
Event Agenda

Southeast Association of Goodwills Conference 2026

Sunday, August 30, 2026

1:00 PM - 5:00 PM **Pre-Conference: Golf Outing**
Location: Golf Course

Monday, August 31, 2026

6:30 AM - 9:30 AM **Embassy Suites Breakfast**
Location: Harmony, 4th Floor

10:00 AM - 1:00 PM **Registration**
Location: Riverbed/ Meadow Prefunction

10:00 AM - 5:00 PM **Vendor Hall Open**
Location: Riverbed/Meadow Prefunction; Meadow C

11:00 AM - 12:45 PM **CEO Lunch and Meeting (CEOs Only)**
Location: Vista Room, Floor 30
Sponsor: Newfront

1:00 PM - 1:10 PM **Opening Session: Welcome**
Location: Meadow AB
Speakers: Danny Rhodes, Matthew Bourlakas

1:10 PM - 2:00 PM **Keynote – Soundcheck: The State of the Southeast Aligning Around Our Market Reality, Competitive Landscape, and Growth Potential**
Location: Meadow AB
Speaker: David Eagles

2:00 PM - 2:15 PM **Break**
Location: Meadow C

2:15 PM - 3:45 PM **Working Ideation Session: DGR, Finance, IT**
Location: Meadow AB
Speaker: Barry Reed

2:15 PM - 3:45 PM **Working Ideation Session: Human Resources**
Location: Riverbed C
Speaker: Lisa Smith

2:15 PM - 3:45 PM **Working Ideation Session: Marketing**
Location: Riverbed A
Speaker: Liz Nother

2:15 PM - 3:45 PM **Working Ideation Session: Mission/Development & Philanthropy**
Location: Riverbed B
Speaker: Vicki Burton

4:00 PM - 5:00 PM **Report Out Working Sessions Ideas**
Location: Meadow AB

6:00 PM - 7:30 PM **Welcome Reception**
Location: The Overlook Rooftop, Floor 30
Sponsor: NetCov

7:30 PM - 10:00 PM

Dinner on Your Own

Tuesday, September 01, 2026

6:30 AM - 8:00 AM

Embassy Suites Breakfast

Location: Harmony, 4th Floor

8:00 AM - 8:50 AM

Keynote - Paralyzed to Powerful: Unleashing Resilience and Redefining Possibilities

Location: Meadow AB
Speaker: Robert Paylor
Sponsor: Newfront

8:00 AM - 5:00 PM

Vendor Hall Open

Location: Riverbed/ Meadow Prefunction; Meadow C

8:50 AM - 9:15 AM

Break and Load the Buses

Location: Hotel Front on Demonbreun Street

9:15 AM - 12:15 PM

Tour of Goodwill Middle Tennessee

12:30 PM - 1:30 PM

Lunch

Location: Meadow AB
Sponsor: Waste Management (WM)

1:30 PM - 2:00 PM

Break and Vendor Showcase

Location: Riverbed/ Meadow Prefunction; Meadow C

2:00 PM - 3:15 PM

Mission Integration: Aligning Retail, Workforce Programs, and Culture

Location: Riverbed B
Speakers: Edie Matykiewicz, Lennea Wooten, Holly Schor, CNE

2:00 PM - 3:15 PM

Fundraising Strategies for Expanding Mission Impact

Location: Riverbed A
Speakers: Emily Carter, Eddie Thompson, Jim Williams, Bree Carter, Paige Bainbridge

2:00 PM - 3:15 PM

Building Loyalty: Turning One-Time Shoppers into Advocates

Location: Riverbed D
Speakers: Elaine Armstrong, Kendria Lewis, Desiree Graham

2:00 PM - 3:15 PM

Employee Development and Career Pathways: Strengthening Talent from Within

Location: Riverbed C
Speakers: Mike Long, Sara Gingery

2:00 PM - 3:15 PM

Strategic Site Selection for Success: Unlocking the Power of Good Sites 2.0

Location: Meadow AB
Speakers: Bill Parrish, Leisa Wamsley
Sponsor: Clarion Consulting

3:15 PM - 3:30 PM

Break and Vendor Showcase

Location: Meadow C

3:30 PM - 4:30 PM

Strategic Partnerships That Expand Community Impact

Location: Riverbed B
Speakers: Jenny Taylor, Bobbe Hill, David Meadows

3:30 PM - 4:30 PM

Recruitment and Retention: Building and Sustaining a Strong Workforce

Location: Riverbed C
Speakers: Elizabeth Cooper, Angela Gerholdt, Sara Gingery

3:30 PM - 4:30 PM

Executing Strategy: Turning Plans into Action and Results

Location: Riverbed A
Speakers: Brian Marsh, Cindy Varner

3:30 PM - 4:30 PM

Tracking Donations and Incorporating AI Solutions

Location: Meadow AB

Speakers: Lisa Land, Holly Reid, Tiko Torosian, Jim Stailey, Larry Hartman

3:30 PM - 4:30 PM

The Knowledge is the Asset: Building Finance Processes that outlast the system, the tool, the individual

Location: Riverbed D

Speakers: Wendy White, Matthew Adamowicz, Adam Kronemeyer

Sponsor: Sage Intacct and RSM US LLP

5:30 PM - 8:30 PM

Nashville Night Out - Cocktails, Dinner, and Music City

Location: National Museum of African American Music, 510 Broadway, Nashville, TN 37203

Sponsor: Whitehouse & Schapiro

Wednesday, September 02, 2026

6:30 AM - 8:30 AM

Embassy Suites Breakfast

Location: Harmony, 4th Floor

8:00 AM - 12:00 PM

Vendor Hall Open

Location: Riverbed/ Meadow Prefunction

8:30 AM - 9:30 AM

Keynote - Tuning The Engine: Innovation in Donated Goods Retail

Location: Meadow AB

Speaker: Will Miller

9:30 AM - 10:00 AM

Break and Vendor Showcase

Location: Riverbed/ Meadow Prefunction

10:00 AM - 11:15 AM

AI-Powered Marketing: From Automation to Personalization

Location: Riverbed D

Speaker: William Jones

Sponsor: Microsoft

10:00 AM - 11:15 AM

Skilled Trades and Workforce Training Programs

Location: Riverbed C

Speakers: Darrell Cunningham, David Meadows

10:00 AM - 11:15 AM

Improving the Donations Experience Through Marketing

Location: Riverbed A

Speaker: Julie Bennett

10:00 AM - 11:15 AM

Cracking the Code - How Tech, Data & Operations United to Fuel Retail Success

Location: Riverbed B

Speakers: Farhan Mubashir, Cheryl Vasquez, Sarah Robertson, Mitch Grossman

Sponsor: Novus Global Technologies, Inc.

10:00 AM - 11:15 AM

E-Commerce Excellence: Strategies to Accelerate Growth in Online Operations

Location: Meadow AB

Speakers: George Burt, Cris Williams, Matt Jones, Jamie Dunn

Sponsor: Shop Goodwill

11:30 AM - 12:00 PM

Closing Session

Location: Meadow AB

Speaker: Matthew Bourlakas