

SHOT SHOW UNIVERSITY

| MORNING KEYNOTES | | |
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| Time | Topic | Speaker |
| 8:00 a.m. - 8:15 a.m. | Opening Remarks | Patrick Shay |
| 8:15 a.m. - 8:30 a.m. | Industry Welcome | Steve Sanetti |
| 8:30 a.m. - 9:30 a.m. | 7 Traits of Being Successful | Nancy Friedman |
| 9:30 A.M. - 9:45 A.M. BREAK | | |

| TRACKS | TRACK 1 RANGE | | TRACK 2 ATF COMPLIANCE | | TRACK 3 MASTER'S | | TRACK 4 NEW OPERATOR | |
|-------------------------------|---|------------------|------------------------------------|---------------------------|---|---------------------|---|---------------|
| LOCATION | MARCELLO 4501A | | MARCELLO 4401A | | MARCELLO 4403 | | MARCELLO 4405 | |
| Time | Course | Speaker | Course | Speaker | Course | Speaker | Course | Speaker |
| 9:45 a.m. - 10:45 a.m. | Increase Margins Through Training | Ed Santos | 4473 Review | Harry McCabe & Jean Zabel | Social Media and The Firearms Retailer | Michelle Sheuermann | Management Strategies - How to get it all done | Carla Neer |
| 10:45 A.M. - 11:00 A.M. BREAK | | | | | | | | |
| 11:00 a.m. - 12:00 p.m. | Retail to Range - Adding a range to your business | Doug VanderWoude | A&D Book Review | Harry McCabe & Jean Zabel | Dealer And Range Legal Formalities | Joe Kavan | Buying and Selling Used Guns: Operational Concerns | Alexis Rimes |
| 12:00 P.M. - 1:00 P.M. LUNCH | | | | | | | | |
| 1:00 p.m. - 2:00 p.m. | SBA Loan Process for New Ranges | Bryan Stear | Negligent Entrustment | Wally Nelson | Millenials: Promoting and hiring | Dan Coates | Making Money From Day #1; Surviving the First 2 Years | Robbie Brown |
| 2:00 P.M. - 2:15 P.M. BREAK | | | | | | | | |
| 2:15 p.m. - 3:15 p.m. | Range Promotions | Jared Sloane | Compliance From Behind the Counter | Adam Galbraith | Six Steps to Doubling Your Profits in 3 Years | Robbie Brown | Retail Technology | Krista Lowery |
| 3:15 P.M. - 3:30 P.M. BREAK | | | | | | | | |

TRACK LOCATIONS

Track 1 - Marcello 4501A

Track 2 - Marcello 4401A

Track 3 - Marcello 4403

Track 4 - Marcello 4405

A light continental breakfast will be available from 7:00am-8:00am.

Breaks, lunch and reception are in room 4301.

| EVENING KEYNOTES | | |
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| Time | Topic | Speaker |
| 3:30 p.m. - 4:30 p.m. | Reinventing The Wheel | Christopher Zane |
| 4:30 p.m. - 4:45 p.m. | Closing Remarks | Patrick Shay |
| 5:00 P.M. - 6:00 P.M. RECEPTION | | |