



General Merchandise Buyers Institute (GMBI) Schedule

Sunday, February 10, 2019			
2:00 PM	3:00 PM	Institute Registration	Outside of Clearwater
3:00 PM	3:45 PM	Introduction, Agenda Review, & Institute Goals <i>Jon Bibo, ICBA CEO & Institute Faculty</i>	Clearwater
3:45 PM	4:05 PM	Philosophies of Total Merchandise Management <i>Jon Bibo, ICBA CEO</i>	Clearwater
4:05 PM	4:15 PM	BREAK	Outside of Clearwater
4:15 PM	6:00 PM	Principles of Financial Analysis & Inventory Management <i>Paul Erickson, Management One</i>	Clearwater
6:00 PM	6:30 PM	BREAK	Outside of Clearwater
6:30 PM	8:30 PM	GMBI Reception	River Terrace Room 3
Monday, February 11, 2019			
7:00 AM	8:00 AM	Breakfast	St. Johns
8:00 AM	9:00 AM	Key Performance Indicators & Business Drivers <i>Denise Walsh, Campus Advisory Services</i>	Clearwater
9:00 AM	9:30 AM	The Psychology of Price <i>Paul Erickson, Management One</i>	Clearwater
9:30 AM	9:45 AM	BREAK	
9:45 AM	11:15 AM	Visual Merchandising Tips, Strategies, & Techniques <i>Paula Taylor, Paula Taylor LLC</i>	Clearwater
11:15 AM	11:25 AM	BREAK	Outside of Clearwater
11:25 AM	12:00 PM	Building Healthy Supplier/Retailer Partnerships <i>Jon Bibo, ICBA CEO & ICBA Institute Coaches</i>	Clearwater
12:00 PM	1:00 PM	Lunch	St. Johns
1:00 PM	2:00 PM	Sending the Right Messages to Your Customers <i>Rich Kizer & Georganne Bender, Kizer & Bender</i>	Clearwater
2:00 PM	2:15 PM	BREAK	
2:15 PM	3:40 PM	Institute Teams Work on Case Studies	(See team rooms below)
		Jenny's Jaguars & Napier's Ninjas	Daytona
		Todd's Tigers & Moeglich's Magic	Orlando
		Carlyn's Cobras & Whitten's Wizards	St. Johns

GMBI'19

General Merchandise Buyers Institute

3:40 PM	3:50 PM	BREAK	
3:50 PM	4:40 PM	Team Case Study Presentations	Clearwater
4:40 PM	5:00 PM	Institute Graduation & Closing Remarks	Clearwater
5:00 PM	6:00 PM	Register for ICBA 2019 <i>All GMBI Students, Coaches, & Faculty who are staying for the ICBA 2019 Conference should register at the main Conference registration desk on the second floor.</i>	2 nd Floor Skybridge

Schedule updated January 31, 2019. Times and sessions are subject to change. Updated Conference schedules will be posted regularly on the [ICBA website](#).

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