

SCHEDULE AT A GLANCE



THURSDAY, MAY 1

- 10-5 Registration Open
- 1:00 Lunch **Sponsored by Loloi**
- 2:00 "Bridging: An Ounce of Different" - Emory Austin, CSP & CPAE
- 3:15 Break
- 3:30 Industry Panel Discussion - "This Is How We Roll: How Your Brand Can Translate to Sales"
- 6:30 Welcome cocktail party followed by Dinner

FRIDAY, MAY 2

- 8:00 Breakfast **Sponsored by NY Now**
- 8:45 Welcome
- 9:00 "Back to the Future: Building Customer Loyalty in the Digital Age"
- Chris Malone, Fidelum Partners
- 10:15 Tech break **Sponsored by IMAX**
- 10:45 Choose One: #1 workshop - "Building Your Human Brand" - Chris Malone, Fidelum Partners
#2 workshop - "Building Your Human Brand" - Steve McMahon, Consultant
- 12:00 Lunch **Sponsored by Dallas Market Center**
- 1:00 Speed Dating ART Style - Choose 4 - 25 min sessions each - an assortment of business and fun topics will be offered. Attendees will preregister for 4. Each topic is presented by a coach / consultant and is designed to give the attendee insight into the subjects and the tools to dig deeper later.
- 3:00 Break **Sponsored by Paragon and Propac**
- 3:15 Category networking sessions
- 5:00 Take our bus to the San Diego retail store, Hold It Home for a visual merchandising demonstration. Cocktails at Hold It Home - **Cocktails sponsored by Leftbank Art**
- 7:00 Dinner in San Diego - Jump back on our bus to Little Italy in San Diego for dinner on your own. Preregister from a list of restaurants available. **Transportation sponsored by Brandwise**
- 9:45 Return by bus to Paradise Point
- 10:00 Afterglow - bon-fires and networking on Paradise Point Waterfront

SATURDAY, MAY 3

- 8:00 Breakfast **Sponsored by Currey & Co**
- 8:45 Sales Module Two Ways. Presenter #1 - Randy Eller, Eller Enterprises.
"Why Your Sales Engine Is Just As Important As Your Product Line - Part 1"
Presenter #2 - Dennis Giannetti, Go-Giver Certified Coach, "Go-Givers Sell More" - Part 1
- 10:00 Break
- 10:15 Choose one:
#1 - "Why Your Sales Engine Is Just As Important As Your Product Line - Part 2" - Randy Eller, Eller Enterprises
#2 - "How To Create Value The Go-Giver Way" - Dennis Giannetti, Go-Giver Certified Coach
- 11:30 "Visual Merchandising Trends" - Paul Thompson, Paul Thompson Signature
- 12:30 Lunch **Sponsored by High Point Market**
Afternoon Free
- 6:30 Cocktails followed by Dinner and Dancing **Sponsored by IMCenters**

SUNDAY, MAY 4

Depart ART Conference 2014

FEATURED SPEAKERS



Emory Austin, CSP & CPAE

Kick-off: *"Bridging: An Ounce of Different"*

The success-seeker's definitive edge. Your own unique insights and the ways you activate them are your master keys to success. You'll learn to build on these strengths and construct more purposeful leadership. Playing to your strengths forms an internal alliance between them, your organization and your market. Making your differences memorable and profitable as you strive for mastery and impact will protect you from copycats and piracy, and will propel you beyond your competition! When you create a planned team environment, extraordinary performance becomes a daily occurrence. Emory opens doors to "aha" solutions that everyone will grasp, discuss, and use.



Chris Malone, Fidelum Partners

General Session: *"Back to the Future: Building Consumer Loyalty in a Digital Age"*

Follow Up Workshop: *"Building Your Human Brand"*

Groundbreaking research by Fortune 500 business executive Chris Malone and Princeton University's renowned social psychologist Dr. Susan Fliske has yielded a deceptively simple but important finding: as customers, we engage with and become loyal to companies and brands in precisely the same way we do with other humans—on the basis of their warmth and competence. The implications of these findings are enormous because widely accepted business practices are completely at odds with our natural triggers of engagement, trust, and loyalty. Once exposed to these insights, attendees will be inspired to challenge conventional wisdom and change the way they manage, market, and sell their products and services.



Steve McMahon, Fidelum Partners

Follow Up Workshop: *"Building Your Human Brand"*

The general session address will be followed by an interactive break-out session that provides tangible strategies and tactics that attendees can implement tomorrow to build their company into a more HUMAN brand. Specific areas of focus will include using social media, traditional media and changes in your day-to-day operations to build lasting customer loyalty.



Randy Eller, Eller Enterprises

General Address and Follow Up Workshop:

"Why Your Sales Engine Is Just As Important As Your Product Line"

This program and workshop will discuss why your sales engine is as important as your products and give practical, specific management techniques and projects that any company can successfully execute to achieve their sales goals. Eller, best known for his former position with CBK, and along with his overall success and expertise in the Home and Gift industry is uniquely qualified to examine all the best practices to hone a sales engine for any size wholesaler.



Dennis Giannetti, MS, Go-Giver International Speaker and Coach

General Address: *"Go-Givers Sell More"*

Follow Up Workshop: *"How To Create Value The Go-Giver Way"*

Dennis is a BIG believer that people don't want to be sold BY you, they want to be sold ON you. For that to happen, he believes you have to be sold ON yourself! This means raising your standards, knowing your priorities, and CANI, or Constant And Never-ending Improvement. It also means putting other people's interests first, and consistently adding more value to their lives. As a result, we will receive unexpected added value to our own lives as well. Or, in short, it means becoming a "Go-Giver".



