



Keynote Addresses

CORPORATE



John Venhuizen
President & CEO,
Ace Hardware
Corporation



John Surane
Executive VP,
Ace Hardware
Corporation

RETAILER



Lou Manfredini
Ace Retailer,
2-store chain,
Ace Hardware's
Home Expert



Tom Knox
CEO, Westlake
Ace Hardware



Gina Schaefer
Ace Retailer,
11-store chain

OR

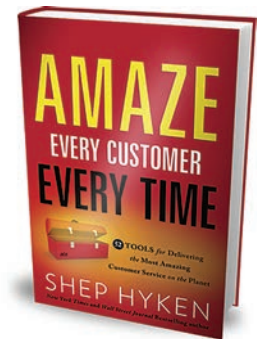


**Ace-It with
a corporate
+ retailer
combination**

Workshops

Amaze Every Customer Every Time

Are you looking to take your customer service to the next level? This workshop will provide you with the foundational knowledge, skills and behaviors found in Ace Hardware's award-winning culture of customer service and help you adopt and adapt these best practices to your business. Delivering amazing customer service is crucial, and in this workshop you will learn new tools to help you accomplish this. Leveraging the key principles of Leadership, Culture, One-On-One, Competitive Edge, and Community, your company will learn our process for engaging customers and staff to improve your customer experience and ultimately improve your bottom line.



Leadership Lessons

"Leaders take people where they could not go on their own. They rally others toward a better future. A leader galvanizes people to want to do what must be done."

- John Venhuizen, President & CEO, Ace Hardware Corporation

Have you ever wondered how best-in-class retailers...

- Become so innovative and grow at an amazing rate?
- Motivate and develop outstanding teams that get results?
- Develop their high performing people and produce so many new leaders?

Effective leadership is the key to growing every business. In this workshop, learn practical ways to grow your leadership skills through six leadership concepts that differentiate *great* leaders from lesser leaders. All concepts are related to key topics that will push you to consider what it will take to grow your leadership skills and business, including: innovation, avoiding atrophy, motivation, and team and people development.