



DAY 1: WEDNESDAY FEBRUARY 5TH *Schedule*

| TIME | DESCRIPTION | | |
|-------------------|---|-----------------------|--|
| 8am - 9am | REGISTRATION & OPEN HOUSE | | |
| 9am - 9:45am | WELCOME - INTRODUCTIONS | | |
| 9:45am - 10:15am | POWER OF BEING SELF-EMPLOYED/WHY SHAVED ICE | | |
| 10:15am - 10:50am | WHERE TO BEGIN? | | |
| 10:50am - 11am | EXPLANATION OF BREAKOUTS | | |
| 11:10am - 12pm | BREAK OUT SESSION 1 (SELECT ONE): B) Increasing Your Profitability With a Flavor Station C) Driving Revenue Through Product Selection/Pricing E) Enhancing Shaved Ice (Toppings, Naturals, New Flavors, Best Practices) F) Diversifying With Off Season/Other Products | | |
| 12pm - 1pm | LUNCH | | |
| 1:10pm - 2:00pm | BREAK OUT SESSION 2 (SELECT ONE): A) Choosing the Best Ice Shaver for Your Business B) Increasing Your Profitability With a Flavor Station D) When Should I Use a Building, Kiosk, Cart, or Bus? | 1:10pm - 3:00pm | SEASONED SNOWIE VENDOR ROUND TABLE (BY INVITE ONLY) |
| 2:10pm - 3pm | BREAK OUT SESSION 3 (SELECT ONE): A) Choosing the Best Ice Shaver for Your Business D) When Should I Use a Building, Kiosk, Cart or Bus? E) Enhancing Your Shaved Ice (Toppings, Naturals, ...) | | |
| 3:10pm - 3:20pm | TRIBUTE | | |
| 3:20pm - 4:00pm | IMPROVING YOU BUSINESS WITH SNOWIE’S WEBSITES : Guest Speaker | | |
| 4:00pm - 5:00pm | THE MAGIC OF BUSINESS MANAGEMENT - KNOW YOUR BUSINESS | | |
| 7:00pm - 10:30pm | JAZZ GAME / DINNER / RAFFLE | | |



DAY 2: Thursday February 6TH

Schedule

| TIME | DESCRIPTION |
|-------------------|---|
| 8am - 9am | OPEN HOUSE |
| 9:00am - 10am | THE MAGIC CONTINUES - KNOW WHERE YOUR BUSINESS IS GOING |
| 10:10am - 11am | BREAK OUT SESSION 4 (SELECT ONE): B) Increasing Your Profitability With a Flavor Station C) Driving Revenue Through Product Selection/Pricing E) Enhancing Shaved Ice (Toppings, Naturals, New Flavors, Best Practices) F) Diversifying With Off Season/Other Products |
| 11:10am - 12:15pm | MAKING SOCIAL MEDIA WORK: Guest Speaker |
| 12:15pm - 1pm | LUNCH |
| 1pm - 1:40pm | MANAGING PROFITABILITY/BUSINESS MODEL Guest Presenter - Legal Structure/Taxation/Bookkeeping |
| 1:40pm - 2:20pm | GUEST PANEL: MARKETING LOCALLY |
| 2:30pm - 3:15pm | THE MAGIC CONTINUES - EXPANDING YOUR BUSINESS |
| 3:20pm - 3:40pm | PURCHASING/ORDERS (PROCESS) FINANCING OPTIONS |
| 3:45pm - 4:30pm | Q&A: RUPP BROTHERS - OVER 125 YEARS OF COMBINED EXPERIENCE |

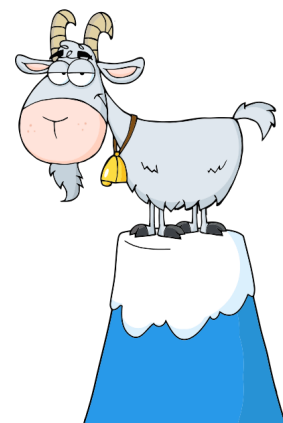
Schedule is subject to changes / modifications

SNOWIE SHAVED ICE HEADQUARTERS

1006 W. Beardsley Place
Salt Lake City, Utah. 84119

Phone: 1-877-4-SNOWIE

#SnowieSummit2020





BREAKOUT SESSIONS

Breakdown

| SESSION | TITLE | SPEAKER | LOCATION | AVAILABILITY |
|----------|--|---------------------------|--|-------------------|
| A | CHOOSING THE BEST ICE SHAVER FOR YOUR BUSINESS | CARL RUPP | AREA 5 - WAREHOUSE / SHAVER AREA | SESSION 1 & 3 |
| B | INCREASING YOUR PROFITABILITY WITH A FLAVOR STATION | AARON RUPP | AREA 6 - SNOWIE HQ / BEHIND OFFICES | SESSION 1, 2, & 4 |
| C | DRIVING REVENUE THROUGH PRODUCT SELECTION/PRICING | LYLE RUPP | AREA 2 - CONFERENCE BUILDING / STAGE | SESSION 1 & 4 |
| D | WHEN SHOULD I USE A BUILDING, KIOSK, CART, OR BUS? | GORDON RUPP | AREA 7 - SNOWIE HQ / OVERFLOW WAREHOUSE | SESSION 2 & 3 |
| E | ENHANCING SHAVED ICE (TOPPINGS, NATURAL FLAVORS AND ITS BENEFITS, NEW FLAVORS AND BEST PRACTICES) | ESTELA RUPP & CALLIE RUPP | AREA 1 - CONFERENCE BUILDING / COMMISSARY | SESSION 1, 3, & 4 |
| F | DIVERSIFYING WITH OFF SEASON / OTHER PRODUCTS | DAN SHER & PAUL LANDAURO | AREA 3 - CONFERENCE BUILDING / FOOD AREA | SESSION 1 & 4 |
| G | SEASONED SNOWIE VENDOR ROUND TABLE (BY INVITE ONLY) | LYLE RUPP | AREA 4 - SNOWIE OFFICE / CARL & GORDON OFFICE | SESSION 2 & 3 |



