



Schedule is subject to change.

Date	Start Time (pacific)	End Time (pacific)	FUNCTION/SESSION	Participants/Presenter(s) (if applicable)	Summary	Location at The Scottsdale Resort & Spa <small>(unless otherwise denoted)</small>
<b>Reps, Vendors &amp; Manufacturers</b>						
Mon., Oct. 20th			Legal Consultations	Dan Beederman, AIM/R Legal Counsel	Consultations are by appointment only	Treaty
Mon., Oct. 20th			HR Consultations	Nancye McCarter Combs, AEP, SPHR	Consultations are by appointment only	Council
Mon., Oct. 20th			Financial Consultations	John Vrablic, TIPS 4 Reps	Consultations are by appointment only	Hopi
Mon., Oct. 20th			AI Consultations	Brooks Hamilton, AI Strategy Advisors	Consultations are by appointment only	Studio
Mon., Oct. 20th	8:00	12:00	AIM/R Board of Directors Meeting	Board of Directors	By invitation only	Pueblo II
Mon., Oct. 20th	13:00	19:00	Registration & Check-in	AIM/R Staff	Stop by the AIM/R Registration Desk to collect your badge.	Coronado Link
Mon., Oct. 20th	14:00	17:00	SET-UP: Vendor Exhibits	Vendors / Press / Associations (tabletops)	AIM/R Vendor Service Providers and Partners will set-up tabletop displays.	Coronado Loggia
Mon., Oct. 20th	12:00		<b>BUS DEPARTS:</b> LOT/T Field Excursion - Winsupply DC Phoenix (for Rep Agents)	Nate Wolfe, CPMR AIM/R LOT/T Representative	Prior sign-up for the LOT/T Fieldtrip to Winsupply is required.	Winsupuly DC - Goodyear
Mon., Oct. 20th	1:00	16:30	LOT/T Fieldtrip - Winsupply DC Phoenix (for Rep Agents)	Nate Wolfe, CPMR AIM/R LOT/T Representative	Prior sign-up for the LOT/T Fieldtrip to Winsupply is required.	Winsupuly DC - Goodyear
Mon., Oct. 20th	17:30	18:00	<b>AIM/R First-timer's Reception</b> <i>All first-time attendees are welcome.</i>	First-time Attendees	First-time attendees and New Members of the Association are invited to attend. Members of AIM/R's Leadership look forward to meeting you for this prequel to the Welcome Reception.  By invitation only.	Garden Court
Mon., Oct. 20th	18:00	19:30	<b>AIM/R Welcome Reception</b> Reps, Manufacturers, Spouses/Guests, and Vendors <i>are welcome.</i>		AIM/R Welcome Reception: Join us for AIM/R's signature kick-off event for the week. We will gather for an evening under the Arizona Sky on the Paradise Park Lawn at The Scottsdale Resort & Spa. All registered individuals are invited to attend.  <i>Sponsored by PHCPPro and The Wholesaler</i>	Paradise Park Lawn (Outdoors)



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Mon., Oct. 20th	19:30		Dinner on Your Own			
Mon., Oct. 20th	21:00	23:59	AIM/R Hospitality		Join AIM/R for post-dinner networking and drinks.	Social Boardroom



