

SUPERZOO 2026 EDUCATION PROGRAM-AT-A-GLANCE

TUESDAY AUGUST 11, 2026

TRACKS AND LOCATION	8:00 AM—9:00 AM	10:00 AM—11:00 AM	1:00 PM—2:00 PM	3:00 PM—4:00 PM
<p>Strategic Business Practices for Success Retailers & Salons</p> <p>South Pacific A</p>	<p>TU101 The Leadership Sweet Spot: Balancing Hands-On Work & Big Picture Success Leslie Shiner</p>	<p>TU102 Building Your Pet Business Strategy: Smart Planning for Real Results Lynn Switanowski</p>	<p>TU103 Bridging the Generational Divide: How Retailers Can Thrive with Employees & Customers of Every Age Nicole Leinbach Hoffman</p>	<p>TU104 Customer Service in an Era of Struggling Employee Engagement: What You Need to Know Nicole Leinbach Hoffman</p>
<p>Profitability & Operational Business Excellence</p> <p>South Pacific B</p>	<p>TU201 Move Faster, Decide Better: How AI Accelerates Every Operation That Drives Profit Jolanta Smulski</p>	<p>TU202 Profit Made Simple: Using Your Financials for Everyday Business Decisions Leslie Shiner</p>	<p>TU203 Driving Success with Dashboards: The KPIs Every Pet Business Needs Leslie Shiner</p>	<p>TU204 Hire Smarter, Not Harder: Building the Right Team for Your Pet Retail or Grooming Business Kristin Morrison</p>
<p>Marketing & Digital Strategy</p> <p>South Pacific C</p>	<p>TU301 From Idea to Industry Disruptor: The Modern Companion Online Retail Story Maddie Shutts</p>	<p>TU302 From Data to Devotion: Using AI Insights to Shape Smarter Pet Brand Strategy Marijana Gucunski</p>	<p>TU303 Fix My Website: A Hands-On SEO Workshop to Drive More Traffic and Sales Matt Aldrich</p>	<p>TU304 Beyond the Labels: Marketing Across Generations Without Stereotypes Marijana Gucunski</p>
<p>Branding & Merchandising Mastery</p> <p>Islander H</p>	<p>TU401 Retail Reinvented: What's Next for Independent Retailers in an Increasingly Competitive Commerce World Nicole Leinbach Hoffman</p>	<p>TU402 The Modern Pet Business Playbook: What's Working Now in Pet Retail & Pet Care Candace D'Agnolo</p>	<p>TU403 Unwrap Profits: Holiday Merchandising Made Simple Candace D'Agnolo</p>	<p>TU404 Grooming for New Revenue: Leveraging Grooming as the Gateway to Retail & Add-on Sales Lynn Switanowski</p>
<p>Core Skills & Specialty Grooming Topics</p> <p>Islander G</p>	<p>TU501 Clear Conversations, Confident Customers: Effective Communication Melissa Jepson</p>	<p>TU502 Choose Your Star! Understanding Pattern Lines and Industry Terminology in Breed Coat Patterns Sierra Elbert</p>	<p>TU503 Best Practices for Your Grooming Business Rachel Colant and Sierra Elbert</p>	<p>TU504 Nutrition for Groomers: It's Simpler Than You Think Micah Kohles</p>
<p>Grooming Demonstrations</p> <p>Islander F</p>	<p>TU601 Face Forward: Polished & Expressive Face Grooms Kelsey Ann Sexton</p>	<p>TU602 Mastering the Doodle Coat: Prep, Pattern & Polish Kelsey Ann Sexton</p>	<p>TU603 Tangles to Tidy: Safe, Efficient Deshedding & Dematting Techniques Nathan & Kathlena Austin</p>	<p>TU604 Thinners, Blenders & Chunkers—Oh My! Understanding Modern Thinning Shears Melissa Jepson</p>

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WEDNESDAY AUGUST 12, 2026

TRACKS AND LOCATION	8:00 AM—9:00 AM	10:00 AM—11:00 AM	1:00 PM—2:00 PM	3:00 PM—4:00 PM
<p>Strategic Business Practices for Success Retailers & Salons</p> <p>South Pacific A</p>	<p>WE105 Future-Proofing Yourself in an AI-Driven Economy Sharon Gai</p>	<p>WE106 From Burned Out to Rebalanced: Rekindle Your Passion, Purpose and Energy for Your Pet Business Kristin Morrison</p>	<p>WE107 Take Back Your Time: Practical Time Management for Pet Retailers & Groomers Kristin Morrison</p>	<p>WE108 Building Stronger Margins: Retail Strategies for Groomers and Independent Pet Retailers Michelle Huie</p>
<p>Profitability & Operational Business Excellence</p> <p>South Pacific B</p>	<p>WE205 Profit Optimization Tips, Tactics & Tools for Every Pet Business Owner Lynn Switanowski</p>	<p>WE206 The Performance Gap: Why Some Pet Businesses Are Booming While Others Fight to Survive Matt Aldrich, Jolanta Smulski</p>	<p>WE207 Next-Level Grooming Management: Transform Operations with Smart Data and Team Growth Lynn Switanowski</p>	<p>WE208 Small is the New Big: The Advantages of Being a Small Indie Retailer Georganne Bender</p>
<p>Marketing & Digital Strategy</p> <p>South Pacific C</p>	<p>WE305 Promotions That Create Buzz: Winning Customers Without Blowing Your Budget Georganne Bender</p>	<p>WE306 The Good, The Bad & The Algorithm: What and How to Post in 2026 Steph Bechard</p>	<p>WE307 The 2030 Playbook: Three Strategic Moves Positioning Pet Businesses for What's Next Jolanta Smulski</p>	<p>WE308 High-Tech, High-Touch: Balancing AI and Authenticity in Pet Brand Communications Programs Marijana Gucunski</p>
<p>Branding & Merchandising Mastery</p> <p>Islander H</p>	<p>WE405 Live Animals in Retail: Lessons, Logistics & Best Practices from the Experts Micah Kohles</p>	<p>WE406 Takeover My Makeover: How to Reinvent Your Retail Space Georganne Bender</p>	<p>WE407 How to Build A Local Brand Customers Can't Forget Steph Bechard</p>	<p>WE408 Adapting Your Pet Store Product: Proactive Planning to Meeting Changing Consumer Expectations Lynn Switanowski</p>
<p>Core Skills & Specialty Grooming Topics</p> <p>Islander G</p>	<p>WE505 Shears, Tools & Technique: Proper Use and Safety in the Grooming Salon Arielle Scavnicky</p>	<p>WE506 Under the Fur: The Top 5 Skin Issues Hiding in Plain Sight Micah Kohles</p>	<p>WE507 Hire to High Performer: Building a Strong Groomer Training Program Arielle Scavnicky</p>	<p>WE508 Packinality in the Workplace: Discover Your Inner Breed and Strengthen Your Team Patricia Pierce</p>
<p>Grooming Demonstrations</p> <p>Islander F</p>	<p>WE605 Asian Fusion Flair: Mastering the Art of Modern, High-Value Stylized Trims Gabriel Feitosa</p>	<p>WE606 The Efficient Groomer: Techniques for Consistency, Quality, & Sustainability Rachel Colant</p>	<p>WE607 Hand Scissoring vs. Clipper-Over-Comb: Choosing the Right Finish Nathan & Kathlena Austin</p>	<p>WE608 Feline Anatomy and Physiology: Understanding the Cat Beneath the Coat Dana Chavez-Rey</p>