



Tribal Summit Group
May 17-18, 2017 Summit Membership Meeting
Hosted by: Lummi Nation

May 17, 2017

1:00 – 4:00pm

Board of Directors Meeting – *Open to members only; RSVP Required*
Silver Reef Casino - 4876 Haxton Way Ferndale, WA 98248

5:00 – 7:00pm

Networking Mixer - Hors d' Oeuvres & Drinks (no-host bar)
Silver Reef Casino - 4876 Haxton Way Ferndale, WA 98248
Mixer Game! Get ready for some FUN networking with fellow attendees!

May 18, 2017

7:00 – 8:00am

Breakfast & Registration
Silver Reef Casino - 4876 Haxton Way Ferndale, WA 98248

8:00 – 8:30am

Welcome & Introductions
Roll Call of Attendees

8:30 – 10:00am

“Project Timeline for Design and Construction of a New Site”
Presented by: Rita Lomas and Jeff Blachowski, Helix Design Group, Inc.

10:00 – 10:15am

Break

10:15 – 11:15am

“Standing Out from the Crowd”

Presented by: John Lofstock, The Convenience Store Decisions Group and John McCauley, Paragon Solutions
If you're not exceptional, you're invisible. Developing a unique brand experience that differentiates you in the market is critical to success. Understanding the needs and desires of your customers and knowing your own strengths is key to developing the right experience to build customer loyalty. What is the signature offering or offerings that will make your brand unique? How can you win business from your competitors? In this presentation, we will look at a variety of successful retailers and see how they found a way to stand out from the crowd.

11:15 – 12:15pm

“Store Layouts & Merchandising to Grow Your Convenience Sales”

Presented by: Hugh Large, The Convenience Guru
This seminar will appeal to all retailers who want to better understand how effective store layouts and merchandising can help to generate significant increases in store sales. Hugh will cover how to improve traffic flow throughout the store, how to generate higher levels of impulse sales and the placements and merchandising of the key convenience categories.

12:15 – 1:15pm

Lunch

1:15 – 1:30pm

“Legislative Update”

Presented by: Aubrey Seffernick, Miller Nash Graham & Dunn LLP

1:30 – 2:30pm

“Want a Quick Serve Restaurant? Here's How!”

Presented by: Russ Morgan, Triple E Technologies & Robert Lenhart, San Francisco Sourdough Eatery

2:30 – 2:45pm

“Washington Lottery's Spring Barbeque Promotion”

Presented by: Kurt Geisreiter and Jenny Whiteside, Washington Lottery

2:45 – 3:00pm

New Business

3:00pm

Adjourn