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<b>Reps, Vendors &amp; Manufacturers</b>						
Tues., Oct. 21st			Legal Consultations	Dan Beederman, AIM/R Legal Counsel	Consultations are by appointment only	Treaty
Tues., Oct. 21st			HR Consultations	Nancye McCarter Combs, AEP, SPHR	Consultations are by appointment only	Council
Tues., Oct. 21st			Financial Consultations	John Vrablic, TIPS 4 Reps	Consultations are by appointment only	Hopi
Tues., Oct. 21st			AI Consultations	Brooks Hamilton, AI Strategy Advisors	Consultations are by appointment only	Studio
Tues., Oct. 21st	7:00	10:00	Registration & Check-in	AIM/R Staff	Stop by the AIM/R Registration Desk to collect your badge.	Coronado Link
Tues., Oct. 21st	7:00	7:50	Breakfast & Vendor Exhibits		Start your day with a delicious breakfast and networking. Don't forget to visit with our Vendor Service Partners.  <i>Reps, Manufacturers, Vendors, and Speakers, are welcome.</i>	Arizona Main Ballroom (indoors) and Sunset Plaza (outdoors)
Tues., Oct. 21st	8:00		<b>AIM/R Live:</b> Opening Remarks with Your Emcee	EMCEE: Ian Heller, Distribution Strategy Group (DSG)		Grand Coronado Ballroom
Tues., Oct. 21st	8:05	9:20	<b>KEYNOTE: EOS Workshop (PART 1)</b> Are You Running Your Business or Is Your Business Running You?	Presenter: Gino Wickman	This workshop is geared toward organizational leaders. It is designed to first of all help them understand the common frustrations they face and knowing that they are not alone. With this awareness, helping them understand how to eliminate all the frustrations by strengthening the Six Key Components of their business.  In addition to understanding the Six Key Components of their business, Gino will go into detail on giving the exact tools on how they can strengthen the Six Key Components of their business, ultimately enabling them to get a better grip on their business and run a more successful business.	Grand Coronado Ballroom
Tues., Oct. 21st	8:30	10:00	<b>Spouse/Guest Activity:</b> Welcome Continental Breakfast	Diane Blair, AIM/R Chief Entertainment Officer, Barclay Sales, Ltd.	<u>Continental Breakfast:</u> Connect with fellow Spouses/Guests at a dedicated gathering for you. Start the morning off with "lite bites" and smoothies. You can mingle with a representative from Visit Scottsdale on "things to see and do" in the area.  The "Taste It Tour - Old Town Scottsdale" immediately follows this breakfast. Individuals with tour tickets may wish to bring their comfortable walking shoes, hats, sunglasses, and sunscreen with them to breakfast.	Garden Court (outdoor)



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Tues., Oct. 21st	9:20	9:40	Networking Break & Vendor Exhibits	All attendees	Grab a cup of coffee/beverage and visit with our Vendor Exhibitors.	Coronado Loggia
Tues., Oct. 21st	9:40	11:20	<b>KEYNOTE: EOS Workshop (PART 2)</b> Are You Running Your Business or Is Your Business Running You?	Presenter: Gino Wickman	<p>This workshop is geared toward organizational leaders. It is designed to first of all help them understand the common frustrations they face and knowing that they are not alone. With this awareness, helping them understand how to eliminate all the frustrations by strengthening the Six Key Components of their business.</p> <p>In addition to understanding the Six Key Components of their business, Gino will go into detail on giving the exact tools on how they can strengthen the Six Key Components of their business, ultimately enabling them to get a better grip on their business and run a more successful business.</p>	Grand Coronado Ballroom
Tues., Oct. 21st	10:30		<b>BUS DEPARTS</b> Spouse/Guest Tour - Taste It Tour Scottsdale	Diane Blair, AIM/R Chief Entertainment Officer, Barclay Sales, Ltd.	Advance purchased tickets are required.	Side Parking Lot
Tues., Oct. 21st	10:30	14:30	<b>Spouse/Guest Activity:</b> Taste It Tour Scottsdale (ticketed event)	Diane Blair, AIM/R Chief Entertainment Officer, Barclay Sales, Ltd.	<p>Taste It Tours - Old Town Scottsdale (off-site): Get your taste buds ready for this private, walking - foodie tour of Old Town Scottsdale! This Premier Package offers a glimpse into the Wild West while tasting local favorites along historical Main Street, including Neapolitan-style pizzas with craft beer and Mexican food. Get ready to savor the Best of Arizona one bite at a time.</p> <p>Prior ticket purchase is required. Tickets are \$130/person. Spots are limited. Roundtrip ground transportation between The Scottsdale Resort &amp; Spa and Old Town Scottsdale will be provided. Comfortable walking shoes, hats, sunglasses, and sunscreen are recommended. Individuals with special dietary needs/requests should contact info@aimr.net.</p>	Side Parking Lot
Tues., Oct. 21st	11:20	12:30	Lunch, Networking & Vendor Exhibits	All attendees are welcome.	Enjoy lunch with fellow Rep Agents and Manufacturers, and visit with our Vendors.	Arizona Main Ballroom (indoors) and Sunset Plaza (outdoors)
Tues., Oct. 21st	12:30		<b>AIM/R Live:</b> Morning Recap with Your Emcee	EMCEE: Ian Heller, Distribution Strategy Group (DSG)		Grand Coronado Ballroom
Tues., Oct. 21st	12:30	12:40	CIPH Update	Presenter: Satinder Chera, CEO		Grand Coronado Ballroom



