth
Speaker: Jon Newman
Location: San Gabriel
- 12:00 p.m. – 1:00 p.m. Lunch
Location: Emily's Rose Court
- 1:00 p.m. – 2:00 p.m. Sexual Harassment Prevention
Speaker: Debra Trueman
Location: San Gabriel
- 2:00 p.m. – 2:15 p.m. Break
- 2:15 p.m. – 3:15 p.m. Why Industry Certification Matters
Speaker/Moderator: Robert Varden, Vice President, CFI Division &
Tom Jennings, Vice President of Professional Development, WFCA
Round Table Discussion
Location: San Gabriel
- 3:15 p.m. – 4:15 p.m. Managing Online Reviews
Speaker/Moderator: Jon Newman & Sam O'Krent
Round Table Discussion
Location: San Gabriel



Steve Hillis

CEO, Empower Partners, LLC

Keynote: Empowering Your Team

The difference between “management” and “leadership” is your leadership style. Increase employee retention, gain efficiencies and empower your team to greater success with a transition into a “Servant Leadership.”

Session II: Enhancing Your Communications

Build stronger relations with your team and understand how to solve problems and how to motivate the 4 different personality types you have in your business with an advanced communication and motivational system called “Navigate”.



Jon Newman

Owner, JLN Business Development

The Way to Wealth

This presentation will focus on the positive effects of increasing both your close rate and average ticket. As foot traffic is tending to decline in retail stores, it is imperative that staff maximizes the opportunity that each potential customer represents. It is eye opening how many dollars are walking out the door – *even when you make the sale!*



Debra Trueman

President, Manitzas Trueman Consulting Services

Sexual Harassment Prevention

With nearly three decades of labor and employment paralegal experience before starting her own company, Debra will help you navigate the rapidly changing landscape of sexual harassment prevention in the workplace.



Steve Abernathy

CFO, World Floor Covering Association

Next Steps in Building Your Business for the Future

Whether you are planning to sell or pass your business off, succession planning and future-proofing a business is one of the most important tasks owners can take on to insure a lifetime of work will provide for the next generation.

Moderated Industry Round Table Discussions:

Why Industry Certification Matters - Speaker/Moderator: Robert Varden & Tom Jennings

Managing Online Reviews - Speakers/Moderators: Jon Newman & Sam O'Krent