



WOMEN IN MERCH

INSPIRE, INVOLVE, INNOVATE

OCTOBER 20-22, 2025

CHERRY VALLEY HOTEL, NEWARK OH

MONDAY, OCTOBER 20

4:00 – 5:00 pm | Check-In & Champagne Greeting
6:30 pm | Welcome Reception & Dinner / Fashion Show

TUESDAY, OCTOBER 21

6:00 – 6:30 am | Stretch & Go with Jodie
7:30 – 8:15 am | Grab 'n Go Breakfast / OPPA Hospitality Suite
Featuring Maple Ridge Farms
8:30 – 9:50 am | Kickoff Keynote: Kelly McDonald: Think Big
10:00 – 10:50 am | Real Talk Roundtables
11:00 – 11:30 am | Break
11:30 – 1:00 am/pm | Etiquette / Lunch
1:00 – 1:50 pm | IThe Real Glow-Up: Mentorship, Loyalty, Legacy /
Susan Lewandowski, Bel Promo
2:00 – 2:50 pm | Profit + Purpose: Creating a Ripple in Promo / Kara Keister
3:00 – 3:50 pm | Self-Defense for Women in Business
4:00 – 4:50 pm | AI & Being Authentic (Panel Discussion)
4:50 – 6:00 pm | Break
6:00 pm | Dinner & Networking
7:30 pm | Bonfire & Conversations

WEDNESDAY, OCTOBER 22

6:30 – 7:00 am | Stretch & Go with Jodie
8:00 – 9:00 am | Breakfast
9:00 – 9:50 am | Reveal & Revel: The Unboxing Experience /
Shawna Trom
10:00 – 10:50 am | Canva for Business & Branding / Nikki Ahern
11:00 – 12:00 am/pm | Leading with Heart & Hustle:
Jamie Johnson & Jodie Schillinger, Maple Ridge Farms
12:00 | Event Concludes / Staff Send Off!