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Tues., Oct. 21st	12:40	12:50	AIM/R Appreciation Awards	Representatives to receive awards on behalf of honorees.	AIM/R is launching a new award in 2025! Come and see who are the first recipients.	Grand Coronado Ballroom
Tues., Oct. 21st	12:50	13:50	<b>SESSION:</b> Wholesaler Interview with EMCO Corporation and Hajoca	Presenters: Sean Kelly, President and General Manager, EMCO Corporation  Steve Ferry, Division Manager, Hajoca Corporation	Our interviews with Wholesale Partners have become signature sessions at AIM/R Annual Conferences. This year, EMCO and Hajoca take the stage to share insights on their companies' culture, language, and the Rep-Distributor relationship. Sean Kelly, President and General Manager, EMCO Corporation and Steve Ferry, Division Manager, Hajoca Corporation join AIM/R for this must-see session in 2025.	Grand Coronado Ballroom
Tues., Oct. 21st	14:00	15:30	<b>ROUNDTABLES:</b> R.A.M. Rep and Manufacturer Roundtables	EMCEE: Ian Heller, Distribution Strategy Group (DSG)	Back-by-popular demand - but with a new "twist," this roundtable session is for Manufacturers & Reps alike. Manufacturer attendees have seat assignments. Rep Agents will draw table numbers. Table Leaders will guide discussions.	Grand Coronado Ballroom
Tues., Oct. 21st	15:30	15:45	Networking Break & Vendor Exhibits	All attendees	Grab a cup of coffee/beverage and visit with our Vendor Exhibitors.	Coronado Loggia
Tues., Oct. 21st	15:45	15:50	ASA Video Update	American Supply Association (ASA) President		Grand Coronado Ballroom
Tues., Oct. 21st	15:50	17:00	<b>SESSION:</b> Economic Update for 2025	Presenter: Chris Kuehl, PhD, Armada Corporate Intelligence	You might have heard Chris Kuehl, Ph.D., Armada Corporate Intelligence. Dr. Kuehl will review what has happened in the U.S. and world during the past several months and how the new U.S. Presidential administration could further impact your business.	Grand Coronado Ballroom
Tues., Oct. 21st	17:00	17:15	<b>AWARD PRESENTATION:</b> AIM/R Golden Eagle 2025	Presenter: Andrew Windsor, WATTS Water Technologies (2024 Recipient, AIM/R Golden Eagle)	Join us and know the recipient of the AIM/R Golden Eagle Award in 2025.	Grand Coronado Ballroom
Tues., Oct. 21st	17:15		<b>AIM/R Updates:</b> Industry & PR Report and AIM/R 54th Annual Conference "Reveal"			Coronado Loggia
Tues., Oct. 21st	17:30		<b>AIM/R Live:</b> Closing Day 1	Presenter: AIM/R 2025 Conference Chair - Jeff Blair, President, Barclay Sales, Ltd.		Grand Coronado Ballroom



