



September 24-26, 2018 | Austin City Limits Live at The Moody Theater | Austin, Tex.

Headline Sponsor:



Furniture of America®

MONDAY, SEPTEMBER 24<sup>TH</sup>

2:00-4:00 pm	<b>Registration</b> <i>Sponsored by Furniture of America</i>	ACL - Concert Floor
4:00-4:15 pm	<b>Welcome</b> - Catherine Silver, Furniture Today	ACL - Concert Floor
4:15-5:00 pm	<b>OPENING SPEAKER</b> <b><i>A Really Bad Time to Be Boring: Reimagining Retail in the Age of Amazon</i></b> Steve Dennis, SageBerry Consulting Transformational retail specialist Steve Dennis shares new data highlighting why it is such a thrilling time to be a retailer. Dennis helps retail and luxury/fashion brands and investors realize remarkable, customer-centric growth and marketing strategies. With a particular expertise in omnichannel transformation, Dennis will share insights into the digital strategies that are changing retail today.	ACL - Concert Floor
5:00-6:00 pm	<b>KEYNOTE SPEAKER</b> <b><i>Finding Your Power is the Key to Success</i></b> Gay Gaddis, T3 & Author of Cowgirl Power Advertising and marketing trailblazer Gay Gaddis shares her never-back-down approach to maximizing life's opportunities and overcoming its hardships. Gaddis is founder and CEO of T3, one of the largest, independently-owned ad agencies in the country. T3 is rated as a top innovation agency for utilizing the latest, most effective offline and online strategies to build brands.	ACL - Concert Floor
6:00-7:30 pm	<b>Cocktail Reception &amp; Venue Tours</b> <i>Sponsored by Acceptance Now</i>	ACL - Music Porch
7:30 pm	<b>Dinner on your own</b>	

TUESDAY, SEPTEMBER 25<sup>TH</sup>

7:30-8:15 am	<b>Breakfast</b> <i>Sponsored by Coaster Furniture</i>	ACL - Music Porch
8:15-8:30 am	<b>Opening Remarks</b> - Matt Slaine, Progressive Business Media	ACL - Concert Floor
8:30-9:30 am	<b>FEATURED SPEAKER</b> <b><i>Selling and Marketing to the Four Generations</i></b> Phil Gwoke, BridgeWorks Consulting To truly understand their customers, salespeople must think beyond income level, education, buying preferences and spending habits. Phil Gwoke, an expert in generational intelligence, will give a clear understanding of who the generations are in today's marketplace and how their unique needs play out in the sales process. While demystifying generational marketing, he will offer hands-on advice for marketers and salespeople who want to think in new ways about reaching these diverse demographics of customers and clients.	ACL - Concert Floor
9:30-10:30 am	<b>Reinventing Retail: Stories from the Frontline</b> Today's retailer wins by telling a relevant, compelling story for both product and brand and by creating an experience both in store and online. Get first-hand insights from retailers using technology and experiential merchandising to reinvent the path to purchase. <i>Moderator: Jasmine Jaco, CUR8</i> - Teddie Garrigan, Coco & Dash - Jeff MacGurn, Jerome's Furniture - Pasquale Natuzzi, Jr., Natuzzi Italia	ACL - Concert Floor
10:30-11:00 am	<b>Networking Break</b>	ACL - Concert Floor

## **TUESDAY, SEPT 25<sup>TH</sup> (cont'd)**

- 11:00-11:30 am **Retail Beyond the Transaction** ACL - Concert Floor  
*Seth Weisblatt, Sam's Furniture*  
Today's successful retailer can't sit and wait for their customer to walk in the door. By utilizing all the tools available from Facebook, Instagram, data mining, Youtube, LinkedIn and more, true retail growth is not only possible, but a reality. Seth Weisblatt of Sam's Furniture will share his formula for capturing the attention and trust of consumers. Discover the successful digital marketing tools that drive the true retail growth.
- 11:30 am-12:15 pm **NEXTech Talks** ACL - Concert Floor  
Short talks on technology and marketing topics—lead-ins to lunchtime breakout sessions.
- 12:15-1:45 pm **Lunch & Breakout Sessions** ACL - Various  
*Deeper dives into NEXTech Talks*
- 1:45-2:15 pm **Idea Share - Catherine Silver, Furniture Today** ACL - Concert Floor  
Audience sharing of the best ideas that bubbled up in lunch breakout sessions
- 2:15-3:15 pm **The Art & Sale of Omnichannel Storytelling** ACL - Concert Floor  
Creating a great retail story is one thing. Telling one that cuts through today's media clutter and excites and entices is another. Learn the inside secrets of professional storytellers – a publicist, a campaign crafter and a digital expert – and get started crafting your own story that sells. Hear the case study of Yeti's rise to cult brand from the award-winning ad agency who crafted it.  
*Moderator: Patricia Buchholtz, Austin Advertising Federation*  
- Rod Martin, McGarrah Jessee  
- Tim McLain, Netsertive  
- Casey Miller, LookThinkMake
- 3:15-3:45 pm **Networking Break** ACL - Concert Floor
- 3:45-5:00 pm **Seamless Retail** ACL - Concert Floor  
Disruptive changes in the retail ecosystem are creating new opportunities for proactive, forward thinking retailers. This thought provoking panel will share insights from retailers across myriad channels, each of whom will provide best practices, emerging strategies and maybe even a few insightful failures that will reshape their businesses in the coming years.  
*Moderators: Bill McLoughlin, Furniture Today & Allison Zisko, HFN*  
- Cassandra Novosel, Stoney Creek Furniture  
- Aaron Ruby, Ruby-Gordon Home  
- Shrenik Sadalgi, Wayfair
- 5:00-5:15 pm **Debrief & Closing Remarks - Matt Slaine, Progressive Business Media** ACL - Concert Floor
- 5:15-5:45 pm **Impact Awards - Catherine Silver, Furniture Today** ACL - Concert Floor  
The Impact Mentorship Award is presented to a successful industry leader who has created a culture that fosters mentorship and employee growth. We are pleased to honor Gary Steinhafel of Steinhafels Furniture. Our Impact Innovator Awards recognize forward-thinking retailers who have set new standards for their business and who engage with their local communities. We are pleased to honor J. Banks Design, Hill Country Holdings' Ashley HomeStores and Tepperman's Furniture.  
**Sponsored by Malouf**
- 6:00-7:30 pm **Cocktail Reception** The Secret Bar at The W Austin  
**Sponsored by Mollie Financial**
- 7:30 pm **Dinner on your own**

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

- 8:30-11:30 am **Experiential Networking Field Trips** Various  
Sign up at the registration table