



WOMEN IN MERCH

INSPIRE, INVOLVE, INNOVATE

OCTOBER 19-21, 2026

CHERRY VALLEY HOTEL, NEWARK OH

MONDAY, OCTOBER 19

4:00 – 6:00 pm | Check-in & Registration
6:00 – 7:00 pm | Happy Hour Welcome
7:00 – 9:00 pm | Dinner & Storm Creek Fashion Show

TUESDAY, OCTOBER 20

6:00 – 6:30 am | Zumba with Amy
7:30 – 8:15 am | Grab 'n Go Breakfast / OPPA Hospitality Suite
8:15 – 9:30 am | Kickoff Keynote: Kelly McDonald: The Secret Superpower
9:45 – 11:15 am | Self Defense 2.0 / Scott Mulhollen
11:15 – 11:30 am | Break
11:30 – 12:50 pm | The Lunch Table Exchange: Real Talk, Real Support, Real Growth
1:00 - 1:50 pm | Your LinkedIn Playbook / Terrin Conway
2:00 – 2:50 pm | Impact with Intention / Teresa Fudenberg
3:00 – 3:50 pm | Make More Magic with AI / Dr. Jen Lisy
4:00 – 4:50 pm | Flip the Script: From Labels to Liberation / LaDonna Belcher
4:50 – 6:00 pm | Break
6:00 pm | Flamingo Bingo Dinner
7:30 pm | Bonfire & Conversations

WEDNESDAY, OCTOBER 21

6:30 – 7:00 am | Morning Stretch with Amy
8:00 – 9:00 am | Breakfast
8:30 – 9:30 am | PPAI State of the Industry / Drew Holmgreen
9:40 – 10:30 am | Activations!
10:40 – 12:00 am/pm | You're on Time: Turning Pressure into Sales Momentum
JQ (Jenna Quaranta)
12:00 | Event Concludes