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Attendees recess.						
Tues., Oct. 21st	18:00	19:30	AIM/R Reception		<p>AIM/R Reception: Don't miss our second social event for the Annual Conference! We will gather under the desert, night sky on the Paradise Park Lawn one more time at The Scottsdale Resort &amp; Spa. All registered individuals are invited to attend.</p> <p><i>Sponsored by Supply House Times</i></p>	Paradise Park Lawn (outdoors)
Tues., Oct. 21st	21:00	23:59	AIM/R Hospitality		Join AIM/R for post-dinner networking and drinks.	Social Boardroom



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## Reps & Vendors

Wed., Oct. 22nd			Legal Consultations	Dan Beederman, AIM/R Legal Counsel	Consultations are by appointment only	Treaty
Wed., Oct. 22nd			HR Consultations	Nancye McCarter Combs, AEP, SPHR	Consultations are by appointment only	Council
Wed., Oct. 22nd			Financial Consultations	John Vrablic, TIPS 4 Reps	Consultations are by appointment only	Hopi
Wed., Oct. 22nd			AI Consultations	Brooks Hamilton, AI Strategy Advisors	Consultations are by appointment only	Studio
Wed., Oct. 22nd	7:00	7:50	Breakfast & Vendor Exhibits	Vendors / Press / Associations (tabletops)	Start the day with a full breakfast and networking. Remember to visit our Vendor Exhibits.  <i>Reps, Vendors, &amp; Speakers are welcome.</i>	Arizona Main Ballroom (indoors) and Sunset Plaza (outdoors)
Wed., Oct. 22nd	7:00	7:50	Past Presidents Breakfast	All AIM/R Past Presidents are welcome to attend.		Pueblo II
Wed., Oct. 22nd	8:00	9:30	Spouse/Guest Breakfast		Breakfast Buffet: Reconnect with fellow Spouses/Guests for some yummy "eats" before you visit the pool. Lite bites and smoothies are on the menu. Loungewear and swimwear are not out of the question. Comfortable dress is recommended.	Garden Court (outdoor)
Wed., Oct. 22nd	9:30	16:00	Spouse/Guest Poolside Lounge & Musical BINGO!	Diane Blair, AIM/R Chief Entertainment Officer, Barclay Sales, Ltd.	AIM/R Poolside Lounge & Musical BINGO: The Cabanas are reserved for the day, and the drinks are on us! Relax with fellow AIM/R Spouses/Guests or take a dip on the Resort pool. Some will enjoy a little competition - Musical BINGO! There will be prizes for our top winners. Loungewear, swimwear, sunglasses, hats, and sunscreen are recommended.	McCormick Court/Cabanas/Poolside
Wed., Oct. 22nd	8:00		<b>AIM/R Live:</b> Opening Remarks with Your Emcee	EMCEE: Ian Heller, Distribution Strategy Group (DSG)		Grand Coronado Ballroom
Wed., Oct. 22nd	8:03	9:15	<b>SESSION:</b> Inside Sales: The Strategic Growth Lever Many Business Leaders Overlook	Presenter: Mark Peck	As customer acquisition and selling costs rise and field sales struggles to scale, a powerful growth lever is emerging—and it's inside sales. But here's the catch: building an effective inside sales function isn't just about hiring a few reps and handing them a script. It's a strategic decision that can reshape your go-to-market model, accelerate revenue, and unlock operational efficiency—if you get it right.	Grand Coronado Ballroom



