

# 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 &amp; Salons</p> <p><b>South Pacific A</b></p>	<p>TU101 The Leadership Sweet Spot: Balancing Hands-On Work &amp; Big Picture Success <b>Leslie Shiner</b></p>	<p>TU102 Building Your Pet Business Strategy: Smart Planning for Real Results <b>Lynn Switanowski</b></p>	<p>TU103 Bridging the Generational Divide: How Retailers Can Thrive with Employees &amp; Customers of Every Age <b>Nicole Leinbach</b></p>	<p>TU104 Customer Service in an Era of Struggling Employee Engagement: What You Need to Know <b>Nicole Leinbach</b></p>
<p>Profitability &amp; Operational Business Excellence</p> <p><b>South Pacific B</b></p>	<p>TU201 Move Faster, Decide Better: How AI Accelerates Every Operation That Drives Profit <b>Jolanta Smulski</b></p>	<p>TU202 Profit Made Simple: Using Your Financials for Everyday Business Decisions <b>Leslie Shiner</b></p>	<p>TU203 Driving Success with Dashboards: The KPIs Every Pet Business Needs <b>Leslie Shiner</b></p>	<p>TU204 Hire Smarter, Not Harder: Building the Right Team for Your Pet Retail or Grooming Business <b>Kristin Morrison</b></p>
<p>Marketing &amp; Digital Strategy</p> <p><b>South Pacific C</b></p>	<p>TU301 From Idea to Industry Disruptor: The Modern Companion Online Retail Story <b>Maddie Shutts</b></p>	<p>TU302 From Data to Devotion: Using AI Insights to Shape Smarter Pet Brand Strategy <b>Marijana Gucunski</b></p>	<p>TU303 Fix My Website: A Hands-On SEO Workshop to Drive More Traffic and Sales <b>Matt Aldrich</b></p>	<p>TU304 Beyond the Labels: Marketing Across Generations Without Stereotypes <b>Marijana Gucunski</b></p>
<p>Branding &amp; Merchandising Mastery</p> <p><b>Islander H</b></p>	<p>TU401 Retail Reinvented: What's Next for Independent Retailers in an Increasingly Competitive Commerce World <b>Nicole Leinbach</b></p>	<p>TU402 The Modern Pet Business Playbook: What's Working Now in Pet Retail &amp; Pet Care <b>Candace D'Agnolo</b></p>	<p>TU403 Unwrap Profits: Holiday Merchandising Made Simple <b>Candace D'Agnolo</b></p>	<p>TU404 Grooming for New Revenue: Leveraging Grooming as the Gateway to Retail &amp; Add-on Sales <b>Lynn Switanowski</b></p>
<p>Core Skills &amp; Specialty Grooming Topics</p> <p><b>Islander G</b></p>	<p>TU501 Clear Conversations, Confident Customers: Effective Communication <b>Melissa Jepson</b></p>	<p>TU502 Choose Your Star! Understanding Pattern Lines and Industry Terminology in Breed Coat Patterns <b>Sierra Elbert</b></p>	<p>TU503 Best Practices for Your Grooming Business <b>Rachel Colant and Sierra Elbert</b></p>	<p>TU504 Nutrition for Groomers: It's Simpler Than You Think <b>Micah Kohles</b></p>
<p>Grooming Demonstrations</p> <p><b>Islander F</b></p>	<p>TU601 Face Forward: Polished &amp; Expressive Face Grooms <b>Kelsey Ann Sexton</b></p>	<p>TU602 Mastering the Doodle Coat: Prep, Pattern &amp; Polish <b>Kelsey Ann Sexton</b></p>	<p>TU603 Tangles to Tidy: Safe, Efficient Deshedding &amp; Dematting Techniques <b>Nathan &amp; Kathlena Austin</b></p>	<p>TU604 Thinners, Blenders &amp; Chunkers—Oh My! Understanding Modern Thinning Shears <b>Melissa