

Headline Sponsor: **MicroD**

**MONDAY, SEPTEMBER 25<sup>TH</sup>**

2:00-4:00 pm	<b>Registration</b>	Norfolk Southern Club (NSC)
4:00-4:30 pm	<b>Welcome</b> <i>Matt Slaine, Progressive Business Media</i>	NSC/1st Base Side
4:30-5:45 pm	<b>Keynote Speaker</b> <i>Kerry Lebensburger, Chief Revenue Officer, Ashley Furniture Industries</i>	NSC/1st Base Side
5:45-7:15 pm	<b>Kickoff Cocktail Party with Batting Practice &amp; Guided Park Tours</b> <i>Sponsored by AcceptanceNOW</i>	PNC Diamond Club
7:15 pm	<b>Dinner on your own</b>	

**TUESDAY, SEPTEMBER 26<sup>TH</sup>**

7:30-8:15 am	<b>Breakfast</b>	Norfolk Southern Club (NSC)/3rd Base Side
8:15-8:30 am	<b>Introductory Speaker</b> <i>MicroD</i>	NSC/1st Base Side
8:30-8:45 am	<b>Welcome</b> <i>Catherine Silver, Progressive Business Media</i>	NSC/1st Base Side
8:45-9:30 am	<b>Keynote Address</b> <i>Valerie Camillo, Chief Revenue and Marketing Officer, Washington Nationals</i>	NSC/1st Base Side
9:30-11:00 am	<b>Leaders of Tomorrow:</b> <b>What are you doing now to make your business a success in the future?</b> 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"> <li>• <i>Nick Daniels, Furniture Fair</i></li> <li>• <i>Kyle Johansen, HOM Furniture</i></li> <li>• <i>Ryan Levitz, Ashley HomeStore</i></li> <li>• <i>Cameron Sellers, Palliser</i></li> <li>• <i>Becca Sudbeck, Nebraska Furniture Mart</i></li> <li>• <i>Rachel Tronstein, Gardner-White Furniture</i></li> </ul>	NSC/1st Base Side
11:00-11:30 am	<b>Networking Break</b>	NSC/3rd Base Side
11:30 am-12:30 pm	<b>Major League Marketing:</b> <b>Strategies to help you explore, analyze and automate your digital presence</b> <i>Brooke Brown, Progressive Business Media</i>	NSC/1st Base Side
12:30-2:00 pm	<b>Hosted Lunch Breakouts</b> <i>Sponsored by Amber Engine</i> Category leaders and topic experts host Q&A breakout sessions during working lunch	Suites

## **TUESDAY, SEPTEMBER 26<sup>TH</sup>**

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

## **WEDNESDAY, SEPTEMBER 27<sup>TH</sup>**

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