

Headline Sponsor: **MicroD**

MONDAY, SEPTEMBER 25TH

3:00-4:00 pm	Registration	Norfolk Southern Club (NSC)
4:00-4:30 pm	Welcome <i>Matt Slaine, Progressive Business Media</i>	NSC/1st Base Side
4:30-5:45 pm	Keynote Speaker <i>Kerry Lebensburger, Chief Revenue Officer, Ashley Furniture Industries</i>	NSC/1st Base Side
5:45-7:15 pm	Kickoff Cocktail Party with Batting Practice & Guided Park Tours <i>Sponsored by AcceptanceNOW</i>	PNC Diamond Club
7:15 pm	Dinner on your own	

TUESDAY, SEPTEMBER 26TH

7:30-8:15 am	Breakfast	Norfolk Southern Club (NSC)/3rd Base Side
8:15-8:30 am	Introductory Speaker <i>Richard Sexton, Chief Product Officer, MicroD</i>	NSC/1st Base Side
8:30-8:45 am	Welcome <i>Catherine Silver, Progressive Business Media</i>	NSC/1st Base Side
8:45-9:30 am	Keynote Address <i>Valerie Camillo, Chief Revenue and Marketing Officer, Washington Nationals</i>	NSC/1st Base Side
9:30-11:00 am	Leaders of Tomorrow: What are you doing now to make your business a success in the future? Brief case studies, followed by panel discussion and Q&A Hosted by <i>Thomas Russell, Progressive Business Media</i> <ul style="list-style-type: none"> • <i>Nick Daniels, Furniture Fair</i> • <i>Kyle Johansen, HOM Furniture</i> • <i>Ryan Levitz, Ashley HomeStore</i> • <i>Cameron Sellers, Palliser</i> • <i>Becca Sudbeck, Nebraska Furniture Mart</i> • <i>Rachel Tronstein, Gardner-White Furniture</i> 	NSC/1st Base Side
11:00-11:30 am	Networking Break	NSC/3rd Base Side
11:30 am-12:30 pm	Major League Marketing: Strategies to help you explore, analyze and automate your digital presence <i>Brooke Brown, Progressive Business Media</i>	NSC/1st Base Side
12:30-2:00 pm	Hosted Lunch Breakouts <i>Sponsored by Amber Engine</i> Category leaders and topic experts host Q&A breakout sessions during working lunch	Suites

TUESDAY, SEPTEMBER 26TH

2:00-3:30 pm	What Technology is Bringing to the Industry Today and Tomorrow Presentations followed by Q&A Hosted by <i>Bruce Morris, Progressive Business Media</i> <ul style="list-style-type: none">• <i>Kristian Bouw, NotionTheory</i>• <i>Gary Galloway, Netsertive (Facebook)</i>• <i>Amy Swartz, Google</i>	NSC/1st Base Side
3:30-4:00 pm	Networking Break	NSC/3rd Base Side
4:00-5:00 pm	How Your Customer is Changing: Key influencers impacting the retail experience Presentation of customer research and buying trends followed by moderated panel discussion with star retailers. Hosted by <i>Thomas Lester, Progressive Business Media</i> <ul style="list-style-type: none">• <i>Matt Huber, Belfort Furniture</i>• <i>Keith Johns, MicroD</i>• <i>Seth Kaiser, Design Distillery</i>• <i>Paul Thompson, Paul Thompson Signature</i>	NSC/1st Base Side
5:00-5:30 pm	Washington D.C.'s Impact on the Industry <i>Senator Tom Cotton (R-Arkansas)</i>	NSC/1st Base Side
5:30-6:00 pm	Presentation of Impact Awards <i>Sponsored by Malouf</i> <i>Mentorship Award:</i> <ul style="list-style-type: none">• <i>Kerry Lebensburger, Ashley Furniture Industries</i> <i>Impact Awards:</i> <ul style="list-style-type: none">• <i>Broad River Retail</i>• <i>Gallery Furniture</i>• <i>Obelisk Home</i>	NSC/1st Base Side
6:00-6:15 pm	Wrap-Up	NSC/1st Base Side
6:15-7:15 pm	Closing Cocktail Party <i>Sponsored by Therapedic International</i>	Budweiser Terrace
7:15 pm	Dinner on your own	

WEDNESDAY, SEPTEMBER 27TH

8:00-11:30 am	Local Networking Excursions <i>Choose from one of two options – requires pre-registration</i> <ul style="list-style-type: none">• <i>Arlington Cemetery</i>• <i>National Mall</i>	Various
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