Jepson</b></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 &amp; Salons</p> <p><b>South Pacific A</b></p>	<p>WE105 Future-Proofing Yourself in an AI-Driven Economy <b>Sharon Gai</b></p>	<p>WE106 From Burned Out to Rebalanced: Rekindle Your Passion, Purpose and Energy for Your Pet Business <b>Kristin Morrison</b></p>	<p>WE107 Take Back Your Time: Practical Time Management for Pet Retailers &amp; Groomers <b>Kristin Morrison</b></p>	<p>WE108 Building Stronger Margins: Retail Strategies for Groomers and Independent Pet Retailers <b>Michelle Huie</b></p>
<p>Profitability &amp; Operational Business Excellence</p> <p><b>South Pacific B</b></p>	<p>WE205 Profit Optimization Tips, Tactics &amp; Tools for Every Pet Business Owner <b>Lynn Switanowski</b></p>	<p>WE206 The Performance Gap: Why Some Pet Businesses Are Booming While Others Fight to Survive <b>Matt Aldrich, Jolanta Smulski</b></p>	<p>WE207 Next-Level Grooming Management: Transform Operations with Smart Data and Team Growth <b>Lynn Switanowski</b></p>	<p>WE208 Small is the New Big: The Advantages of Being a Small Indie Retailer <b>Georganne Bender</b></p>
<p>Marketing &amp; Digital Strategy</p> <p><b>South Pacific C</b></p>	<p>WE305 Promotions That Create Buzz: Winning Customers Without Blowing Your Budget <b>Georganne Bender</b></p>	<p>WE306 The Good, The Bad &amp; The Algorithm: What and How to Post in 2026 <b>Steph Bechard</b></p>	<p>WE307 The 2030 Playbook: Three Strategic Moves Positioning Pet Businesses for What's Next <b>Jolanta Smulski</b></p>	<p>WE308 High-Tech, High-Touch: Balancing AI and Authenticity in Pet Brand Communications Programs <b>Marijana Gucunski</b></p>
<p>Branding &amp; Merchandising Mastery</p> <p><b>Islander H</b></p>	<p>WE405 Live Animals in Retail: Lessons, Logistics &amp; Best Practices from the Experts <b>Micah Kohles</b></p>	<p>WE406 Takeover My Makeover: How to Reinvent Your Retail Space <b>Georganne Bender</b></p>	<p>WE407 How to Build A Local Brand Customers Can't Forget <b>Steph Bechard</b></p>	<p>WE408 Adapting Your Pet Store Product: Proactive Planning to Meeting Changing Consumer Expectations <b>Lynn Switanowski</b></p>
<p>Core Skills &amp; Specialty Grooming Topics</p> <p><b>Islander G</b></p>	<p>WE505 Shears, Tools &amp; Technique: Proper Use and Safety in the Grooming Salon <b>Arielle Scavnicky</b></p>	<p>WE506 Under the Fur: The Top 5 Skin Issues Hiding in Plain Sight <b>Micah Kohles</b></p>	<p>WE507 Hire to High Performer: Building a Strong Groomer Training Program <b>Arielle Scavnicky</b></p>	<p>WE508 Packinality in the Workplace: Discover Your Inner Breed and Strengthen Your Team <b>Patricia Pierce</b></p>
<p>Grooming Demonstrations</p> <p><b>Islander F</b></p>	<p>WE605 Asian Fusion Flair: Mastering the Art of Modern, High-Value Stylized Trims <b>Gabriel Feitosa</b></p>	<p>WE606 The Efficient Groomer: Techniques for Consistency, Quality, &amp; Sustainability <b>Rachel Colant</b></p>	<p>WE607 Hand Scissoring vs. Clipper-Over-Comb: Choosing the Right Finish <b>Nathan &amp; Kathlena Austin</b></p>	<p>WE608 Feline Anatomy and Physiology: Understanding the Cat Beneath the Coat <b>Dana Chavez-Rey</b></p>