BREAKOUT SESSION 1

- B) Increasing Your Profitability With a Flavor Station
- C) Driving Revenue Through Product Selection/Pricing
- E) Enhancing Your Shaved Ice
- F) Diversifying With Off Season/Other Products



BREAKOUT SESSION 2

- A) Choosing the Best Ice Shaver for Your Business
- B) Increasing Your Profitability With a Flavor Station
- D) When Should I Use a Building, Kiosk



BREAKOUT SESSION 3

- A) Choosing the Best Ice Shaver for Your Business
- D) When Should I Use a Building, Kiosk, Cart or Bus?
- E) Enhancing Your Shaved Ice



BREAKOUT SESSION 4

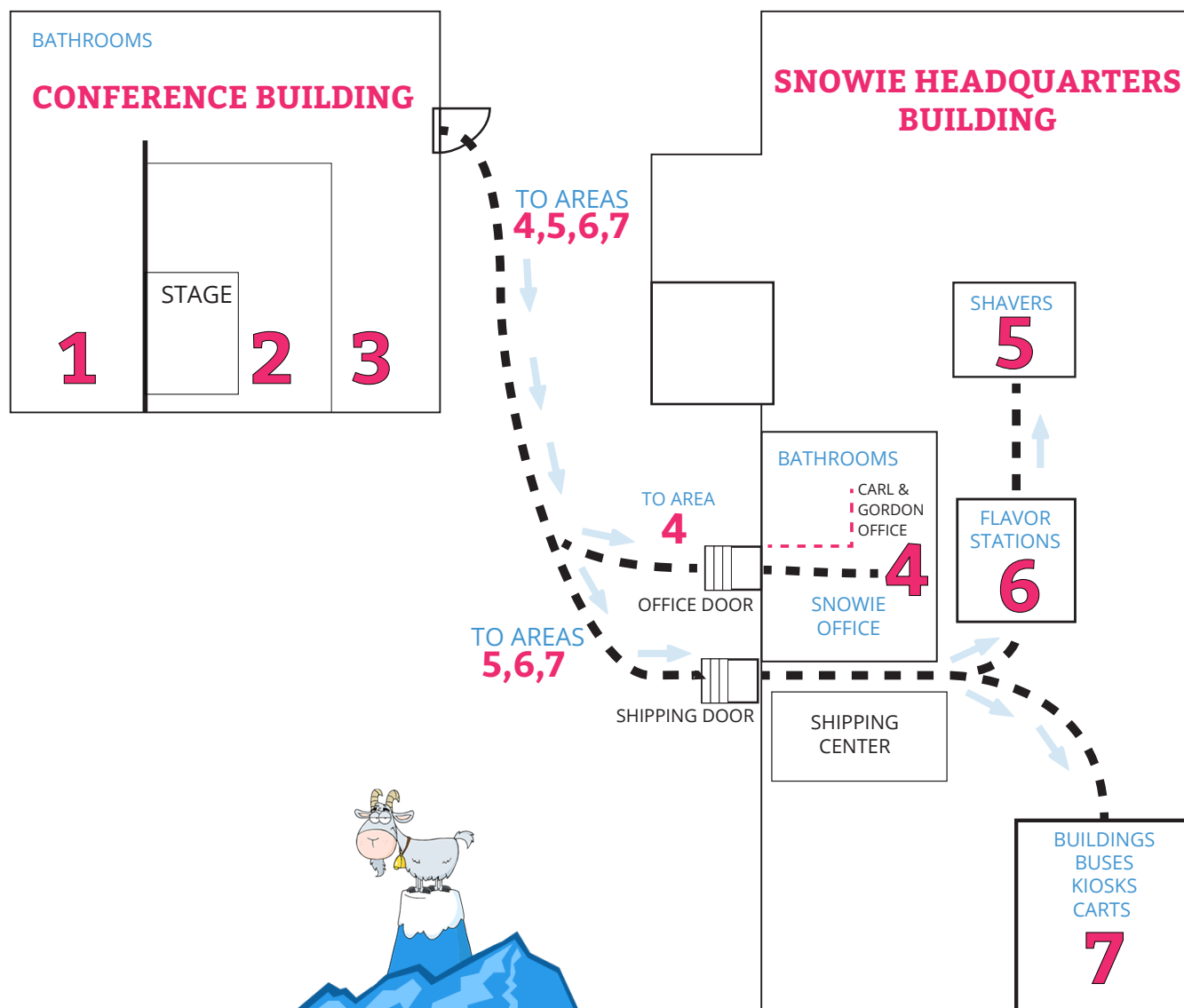
- B) Increasing Your Profitability With a Flavor Station
- C) Driving Revenue Through Product Selection/Pricing
- E) Enhancing Your Shaved Ice
- F) Diversifying With Off Season/Other Products

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BREAKOUT SESSIONS

Mat



THE ULTIMATE
SNOWIE TRAINING EVENT