



All NHPA Independents  
Conference Attendees  
Are Welcome!



# *ORGILL* PAVILION GUIDE

AUGUST 1-3, 2023 | DALLAS

Dallas Marriott Downtown  
650 N. Pearl St., Dallas, TX 75201  
Plaza Ballroom, 3rd Floor  
Lakewood Room, 2nd Floor

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## EVENT LOGISTICS

### Transportation

Orgill is not able to provide airport shuttle services to this event.

### Badges

You can get into The Orgill Pavilion and the Independents Celebration at Gilley's with your NHPA conference badge. Once you have checked in at the NHPA desk, you have everything you need.

NHPA event registration check-in will be open for badge pickup during the following days and times:

**July 31 - 1:00 PM to 5:00 PM**

Sheraton Dallas Hotel, Main Foyer

**August 1 - 1:00 PM to 5:00 PM**

Sheraton Dallas Hotel, Lone Star Foyer, 2nd Floor

**August 2 - 8:30 AM to 5:00 PM**

Sheraton Dallas Hotel, Lone Star Foyer, 2nd Floor

**August 3 - 7:30 AM to 4:00 PM**

Sheraton Dallas Hotel, Lone Star Foyer, 2nd Floor

### Orgill General Event Support

If you need special assistance, contact Adrienne Richardson at arichardson@orgill.com.

## ORGILL PAVILION LOCATION

To attend any of the events at the Orgill Pavilion, cross the skybridge from the NHPA Independents Conference at the Sheraton Dallas to our venue at the Dallas Marriott. All attendees of the NHPA Independents Conference are welcome!

Dallas Marriott Downtown  
650 N. Pearl St.  
Dallas, TX 75201  
Plaza Ballroom, 3rd Floor  
Lakewood Room, 2nd Floor

Venue & Location
<b>Dallas Marriott Downtown</b> Primary hotel for Orgill staff, salespeople and product vendors
<b>Dallas Marriott Downtown, 2nd Floor</b> Orgill Workshops & Seminars
<b>Dallas Marriott Downtown, 3rd Floor</b> Orgill Pavilion Orgill Welcome Reception, August 1, 5:30 PM
<b>Sheraton Dallas</b> NHPA Independents Conference Primary Hotel for Dealers & Service Vendors
<b>Gilley's Dallas</b> Independents Celebration, August 2, 7:00 PM - 11:00 PM



## WORKSHOPS & SEMINARS

### Overview of the Workshops

Start your day with event highlights and tips for maximizing your time in Dallas. Throughout the day, attend sessions to stay updated on the latest developments from key Orgill vendors such as Stanley Black & Decker, Rheem, Scotts, Milwaukee and Sherwin-Williams. Discover new Orgill products and effective merchandising strategies to help drive significant results in 2024. Don't miss the AI roundtable session and find out what your colleagues are doing with this emerging technology.

In the afternoon, Orgill President & CEO Boyden Moore will give a company update and discuss industry trends and what might be keeping him up at night. Finally, end your day with the Tech Symposium featuring dealer case studies and insights into how technology can improve your business.

Whether you're new to Orgill or a seasoned dealer, there's something for everyone in Dallas on Orgill Day: August 1, 2023.

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## TUESDAY, AUGUST 1

Located in the Lakewood Room at the Dallas Marriott, 2nd Floor

Time	Session	Notes
8:00 AM	Welcome to Dallas	Event highlights, plus tips for making the most out of the week in Dallas. <b>Presenter:</b> Greg Stine, Executive Vice President of Marketing & Communications, Orgill
8:30 AM	Stanley Black & Decker	Gain insight into Stanley Black & Decker's investments with key brands in the independent channel. <b>Presenter:</b> Matt Fletcher, Director of Sales, Stanley Black & Decker
9:15 AM	New Orgill Products	New products review from Orgill Purchasing leadership. <b>Presenters:</b> Heath Kennedy & Alan Shore
10:00 AM	Today's Most Interesting Retail Strategies & Trends	New products, strategies and merchandising trends that are driving the biggest results. <b>Presenters:</b> Chris Freader & Orgill Retail Services