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Wed., Oct. 22nd	9:15	9:30	Networking Break & Vendor Exhibits	Rep Agents and Vendor Partners	Visit our Vendor Partners in the Foyer and grab refreshments!	Coronado Loggia
Wed., Oct. 22nd	9:30	9:45	Winsupply Update	Steve Coen, Director of Business Development, and Luke Muszynski , VP, Vendor Relations - Winsupply		Grand Coronado Ballroom
Wed., Oct. 22nd	9:45	10:45	<b>SESSION:</b> Build Your Brand + Stand out in a "Sea of Sameness"	Presenter: Teri Slavik-Tsuyuki, Founder + Brand Experience Designer, tst ink	When every business looks and sounds the same, why would a customer choose yours over a competitor? A strong brand, with a compelling story.  What is a brand and what does it matter? It's more than just marketing "fluff", a logo or a color palette. Your brand is a business asset with tangible value. Every company has one. But is yours doing the job it can for your business? Leading, high value brands are meaningfully different and powerfully relevant.	Grand Coronado Ballroom
Wed., Oct. 22nd	10:45	11:30	AIMR Membership Town Hall	AIM/R Executive Committee Members	In this session, you'll be inspired by some of the leading and most valuable brands in real  Find out what your Association has been "up to" this past year. The presentation of the incoming AIM/R Leadership as well as a tribute to your outgoing AIM/R Chair - Katie Hubach, CPS - are on deck.	
Wed., Oct. 22nd	11:45	13:15	Lunch & Vendor Exhibits FOOD TRUCKS	All attendees - Reps, Vendors, and Spouses/Guests	Grab a taco or two from our food trucks and catch some sun on the Resort's Community Lawn!  Enjoy lunch with fellow Rep Agents and visit with our Vendors.	Community Lawn
Wed., Oct. 22nd	13:15	13:20	<b>AIM/R Live:</b> Morning Recap with Your Emcee	EMCEE: Ian Heller, Distribution Strategy Group (DSG)		Grand Coronado Ballroom
Wed., Oct. 22nd	13:20	15:05	<b>SESSION:</b> Better Benchmarking with CoMetrics -	Presenter: Paul Giudice, CEO, CoMetrics	Your Rep Agency hopefully participated in the AIM/R Benchmarking Survey launched in Spring. Join this session for a deeper-dive into the survey results. Gain perspective from our benchmarking partner, CoMetrics, and its CEO, Paul Giudice, as he shares some of AIM/R's new benchmarking partnership highlights. Discover the key differences between what it takes to be a Typical Performer and a Top Performer. How did your company stack-up? What was a great sales growth rate last year? How does your margin compare on buy/sell products? Are you spending more or less than your peers on people? If so, where? Executives, sales, warehouse staff, etc. Please join us and bring your questions!	Grand Coronado Ballroom
<b>Attendees move to Breakout Rooms - Flight #1</b>						





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Wed., Oct. 22nd	14:15	15:15	FLIGHT #1 CONCURRENT SESSION: Buy/Sell - The Good, the Bad, & the Ugly	Todd Yates, N.H. Yates & Co.	Choice of 1	Apache Main
Wed., Oct. 22nd	14:15	15:15	FLIGHT #1 CONCURRENT SESSION: From Founder to Future: Tailoring your Succession Plan	Justin Pfeifer and Justin Elis, Southwest Sales	Choice of 1	Grand Coronado Ballroom
Wed., Oct. 22nd	14:15	15:15	FLIGHT #1 CONCURRENT SESSION: Employee Benefits to Attract & Retain	Jay Booth, Capital Group Benefits	Choice of 1	Maricopa Main
<b>Attendees move to Breakout Rooms - Flight #2</b>						
Wed., Oct. 22nd	15:30	16:00	FLIGHT #2 CONCURRENT SESSION: Buy/Sell - The Good, the Bad, & the Ugly	Todd Yates, N.H. Yates & Co.	Choice of 2	Apache Main
Wed., Oct. 22nd	15:30	16:00	FLIGHT #2 CONCURRENT SESSION: From Founder to Future: Tailoring your Succession Plan	Justin Pfeifer, CPMR and Justin Elis Southwest Sales	Choice of 2	Grand Coronado Ballroom
Wed., Oct. 22nd	15:30	16:00	FLIGHT #2 CONCURRENT SESSION: Employee Benefits to Attract & Retain	Jay Booth, Capital Group Benefits	Choice of 2	Maricopa Main
<b>Attendees depart session rooms for the day.</b>						



