

**TUESDAY, JANUARY 31**

- 1:00 pm – 4:00 pm **NAW Executive Sales Forum**  
Presented by NAW and SPARXiQ  
*(Pre-Registration Required)*  
Grand Ballroom 2
- 1:00 pm – 4:00 pm **NAW Executive Innovation Forum**  
Presented by NAW and McKinsey & Co.  
*(Pre-Registration Required)*  
Kennedy Ballroom
- 6:00 pm – 7:30 pm **Welcome Reception**  
Ballroom Pre-function Area

**WEDNESDAY, FEBRUARY 1**

- 7:30 am – 8:45 am **PAC Breakfast** (Pre-Registration Required)  
Kennedy Ballroom
- 8:00 am – 8:45 am **General Attendee Breakfast**  
The Colonnade -Lobby Level
- 9:00 am – 12:15 pm **General Session**  
Grand Ballroom
- Next Frontier of Wholesale Distribution**  
Eric Hoplin, NAW CEO
- Leadership and Happiness**  
Dr. Arthur Brooks, Harvard professor and columnist at The Atlantic
- Distributor Executive Networks (DENs) Informational Session**  
Brad Weinbrum, Founder & Principal, Nivalmi Consulting & Bart Tessel, Chief Innovation Officer, NAW
- Profitable Growth Strategies from Industry Leaders**  
David Bauders, CEO, SPARXiQ,  
Kathleen Shanahan, CEO, Turtle & Hughes,  
Charley Hale, CEO, Motion & Control Enterprises  
Scott Schuenke, Vice President, Strategic Development, Sonepar North America
- Global Outlook 2023 with Mike Pompeo**  
Mike Pompeo, 70th Secretary of State of the United States, former Director of the Central Intelligence Agency, and Hudson Institute Fellow
- 12:15 pm – 1:15 pm **Networking Luncheon**  
The Colonnade – Lobby Level or Kennedy Ballroom
- 1:25 pm – 3:50 pm **General Session**  
Grand Ballroom
- NAW CEO Panel**  
Jim McCool, CEO, Bunzl, Daniel Starr, President & CEO, Do It Best Corp., Larry Stoddard, President & CEO, RelaDyne LLC, Facilitated by Kevin Short, President & CEO, ORS Nasco and Medco Tool
- Marketing and Developing Your Company's Brand**  
Michelle Patterson, VP, Marketing and Communications, McLane Company, Inc.,  
Laurence Newell, Managing Director, North America, Brand Finance, Facilitated by Liz Shrum, Chief Communications Officer, NAW

**WEDNESDAY, FEBRUARY 1 CONTINUED**

- Innovations & Insights from the NAW Institute Fellows**  
Mike Marks, Founding Partner, Indian River Consulting Group  
Mark Dancer, CEO, Network for Business Innovation  
Brent Grover, President, Brent Grover & Co. Facilitated by Bart Tessel, Chief Innovation Officer, NAW
- 4:00 pm – 5:15 pm **Discussion Roundtables**  
For Location, refer to your room and table assignment.
- 6:45 pm **Buses Depart Fairmont for National Air & Space Museum**  
From Fairmont's M Street Exit
- 7:00 pm – 10:00 pm **Reception and Dinner at National Air & Space Museum**  
Featuring Col. Chris Hadfield, former commander of the International Space Station

**THURSDAY, FEBRUARY 2**

- 5:45 am **Buses Depart for the National Mall**  
from Fairmont's M Street Exit
- 6:00 am – 7:00 am **Fun Run-Walk on the National Mall**  
7:20 am expected return to hotel  
*(Pre-Registration Required)*
- 8:00 am – 9:30 am **Breakfast and Discussion Roundtables**  
For Location, refer to your room and table assignment.
- 9:45 am – 12:00 pm **General Session**  
Grand Ballroom
- NAW Business**  
Mike DeCata, Chairman, NAW Board of Directors
- Fireside Chat with Mike Pence**  
48<sup>th</sup> Vice President Mike Pence
- Supply Chain Visibility**  
Dr. Willy Shih, Harvard Professor
- NAW 2022-23 Economic Update**  
Alan Beaulieu, ITR Economics
- Closing Remarks**  
Eric Hoplin, CEO, NAW
- 12:00 pm Noon **Executive Summit Adjourns**

**HOLD THESE DATES  
FOR THE NEXT  
NAW EXECUTIVE SUMMIT:  
January 30-February 1, 2024**