<b>10:45 AM</b>	Rheem	Hear from Rheem about sustainable product innovation and their approach to keep the independent channel ahead of the next phase of water heater regulations. <b>Presenter:</b> Lacy Estes-Hill, National Strategic Account Manager, Rheem
<b>11:15 AM</b>	AI's Evolution & the Implications for the Independent Channel	<b>An Orgill &amp; Dealer Panel</b> It's the early days of AI, and ChatGPT and other tools are evolving at the speed of light. This panel will open the floor quickly and invite everyone in the room to share their recent experiences.
<b>12:00 PM</b>	Lunch	
<b>12:30 PM</b>	Scotts	Learn how to maximize your lawn and garden department's true potential in 2024 with Scotts and Orgill's Spring is Here program. <b>Presenter:</b> Tyler Jackson, Director of Sales, Scotts
<b>1:00 PM</b>	Orgill Update	An update on Orgill and the industry from Orgill President & CEO Boyden Moore
<b>1:45 PM</b>	Milwaukee	Driving demand with best in class product solutions and the largest dedicated sales support team in the industry. <b>Presenters:</b> Milwaukee's Brett Johnston, Senior National Account Manager, and Chris Howard, National Account Manager
<b>2:15 PM</b>	Sherwin-Williams	Power of the Partnership, Power of the Brands. See how Orgill and Sherwin-Williams are partnering to support our dealers through Valspar and our Hero Brands. <b>Presenter:</b> Silas Dust, Director of Sales, Sherwin-Williams
<b>3:00 PM</b>	Tech Symposium	A roundup of tech in this ongoing tech and eCommerce-focused event. <b>Facilitator:</b> Grant Morrow

# WORKSHOPS



## RETAIL OPTIMIZATION WORK SESSIONS

**Location:** White Rock & Cedar Rooms, 3rd Floor  
Unleash the potential of Orgill's Retail Optimization Work Sessions.

Our personalized consulting sessions are designed to cater to the unique needs and goals of each dealer. With the expertise of our Retail Services team, we will tackle the specific challenges faced by each dealer and provide tailored solutions that yield measurable outcomes in the following areas. These sessions offer Orgill dealers a personalized and comprehensive resource to elevate their operations and boost their profitability. The sessions seamlessly integrate into the Orgill distribution network, providing dealers with the tools they need to thrive in the retail industry.

### **New Stores & Remodels**

If a dealer requires assistance with store design, our team can provide comprehensive analysis and recommendations to create an attractive and efficient retail environment. This includes optimizing existing store layouts and designing new or remodeled stores. Our goal is to ensure that each retail space is tailored to maximize customer engagement and gross margin per square foot.

### **Leveraging Smart Starts, Assortments & Inventory Rationalization**

When it comes to store conversions or revamping specific departments, our Retail Services team is

here to help you make the most efficient use of the Smart Start program. Our new Integrated Smart Start program combines multiple vendors in a single planogram, ensuring that you have access to the best resources available. Additionally, our team can provide guidance on inventory rationalization, helping you streamline your stock, reduce overstock, minimize out-of-stock situations and maintain an inventory that aligns perfectly with consumer demand.

### **Conversions**

For dealers transitioning from another distributor to Orgill, our Retail Services team is well equipped to provide guidance and support throughout, making the transition as smooth and beneficial as possible.

