

**MISSION CRITICAL 2020:
LEADING AT THE PACE OF CHANGE**

Headline Sponsor:  **AICO**
AMINI INNOVATION, CORP.

TUESDAY, DECEMBER 3RD

12:30 pm	Golf Scramble <i>(Optional/Additional)</i> <i>Sponsored by TD Partnership Programs</i>	Tiburon Golf Club
1:00 pm	Retail Store Tour: El Dorado Furniture <i>Sponsored by Crown Mark</i>	Bus Leaves from Front Circle
4:30-6:30 pm	Registration <i>Sponsored by Nectar / Dreamcloud</i>	Ritz-Carlton Ballroom Foyer
6:30-7:30 pm	Networking Cocktail Reception <i>Sponsored by Serta</i>	Vanderbilt Courtyard & Ballroom
7:30 pm	Dinner <i>Sponsored by GBS Enterprises</i>	Ritz-Carlton Ballroom

WEDNESDAY, DECEMBER 4TH

7:30-8:30 am	Breakfast <i>Sponsored by Blueport Commerce</i>	Vanderbilt Ballroom
8:30-8:45 am	Welcome - Bill McLoughlin, Furniture Today	Ritz-Carlton Ballroom
8:45-9:45 am	Opening Keynote Conference-opening keynote Mark Zinder will demystify the secrets of the current digital revolution by revealing the eight critical steps that have defined all economic and cultural revolutions throughout history. Find out where we're heading and how you can best position your company to maximize the opportunities. <i>Sponsored by MicroD</i>	Ritz-Carlton Ballroom
9:45-10:15 am	Networking Break <i>Sponsored by Sunbrella</i>	Ritz-Carlton Ballroom Foyer
10:15-11:15 am	Retail Leaders Panel The furniture industry is changing rapidly as a new generation is shaking up the workplace and the path to purchase. At the same time, technology is reinventing everything from in-store merchandising to last-mile delivery and every touchpoint in between. Moderated by Rob Burnette, president of Badcock Home Furniture & more , this panel of retail leaders will discuss the key issues confronting the furniture business and identify the most actionable and timely solutions. - Jerry Baer, Baer's Furniture - Jesús René Capó, El Dorado Furniture - Bill Daniels, Furniture Fair	Ritz-Carlton Ballroom

- 11:15 am-12:15 pm ***The Data Revolution That Lets You Reach Your Ideal Consumer*** Ritz-Carlton Ballroom
 What do outdoor grilling and patio specialists The BBQ Guys have in common with Chicago’s Shedd Aquarium—the most visited aquarium in the U.S.? They both understand how to leverage the predictive power of people-based marketing. ***Meghan Curran of The Shedd Aquarium*** and ***Jason Stutes of BBQGuys*** will share their experiences and deliver actionable insights into how they leveraged their customer data to drive new customer acquisition and fine tune their marketing. They will be joined by ***Chandos Quill of ALC Data***—a company at the center of the third party data revolution that is helping companies move from targeting demographic groups to micro-targeting individual consumers who are ready to buy. ***Target Data’s Marshall Gibbs*** will moderate this power panel and reveal how furniture retailers can apply these tools to grow their own businesses.
- 12:15-1:30 pm **Lunch** Vanderbilt Ballroom
Sponsored by Abbyson
- 1:30-3:50 pm **Seamless Retail Sessions** Ritz-Carlton Ballroom
 Omnichannel is dead as the lines between bricks and clicks have been obliterated. Today’s savvy retailers are finding ways to create seamless shopping and engagement experiences and this multi-session educational model will address some of the latest developments in this rapidly changing arena.
- 1:30-2:15 pm ***Is Your Website Costing You Sales and Customers?***
Dovr Media’s Jake Freedman has unlocked the secret to maximizing website performance and created a scorecard that can help retailers uncover the critical yet fixable errors that may be causing Google to pass them by. Get firsthand, actionable insights on how to maximize your site’s performance as Freedman shares the keys to unlocking e-commerce success.
- 2:15-3:00 pm ***3D and the Future of Store Experience***
 Find out how some of the furniture industry’s best retailers are turning 3D into a competitive in-store advantage as ***Raymond James’ Budd Bugatch*** sits down with Top 100’s ***Scott Perry of Bob’s Discount Furniture***, ***Tony Mitchell of American Furniture Warehouse*** and ***Colliers International’s Lee Arnold*** who will share their secrets to success.
- 3:00-3:30 pm **Networking Break** Ritz-Carlton Ballroom Foyer
Sponsored by Sunbrella
- 3:30-3:50 pm ***3D and the Future of Digital Merchandising***
Jon Blotner, Wayfair’s VP of private label brands, 3D media and merchandising, and new supplier acquisition, will offer an inside look at how one of the industry’s largest and most sophisticated e-commerce merchandisers is using 3D modeling to reshape the consumer shopping experience. Find out how this rapidly changing technology is revolutionizing the merchandising equation and discover where the next steps will lead.
- 3:50-4:35 pm ***Own Your Market! One Retailer’s Guide to Fending Off the Giants*** Ritz-Carlton Ballroom
Kensington Furniture’s Michael Grossman is mad as hell and he’s not going to take it anymore! Tired of hearing how smaller retailers can’t compete in the age of Amazon, Grossman has developed a hyper-local strategy to make his store a unique, indispensable part of his customers’ lives. Find out how he did it and how you can do it, too.
- 4:35-6:30 pm **Networking/Free Time**
- 6:30-7:30 pm **Networking Cocktail Reception** Vanderbilt Courtyard & Ballroom
Sponsored by Agio
- 7:30-9:30 pm **Awards Dinner** Ritz-Carlton Ballroom
Sponsored by Genesis Credit

THURSDAY, DECEMBER 5TH

7:30-8:30 am	Breakfast	Vanderbilt Ballroom
8:30-9:15 am	Closing Day Keynote Best-selling author and leadership speaker Robert Stevenson will jump-start today with a high-energy presentation on empowering and motivating employees, super-charging your customer service and building the type of organization that's ready to move at the pace of today's changes.	Ritz-Carlton Ballroom
9:15-10:00 am	<i>You're Never Too Big to Fail . . . or Too Small to Disrupt</i> If you're tired of constant market changes, new competitive challenges and trying to get ahead of the curve, Warren Kornblum has the answer. The veteran marketing executive, whose expertise has guided retail and manufacturing leaders like Toys 'R' Us, Rooms To Go and Serta Simmons, has been on both sides of the disruption equation. In 45 action-packed minutes, he'll reveal the secrets you need to survive disruption and the digital revolution. You don't want to miss this one!	Ritz-Carlton Ballroom
10:00-10:15 am	Networking Break <i>Sponsored by Sunbrella</i>	Ritz-Carlton Ballroom Foyer
10:15-11:00 am	<i>The Need for Speed: Logistics in the Age of Amazon</i> The so-called "Amazon Effect" has changed consumer expectations when it comes to delivery expectations. Find out first hand from leading retailers how they're dealing with consumers' changing expectations and turning a challenge into a customer service opportunity. - Jon Greenberg, City Furniture - Charlie Workmon, Broad River Retail	Ritz-Carlton Ballroom
11:00 am	Wrap Up & Adjourn - Bill McLoughlin, Furniture Today	Ritz-Carlton Ballroom