



EVENT AGENDA

Tampa, Florida | Wednesday, July 22
through Friday, July 24, 2026

**Holiday
Bright Lights®**

Illuminate Your Success - Where Inspiration Meets Reality

Renaissance Tampa International Plaza Hotel | 4200 Jim Walter Blvd, Tampa, FL 33607

WEDNESDAY, JULY 22, 2026

8:30 am – 9:00 am	Attendee Registration & Packet Pickup Main Ballroom
9:00 am – 9:15 am	Welcome & Staff Introduction
9:15 am – 10:00 am	Event Kickoff - Eric Feinendegen
10:00 am – 10:30 am	HBL 2.0: Bringing Technology to You - Joshua Barnes Overview of current HBL technology initiatives and why they matter to decorators
10:30 am – 10:45 am	BREAK
10:45 am – 11:45 am	The Culture Advantage - Eric Feinendegen
11:45 am – 12:30 am	Setting Up for a Successful Season - Molly & Jeff Voth - Owners of Elegant Accents
12:30 pm – 1:15 pm	LUNCH PROVIDED
1:15 pm – 2:00 pm	Know Your Costs / Grow Your Profits / Commercial Installs - Bryan Beaudry Tracking costs, calculating profitability, and how to factor in expenses such as rising fuel prices
2:00 pm – 2:45 pm	Marketing 101: Understanding the Fundamentals - Krystalanne Curwood Core marketing principles
2:45 pm – 3:00 pm	BREAK
3:00 pm – 3:45 pm	HR Compliant Scaling Crews During Peak Season - Courtney Sustr
3:45 pm – 4:30 pm	President's Address - Rich Martini State of the Industry
4:30 pm – 6:30 pm	Happy Hour Taco Bar, Cigar Rolling, Networking, FUN!

THURSDAY, JULY 23, 2026

9:00 am – 10:00 am	Keynote Speech - Eric Feinendegen
10:00 am – 10:30 am	DesignSite Overview: What It Does, Why It Matters - Joshua Barnes How DesignSite supports marketing, sales, and securing the customer
10:30 am – 10:45 am	BREAK
10:45 am – 11:30 am	Marketing 102: Beyond the Fundamentals - Krystalanne Curwood Advanced marketing concepts
11:30 am – 12:15 pm	Unlocking New Revenue & Top Sellers - HBL Sales Team Selling throughout the year, what are you leaving on the table?
12:15 pm – 1:00 pm	LUNCH PROVIDED
1:00 pm – 1:45 pm	Presentation Skills for Persuasion & Profit - Eric Feinendegen Improving sales presentation skills
1:45 pm – 2:00 pm	BREAK
2:00 pm – 2:45 pm	From Rookie to All-Star - Gabe Eveland - Owner of Gabriel's Christmas
2:45 pm – 3:00 pm	BREAK
3:00 pm – 4:00 pm	The HBL Advantage / New HBL Website - Ryan Long & Joshua Barnes
4:00 pm – 4:45 pm	The Ultimate Bulb Breakdown: PC vs PS - Rich Martini & Dave Daugherty
4:45 pm – 6:45 pm	Happy Hour / Flash Sale / DesignSite Signup / Pasta Buffet & FUN!

FRIDAY, JULY 24, 2026

9:00 am – 9:45 am	The Forever Lighting Experience - Giancarlo Ledon & Bryan Beaudry Forever Lighting product overview, recent improvements, and how to sell it
9:45 am – 10:30 am	Forever Lighting Enterprise: What It Is, Why It Matters, & How It Makes You Money - Joshua Barnes
10:30 am – 10:45 am	BREAK
10:45 am – 12:00 pm	Decorator Roundtable / Techniques of the Trade - Group Discussion & Best Practices with Matthew McCracken from USA Payments.
12:00 pm – 1:00 pm	Cash & Carry - Floor Sample Pick-Up BREAKOUT ROOM G/H
10:30 am – 2:00 pm	Forever Lighting Certification - Certification Training Session - includes lunch

THANK YOU FOR ATTENDING!