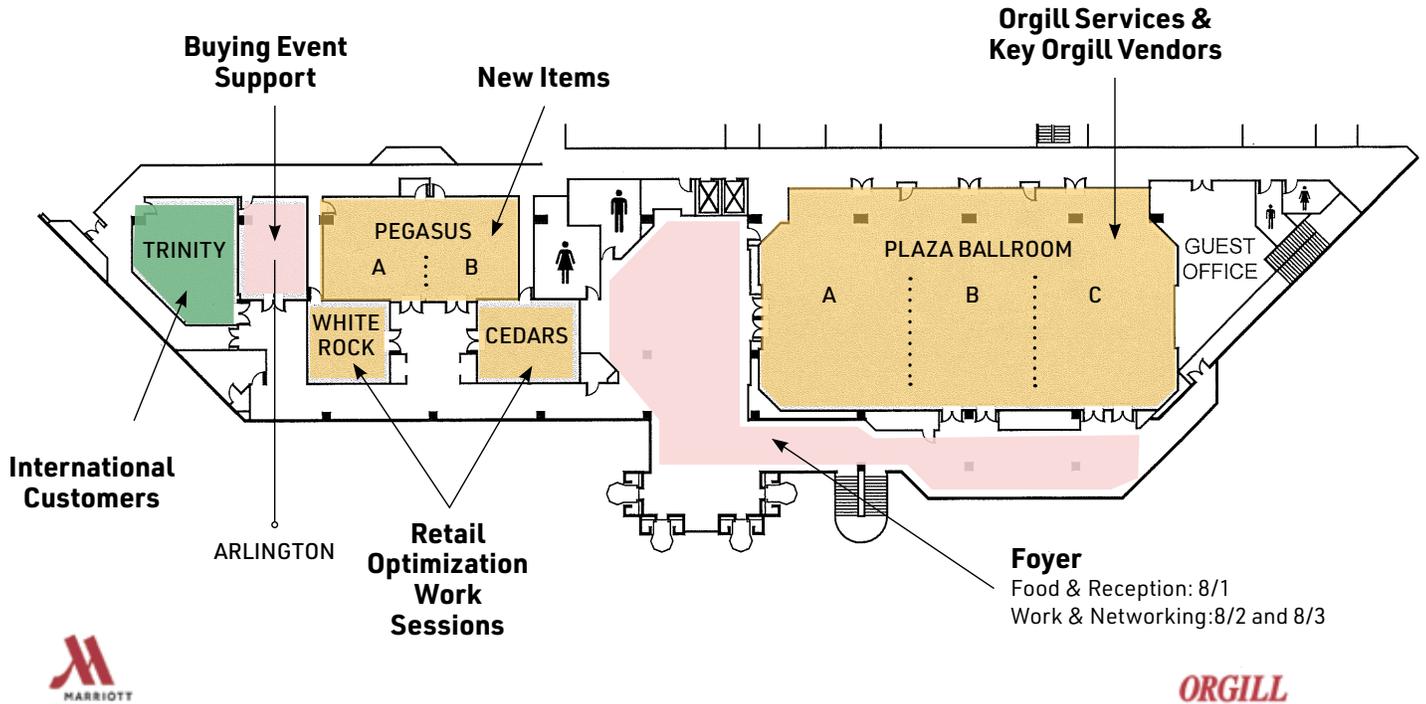
### **Industry Trends & Insights**

The Retail Services team will provide dealers with valuable insights into industry trends, keeping them updated on the latest developments in the retail landscape. With extensive experience working in hundreds of stores, we have a deep understanding of the market. By sharing this knowledge, we empower dealers to make proactive strategic decisions, stay ahead of the competition and position themselves for future success.

### **Contact the Team**

To reach the team in advance of the conference or during the event, send an email to [RetailOpt@Orgill.com](mailto:RetailOpt@Orgill.com). We can answer questions or schedule a specific time to meet via email. Otherwise, just drop by the Orgill Pavilion.

# ORGILL PAVILION MAP - 3RD FLOOR



## ORGILL SERVICES

We will be hosting an Orgill Services setup, similar to what you see at Dealer Markets, on Aug. 1-3 in the Plaza Ballroom. Our team of Orgill Services staff will be available to assist you in the following areas.