Paul Thompson, Paul Thompson Signature

General Session: *"Visual Merchandising Trends"*

Trends in visual merchandising are always evolving. The key to getting the customer to buy is imaginative and inspired presentations and then what happens to your product in residential and commercial spaces. This presentation will walk through multiple application aspects. Understanding various merchandising styles and formats can refine and define your visual presentations. Paul has 25 plus years' experience as a visual merchandiser, branding, trend forecaster, and as an adjunct professor.

Speed Dating ART Style COACHES

Friday, May 2 - 1 pm

Choose 4 – 25 min sessions each - an assortment of business and fun topics are offered.

Attendees will preregister for 4. Each topic is presented by a coach / consultant and is designed to give the attendee insight into the subjects and the tools to dig deeper later.



"Time CAN Be On Your Side" - Linnea Blair, Advisors on Target

Good time (or self) management is one of the critical skills that can make a huge difference in how you feel about your work and how effectively you do it. In this session you will learn effective tips and techniques for improving your time management skills so you can be more productive and profitable...and less stressed out too!

Linnea Blair, owner and founder of Advisors On Target, provides business coaching and consulting services to business owners who want to grow a profitable and professional business and are ready to take action to become more effective leaders. Linnea's specialties include Business Strategy, Relationship Marketing, Leadership and Financial Management.



"Quick Tips For Interviewing And Hiring" - Ann Fitzgerald, Kenetloom, Inc

We'll touch on recruiting: who, what, where and when. Interviewing hints: what you can and what you cannot ask. And now that I have a new employee, what's next?

Ann Fitzgerald brings over 20 years of Human Resources experience within the staffing, hospitality and healthcare sectors. She joined the Kenetloom team in 2010 as the Manager of Human Resources. In 2012, Ann was promoted to the Director of Human Resources and since then she's been instrumental in leading the talent acquisition strategy and compensation and benefit reward programs. Ann's focus is to drive efficiency and align human capital strategy with the overall business plan.



"Your Public Speaking Toolbox" - Edna Nerona, ednaspeaks.com

Public speaking is about personal connection. In this session you will learn how to relate to your clients concerns; resonate with their goals, and rise above the other competitors. Get ready to connect with these tools; stories, act-outs and language connectors to name a few.

Edna Nerona is an award winning technical instructor and has also been a district finalist in Toastmasters humorous and inspirational speech contests. Edna is a professional member of the National Speakers Association (NSA) and the Global Speakers Network.

Speed Dating ART Style COACHES



"Obama Care in 25 Minutes – What You Need To Know" **Diana Twadell, Barney & Barney**

In this fast-paced session, Health Care Reform Specialist Diana Twadell will provide a brief overview of the law, share the latest updates and provide a simple road map to help business owners navigate the complex world of Obama Care.

Diana Twadell has over 25 years' experience in the Insurance field and she currently leads the Small Business Practice Group at Barney & Barney, where her considerable experience in marketing, underwriting and customer service enables her to assist clients in virtually every area of employee benefits. Diana is also a Certified Health Care Reform Specialist (CHRS) and speaks extensively to business groups on the topic of understanding, planning and complying with Obama Care.



"Designing a Blueprint for the Biggest Financial Event of Your Life!" **Tanya Scott, Hutchinson & Bloodgood, LLP**

Leaving your company is a process. If you're already taking action to leave your business, ask yourself if you are approaching your transition in a methodical, logical, rational manner. Most owners do not undertake the necessary thought and planning that underpins good ownership transitions because they don't know how to begin or exactly what to consider and analyze. This session will give an overview of the process and provide resources for creating your personalized business transition plan. Tanya Lee Scott, CPA is a Partner in the San Diego Office of Hutchinson and Bloodgood LLP, a leading accounting and consulting firm based in California. Most of Ms. Scott's clients are owner-managed businesses, and she focuses her efforts on developing innovative and valuable solutions for the unique issues faced by these companies and their owners.



"Relaxation For The Busy Mind" - Tony Montijo, ChiSpree.com

Learn fast, easy, and effective relaxation techniques that can be done anywhere to help you clear your mind, relax your body, and increase your productivity without the stress. We will explore breathing techniques, tension relieving stretches, and experience lots of other great relaxation modalities.

Tony Montijo, Founder of ChiSpree.com, Holistic Wellness Community is a health and fitness expert who has a passion for sharing knowledge and assisting others along their health and wellness journey. With his background as a personal trainer, health coach, stress management coach, and meditation leader, Tony will pass along valuable knowledge and tips to help you relax more, stress less, and be successful.



"Sculpting Balloon Accents" - Michael McKinney, MEd

This is a fun and enlightening workshop about sculptural forms and compatible colors, using hands on techniques with sturdy latex balloons. You will learn at every twist as you try your hand at composing and creating delightful tabletop display pieces, or wildly geometric wearable art. No experience required, Imagination encouraged.

Michael McKinney, MEd, is a professional Artist, Educator, and Events Specialist, working with all ages in hands on, interdisciplinary workshops and presentations. He has offered programs through Young Audiences, OMSI (Oregon Museum of Science and Industry), The Art Institute, and The Smithsonian Institution, combining interactive skills in animation, music, juggling, magic, still walking, and gymnastic movement.