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Wed., Oct. 22nd	18:00	20:00	<b>LOT/T's of Brews Happy Hour</b> at <i>PopStroke</i> (off-site)	Host: Nate Wolfe - CPMR - LOT/T Rep	Eat. Drink. Putt. We will be doing lots of that at PopStroke from 6:00pm to 8:00pm mst on Wednesday. Roundtrip, ground transportation is provided between the Resort and the venue.	PopStroke (off-site)
Wed., Oct. 22nd	18:00	19:00	<b>Special Interest Reception:</b> Women of AIM/R		Women of AIM/R, gather-up for a dedication networking opportunity for you.	Bennie's Courtyard
Wed., Oct. 22nd	18:00	19:00	<b>Special Interest Reception:</b> AIM/R Canadian Members		Are you from Canada? Then this gathering is for you. Enjoy drinks and pre-dinner bites while networking with fellow Canadians.	Garden Court
Wed., Oct. 22nd	19:00		<i>Open Evening - Private Dinners</i>			
Wed., Oct. 22nd	21:00	23:59	<b>AIM/R Hospitality</b>		AIM/R Reps, Vendors, and Spouses/Guests gather for post-dinner networking and drinks.	Social Boardroom



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## Reps & Vendors

Thurs., Oct. 23rd			Legal Consultations	Dan Beederman, AIM/R Legal Counsel	Consultations are by appointment only	Treaty
Thurs., Oct. 23rd			HR Consultations	Nancye McCarter Combs, AEP, SPHR	Consultations are by appointment only	Council
Thurs., Oct. 23rd			Financial Consultations	John Vrablic, TIPS 4 Reps	Consultations are by appointment only	Hopi
Thurs., Oct. 23rd			AI Consultations	Brooks Hamilton, AI Strategy Advisors	Consultations are by appointment only	Studio
Thurs., Oct. 23rd	7:00	7:50	Breakfast & Vendor Exhibits	Vendors / Press / Associations (tabletops)	Start the day with a full breakfast and networking. Remember to visit our Vendor Exhibits. <i>Reps, Vendors, &amp; Speakers are welcome.</i>	Sunset Plaza (outdoors)
Thurs., Oct. 23rd	8:00		<b>AIM/R Live:</b> Opening Remarks with Your Emcee Introduction for the AI Forum	EMCEE: Ian Heller, Distribution Strategy Group (DSG)		Grand Coronado Ballroom
Thurs., Oct. 23rd	8:05	9:30	<b>SESSION &amp; WORKSHOP:</b> AI Forum	Presenters: Ian Heller, Distribution Strategy Group (DSG) Brooks Hamilton, AI Strategy Advisors		Grand Coronado Ballroom
Thurs., Oct. 23rd	9:30	9:50	Networking Break & Vendor Exhibits		Grab a cup of coffee and remember to visit our Vendor Partners.	Coronado Loggia
Thurs., Oct. 23rd	9:50	10:50	<b>SESSION &amp; WORKSHOP: (continues)</b> AI Forum	EMCEE: Ian Heller, DSG Brooks Hamilton, AI Strategy Advisors Jeff Blair - 2025 AIM/R Conference Chair & President - Barclay Sales, Ltd.		Grand Coronado Ballroom
Thurs., Oct. 23rd	10:50	11:00	<b>AIM/R Live:</b> Closing Remarks for Annual Conference 2025	EMCEE: Ian Heller, DSG Jeff Blair - 2025 AIM/R Conference Chair & President, Barclay Sales, Ltd. Brenda Cashdollar, CPMR - 2026 AIM/R Conference Chair & Vice President, Synergy		Grand Coronado Ballroom
Thurs., Oct. 23rd	After 11:00		GENERAL DEPARTURES			