### MARKETING

#### Brand Building

Fred Arthur - farthur@orgill.com  
Jennifer Wineberg - jwineberg@orgill.com

#### Tyndale Advisors Marketing

Tony Foy - tony.foy@tyndaleadvisors.com

### ECOMMERCE & TECH

#### eCommerce & Product Data

Grant Morrow - gmorrow@orgill.com  
Taylor Burton - taylor.burton@orgill.com

#### EDI Support

Don Baird - don.baird@orgill.com

#### Tech Services

Jim Rivas - jim.rivas@orgill.com  
Todd Zandy - todd.zandy@orgill.com

#### FanBuilder®

Erin Kelly - ekelly@orgill.com

### STORE OPERATIONS

#### Tyndale Advisors Store Signage

Lisa Glass - lisa.glass@tyndaleadvisors.com

### LEADERSHIP & STRATEGY

#### Demographics

John Martin - jmartin@orgill.com

### PRODUCTS & PRICING

#### Assortment Planning

Kendrick Walker - kendrick.walker@orgill.com

#### Buying Event Support

Amy McFarland - amcfarland@orgill.com

#### Impulse

Allen Bush - allen.bush@orgill.com

#### New Products

Alan Shore - ashore@orgill.com  
Heath Kennedy - hkennedy@orgill.com

### Orgill Purchasing

Alan Shore - ashore@orgill.com  
Heath Kennedy - hkennedy@orgill.com  
Lisa Pirtle - lpirtle@orgill.com  
Geoff McCaslin - geoffm@orgill.com

### PREP

Cristie Rogers - crogers@orgill.com

### Rental

Ken Duck - keduck@orgill.com

### Retail Pricing

John Dillon - jdillon@orgill.com

### Smart Start

Jacob Edwards - jedwards@orgill.com

### Store Planning

John Martin - jmartin@orgill.com

## KEY ORGILL PRODUCT VENDORS

As part of the Orgill presence in Dallas, we have invited five strategic product vendors to present and participate in the Orgill activities. These industry-leading vendors are:

- Milwaukee
- Stanley Black & Decker
- Sherwin-Williams
- Rheem
- Scotts

### Key Orgill Product Vendors



ORGILL

### Vendor Business Development Presentations

Join us on Tuesday, Aug. 1 in the Lakewood Room for a series of insightful 30-minute presentations by innovative companies. These presentations go beyond mere product promotions and provide valuable insights into business practices, industry trends and potential opportunities for independent dealers looking to expand their businesses. Don't miss out on this opportunity to gain valuable knowledge and grow your business.

### One-on-One Access

Gain exclusive access to our vendors at the upcoming conference! Each of the five vendors will have their own booths in the Orgill Pavilion, giving you the perfect opportunity to engage in meaningful discussions, negotiate deals and get all the details about exciting Fall Buying Event offers. Drop by their booths or schedule a meeting to make the most of this valuable networking opportunity.

## FALL BUYING EVENT SUPPORT

### Buying Event Dates

July 31 - Aug. 13, 2023

Orgill's Fall Online Buying Event runs in conjunction with the NHPA Independents Conference.

### New Items

We will be featuring a physical display of featured new items, similar to what you would see at a Dealer Market. We have hand selected the leading new items for 2024, all of which will be available at the Fall Online Buying Event. A printed New Item Book, similar to the old Dealer Market Coupon Book, will aid with ordering. These items are scannable and can be ordered through the "O"Zone mobile app.

These new items will be supported by a merchant-led seminar on Tuesday, Aug. 1 at 9:15 AM.

### Fall Buying Event Support

Arlington Room, 3rd Floor

Orgill is ready to provide full-service support for the Fall Online Buying Event. This includes leveraging the EDGE report and POS extracts to find and maximize the best deals at the Fall Online Buying Event. Plus, gain new skills from the most experienced buyers in the Orgill network and walk away with a few new techniques that will help save you time and money.



## FOOD AND DRINK

Orgill will provide free breakfast and lunch on Aug. 1 in the Plaza Foyer (3rd floor) and Aug. 2-3 in the Lakewood Room (2nd floor).

We are also hosting a Welcome Reception on Aug. 1 at 5:30 PM. Enjoy beer, wine and cocktails in the Plaza Foyer (3rd floor).



