



Catholic Marketing Network

RETAILER EDUCATION DAY SCHEDULE

CMN 2018 TRADE SHOW
JULY 31st - AUGUST 3rd, LANCASTER, PA

Tuesday, July 31, 2018

8:00 a.m. to 4:15 p.m.

Retailer Education Day

"The Incredible Catholic Store: Setting the World on Fire One Soul at a Time"
Commonwealth Ballroom Salon 3

8:00 a.m. to 8:15a.m.

- Continental Breakfast Sponsored by Catholic Book Publishing.

8:15 a.m. to 8:45 a.m.

- Prayer and Opening Remarks and comments by Catholic Book Publishing.

8:45 a.m. to 9:45 a.m.

- "Workshop on the Why and Story of your Store". Presenter: Steve Duran, Director of Business Development at 5 Stones/St. Joseph Communications.

9:45 a.m. to 10:15 a.m.

- "The Next Generation of the Incredible Catholic Store Movement". Presenter: Barb Gaskell, Store Director of St. Raphael Book Center.

10:15 a.m. to - 10:30 a.m.

- **BREAK**

10:30 a.m. to 11:15 a.m.

- "Restore and Rebuild - How you can be a part of restoring authentic Catholic health care, while creating a revenue stream to sustain your business." Presenter: Chris Faddis, co-founder and Chief Operating Officer of Solidarity HealthShare, nationally known Catholic speaker, author, and entrepreneur.

11:15 a.m. to 12:15 p.m.

- "Share your Best Practices and Success of 2017". Facilitator: Carolyn 'Lynn' Klika Lynn' will lead a discussion of best successes in 2017. Each store will have the opportunity to share their successes. Lynn is the Founder, former President of Catholic Word Publisher Group. Founder of a Catholic gift shop, and Certified Catholic Life Coach & Business Consultant.

12:15 p.m. to 1:45 p.m.

- Lunch and Speaker, sponsored by Ave Maria Press. Father Edward Looney, pastor, Marian theologian, writer, and speaker, will share his message of Marian devotion with all. His most recent book is, "A Heart Like Mary's: 31 Meditations to Help You Live and Love as She Does." Book Signing following lunch
[Commonwealth Ballroom Salon 4](#)

1:45 p.m. to 2:45 p.m.

- Be a Faithful, Authentic Resource and you will go FAR. Learn about the art of using all the social media platforms to connect with potential customers. Learn how your store can utilize each of the many social media platforms available.
Presenter: Allison Gingras, Blogger, author, special media evangelist, retreat leader, inspirational speaker and podcaster

2:45 p.m. to 3:45 p.m.

- Let's make a Deal" ... Magnificent merchandising with Fun and Games. Presenter: Cathy Gilmore, Founder, Executive Director of Virtue Works Media. Cathy has Merchandising experience with Dillard's and other retail organizations. Back by popular Demand for a fun presentation

3:45 p.m. to 4:15 p.m.

CLOSING

MAY GOD BLESS YOU ABUNDANTLY.