



ICFA EDUCATIONAL CONFERENCE

February 14-16, 2017

Hotel Valley Ho • Scottsdale, Arizona

**COMPLIMENTARY
REGISTRATION FOR
ALL ICFA RETAILERS!
SIGN UP TODAY!**

Navigating the Future

ICFA's first educational conference offers an outstanding program of business pros, industry experts and panel discussions.

Enjoy networking with peers who share your passion for outdoor furnishings. Take advantage of great ideas from world-class speakers that you can bring back to your business immediately!

- Selling Across Generations
- Growing Customer Engagement
- Targeting Millennials and Boomers
- Technology Tactics
- The Purpose-Powered Brand
- Business Succession Planning
- Tips for Building Retail Champions
- Sales and Recruiting
 - Swim Like a Shark
 - Digital Marketing
 - Team Building
 - Golf at the Phoenician Golf Club
 - Scottsdale Retail Tour and much, much more!

REGISTER NOW - WWW.ICFAnet.org

NAVIGATING THE FUTURE — ICFA EDUCATIONAL CONFERENCE

HOTEL VALLEY HO, SCOTTSDALE, ARIZONA

TUESDAY, FEBRUARY 14, 2017

1:00 p.m. – 5:30 p.m. **ICFA Golf Tournament** – *Phoenician Golf Club*

Contoured out of the beauty of the spectacular Sonoran Desert in Scottsdale, Arizona, the Phoenician features three



diverse nine-hole courses. Designed by Ted Robinson, Sr. and Homer Flint, the course features 6,300 yards of extraordinary terrain with gorgeous greens, pristine desert views, breathtaking scenery and Arizona's only sand-island green!

Cost: \$200 per player includes green and cart fees, tip, box lunch and transportation.

1:00 p.m. – 5:30 p.m. **Tour — Brown Jordan, Today's Patio, Imagine Backyard Living, Paddy O' Furniture**

The Scottsdale marketplace is a perfect location for retailing outdoor furnishings. Complimentary, sign-up required.



5:00 p.m. – 6:30 p.m. **Registration**

6:00 p.m. – 7:00 p.m. **Reception** – *OH Pool*

Sponsored by 

7:00 p.m. – 8:00 p.m. **Dinner** – *OH Pool*

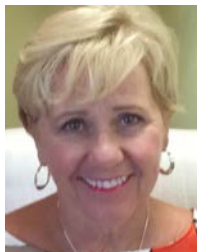
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WEDNESDAY, FEBRUARY 15, 2017

7:00 a.m. – 8:00 a.m. **Breakfast Buffet** – *Palm Court Lawn*

8:00 a.m. – 8:15 a.m. **Welcome** – *SoHo Ballroom*

Gary McCray, ICFA Past Chairman, and Doug Sanicola, ICFA Chairman
Marcia Blake, Sunbrella, and Debbie Stegman, Elegant Outdoor Living – Conference Co-Chairs



8:15 a.m. – 9:15 a.m. **Selling Across Generations**

David Stillman

Selling furniture today is as tricky as ever. Aside from on-line competition, independent stores have to figure out how best to connect with four unique generations of customers. David's keynote address will provide a clear understanding of who the generations are in today's marketplace, how they differ, and how their unique needs and desires play out when it comes to buying outdoor furniture. How do you find the "hot buttons?" What messages will appeal to each generation? This talk will showcase sure-fire strategies for sharpening a generational edge in the marketing and selling arenas. Generational gaps are everywhere, and furniture retailers can gain a distinct competitive edge if they get to know who the generations are, what makes them tick and how to make every generational connection count.



David Stillman is a generational expert and co-founder of the generational consultancy BridgeWorks. He is the author of two best-selling books, *When Generations Collide* and *The M-Factor: How the Millennial Generation is Rocking the Workplace*.

9:15 a.m. – 9:30 a.m. **Break / Comfort / Coffee**

9:30 a.m. – 10:20 a.m. **From Outdoor to In-Store**

Tony Franklin, Viamedia

The mass population is consuming digital media in daily life today through multiple channels. Tony will explore cross-screen digital advertising and how it can influence and move customers through the purchase funnel. Learn the benefit of using this medium to increase your brand and drive sales revenue.