### AUGUST 1

Event	Location	Time
Breakfast	Plaza Foyer	7:00 AM - 9:00 AM
Lunch	Plaza Foyer	11:30 AM - 1:30 PM
Welcome Reception	Plaza Foyer	5:30 PM

### AUGUST 2

Event	Location	Time
Breakfast	Lakewood Room	7:00 AM - 9:00 AM
Lunch	Lakewood Room	11:30 AM - 1:30 PM
Independents Celebration	Gilley's Dallas	7:00 PM - 11:00 PM

### AUGUST 3

Event	Location	Time
Breakfast	Lakewood Room	7:00 AM - 9:00 AM
Lunch	Lakewood Room	11:30 AM - 1:30 PM



## INDEPENDENTS CELEBRATION AT GILLEY'S

Let's live it up at Gilley's!

Orgill is hosting a celebration of the industry at Gilley's on Aug. 2 from 7:00 PM to 11:00 PM following the NHPA Young Retailer of the Year Award Reception at the Sheraton Dallas (6:00 PM - 8:00 PM). Drinks and heavy hors d'oeuvres are included, so plan on eating with us!

Get to know your colleagues in the industry—all attendees of the NHPA Independents Conference are welcome. Gain admission with your conference badge.

## AUGUST 2

7:00 PM - 11:00 PM

1135 Botham Jean Blvd., Dallas, TX 75215  
(1.5 miles from the Sheraton)

### The party will include:

- Mechanical
- Live Music
- Bull Riding
- Food & Drink
- Pool

A shuttle (open to all event attendees) will run throughout the evening between both the Marriott and Sheraton hotels and Gilley's.

# NHPA INDEPENDENTS CONFERENCE

## FULL SCHEDULE

Located in the Sheraton Dallas Hotel 400 North Olive Street, Dallas, TX 75201

### WEDNESDAY, AUGUST 2

Time	Session
9:00 AM - 5:00 PM	Retail Solutions Hall Open Lone Star Foyer
1:00 PM - 1:15 PM	Welcome to the NHPA Independents Conference Lone Star Ballroom
1:15 PM - 2:15 PM	We're All Digital. Now What? Lone Star Ballroom
2:15 PM - 3:00 PM	Networking & Exhibits Retail Solutions Hall: Lone Star Foyer
3:00 PM - 4:00 PM	Avoiding the Hack: Lessons Learned From Cybersecurity Incidents Lone Star Ballroom
6:00 PM - 8:00 PM	Young Retailer of the Year Award Reception <i>Pre-registration Required, Chaparral Room - 38th Floor</i>

### THURSDAY, AUGUST 3

Time	Session
8:00 AM - 5:00 PM	Retail Solutions Hall Open Lone Star Foyer
8:00 AM - 8:45 AM	State of the Industry: Where Are We Headed? Lone Star Ballroom
9:00 AM - 10:00 AM	Think Like Amazon: Leadership for Innovation Lone Star Ballroom
10:00 AM - 10:30 AM	Networking & Exhibits Retail Solutions Hall: Lone Star Foyer
10:30 AM - 11:15 AM	Streamlining Operations Using Technology Lone Star Ballroom
11:15 AM - 12:00 PM	Managing Cyberthreats: Best Practices From the World's Biggest Retailers Lone Star Ballroom
12:00 PM - 1:30 PM	Lunch, Networking & Exhibits Retail Solutions Hall: Lone Star Foyer
1:30 PM - 2:15 PM	Maximizing the Customer Experience Lone Star Ballroom
2:15 PM - 3:00 PM	Tapping Into Tech to Manage Inventory and Purchasing Lone Star Ballroom
3:00 PM - 3:30 PM	Networking & Exhibits Retail Solutions Hall: Lone Star Foyer
3:30 PM - 4:30 PM	Innovative Ideas From NHPA's Top Guns Lone Star Ballroom
4:30 PM - 6:00 PM	Top Guns Award Reception Retail Solutions Hall: Lone Star Foyer



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