

SCHEDULE AT-A-GLANCE

Sunday, January 31

2:00 pm – 5:00 pm
Registration

Monday, February 1

8:00 am – 2:00 pm
Golf Tournament & Awards Lunch at the Jacaranda Golf Club on the West Course

Sponsored by: Petmate pets+

9:00 am – 6:30 pm
Registration

10:00 am – 1:15 pm
Kayaking Mangrove Tour at West Lake Park

5:00 pm – 6:00 pm
First-Timers Icebreakers Reception
Invitation only

6:00 pm – 6:30 pm
WELCOME to the Leadership Summit Reception

6:30 pm -–8:30 pm
WELCOME to the Leadership Summit Dinner & Entertainment

Sponsored by: PURINA

Tuesday, February 2

8:00 am – 4:00 pm
Registration

8:00 am – 9:00 am
Breakfast Buffet

9:00 am – 10:30 am
Leadership Keynote Presentation:
Make Confidence Your Competitive Advantage

Juan Bendaña, Leadership expert, author and performance for coach for top-level CEOs, athletes and artists.

10:30 am – 10:45 am
Coffee Break

Sponsored by: habri human animal bond research institute

10:45 am – 12:00 pm
Technology Keynote Presentation:
Leadership in the Age of AI

Shama Hyder, Certified AI-trainer and author with a battle-tested framework for turning AI into your next competitive advantage.

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TUESDAY, February 2 (continued)

12:00 pm – 1:00 pm
Lunch Buffett

1:00 pm – 1:45 pm
Industry Update: *Legislative and Regulatory Update from Washington, DC*

Craig Brightup and **Rafe Morrissey**, APPA's Washington, DC Legislative & Regulatory Representatives

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1:00 pm – 3:30 pm
Refreshment Station

2:00 pm – 4:00 pm
Pitchfest Programming & Reception
Open to ALL attendees

Open Evening

Wednesday, February 3

8:00 am – 9:00 am
Breakfast Buffet

8:00 am – 9:00 am
PIDA Distributor Breakfast and Annual Meeting

9:00 am – 10:30 am
Economic Keynote Presentation: *Economic Outlook*

Connor Lokar, ITR Economics™ Senior Forecaster and last year's favorite speaker, back by popular demand with an extended Q&A session.

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10:30 am – 10:45 am
Coffee Break

10:45 am – 12:00 pm
Industry Update: Understanding Today's Pet Consumer and Finding Tomorrow's Growth Opportunities

Michael Johnson, the pet industry's go-to authority on consumer insights and market dynamics

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12:00 pm – 1:00 pm
Lunch Buffet

1:00 pm – 5:00 pm
PIDA Executive Conferences
Only open to PIDA Members

1:00 pm – 4:30 pm
Refreshment Station

6:00 pm - 8:00 pm
Closing Celebration – The Final Toast

Sponsored by: CENTRAL GARDEN & PET