

Sales Horizons with Ron Thurston

Reclaim Time, Master Tech & Drive Revenue

December 8-9, 2026 - DoubleTree Suites - Seattle, WA



Our featured speaker for this year's annual meeting Ron Thurston is a two-time #1 bestselling author and bold voice in the movement to reimagine leadership in a world transformed by technology. His newest book, *HUMAN PRIDE: Optimizing Your Human Potential in a Digital Job Market* (May 2025), offers a timely and empowering roadmap for standing out, staying relevant, and leading with impact in the future of work.

With over 30 years of executive experience at iconic brands like Apple, Gap, West Elm, Tory Burch, Bonobos, and Saint Laurent, Ron has built and led high-performing teams that deliver results through culture, clarity, and connection. His first book, *Retail Pride*, became a career-defining guide for thousands of professionals.

Lunch and Supplier Spotlights

The 3 Things Stealing Your Time - And How to Get it Back

AI - It's Already Happening - WBMA Member Experiences

Build It Live - Real AI Workflows for Sales

Who should attend? Dealer and Supplier: Store Managers, Sales Managers, Assistant Managers, Inside and Outside Sales Personnel as well as Sales Support.

Fees: **WBMA Member: \$325 per attendee - includes lunch, dinner, beverages and Casino Night**
Regular registration fee is \$425, members receive \$100 discount courtesy of WBMA Training Fund
Discount: If you register 4 or more, you will receive a \$50 discount per attendee
Non-Members: \$695 and must be paid in advance

Meeting Location and Hotel Accommodations: DoubleTree Suites by Hilton Southcenter

16500 Southcenter Parkway - Seattle, WA / 206-575-8220

Conveniently located off I-5 near SeaTac Airport - Complimentary parking - \$149 ++ room rate

Important! Cancellations not received within 72 hours of the conference will forfeit their registration fees.

Attendee _____

Attendee _____

Attendee _____

Attendee _____

Number of Attendees _____

Amount Due _____

Company _____

Address _____

Email _____



Please Return To: WBMA - stephanie@wbma.org Ph (360) 943-3054 - PO Box 1699 Olympia, WA 98507