Tony Franklin is the Senior Executive Director of Cross Media Sales for Viamedia, the leading independent cable advertising management company. He has more than 20 years of media experience in driving innovation across sales organizations through cable, print and digital advertising sales.

10:20 a.m. – 10:30 a.m. **Move to Break-Out Rooms**

SoHo and Valley Ho Ballrooms

10:30 a.m. – 11:30 a.m. **Break-Out Marketing Sessions:**

Digital Marketing Strategies – *SoHo Ballroom*

Tony Franklin, Viamedia

Tony dives deeper into digital marketing with insights on

various digital solutions in the purchase funnel. Learn how to increase your brand recall, general recall and ad message recall using a multi-screen approach as well as how to determine which metrics are best to measure your advertising campaign effectiveness.

60 Ways to Grow Customer/Prospect Engagement

– Valley Ho Ballroom
Tarsha Polk

Having an interested and qualified list of contacts that you can stay top of mind with is vital to every business. Continuing to grow that list is just as important. Tarsha's breakout session will offer ideas and strategies to capture new contacts, grow your list and take action to help move your business forward.



Tarsha Polk is an award-winning entrepreneur professionally known as "The Marketing Lady," and gifted with helping small businesses grow and become successful. With more than 18 years of marketing experience – including 11 years as an entrepreneur – she knows what she's talking about.

11:30 a.m. – 12:00 p.m. **Vendor Showcase**

12:00 p.m. – 1:00 p.m. **Networking Lunch** – Palm Court Lawn

1:00 p.m. – 1:45 p.m. **The Path to Success in an Online World** – Ronnie Richmond

Your website is your calling card and a way for you to grow your customer base, fuel sales and market your business.



You want to be sure that the design and functionality of your website correctly reflects the personality of your business. Ronnie's presentation will cover the key components of a successful website, a walkthrough of setting up a site and best practices.

Ronnie Richmond is the Manager for Online Customer Success at Weebly, a San Francisco-based service company that has assisted more than 40 million entrepreneurs to create high-quality websites and online stores using the company's unique platform over the past decade. He has a bachelor's degree in graphic design and a master's degree in higher and post-secondary education, and uses his experience in web space and education to teach small business owners best practices for online sales, design and overall layout of creating an online store.

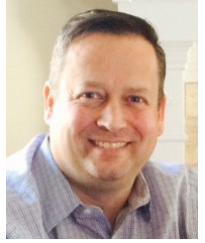
1:45 p.m. – 2:00 p.m. **Move to Break-Out Rooms**
SoHo and Valley Ho Ballrooms

2:00 p.m. – 3:00 p.m. **Break-Out Technology Sessions:**

Gain the Greatest ROI from Your Technology

– SoHo Ballroom
Kyle Mulvaney

Retailers buy inventory to drive revenue and profit for their business. Likewise, retailers should not purchase software unless it too drives revenue and profit to help their business succeed. 25 years of working with furniture retailers has proven the return on investment for those utilizing a leading technology to its fullest. Effective retailers cover the cost of the software and position their business with new opportunities for decreased operating costs and increased revenue. In this presentation, Kyle will highlight 10 key areas of operational functionality and technology tools that can help retailers start generating better business results. Functional areas include selling, customer experience, inventory management, merchandising, replenishment, financials, business intelligence, staff productivity, omni-channel, and scalability.



Kyle Mulvaney is an accomplished sales professional with 20 years of experience within the home furnishings industry. His career started in 1995 when he founded Interior Concepts in Dublin, Ohio, with his family. After overseeing the store and warehouse operations for five years, Kyle transitioned from the retail side of the business to technology and has been engaged in delivering technology solutions to the home furnishings industry ever since.

Give Your Website a Health Checkup

– Valley Ho Ballroom
Ron Gordon

Is your website performing up to its potential? Ron will show several valuable tools and key tests that you can use to evaluate the health of your website. With the majority of consumers starting the shopping process online, having a website that is up-to-date with regard to the latest search engine changes is now more important than ever. Together, he'll review how the search engines evaluate your website, understand the latest changes that Google and Bing have made to their ranking algorithms, and provide you with specific tools that you can apply to evaluate your website's Search Engine Optimization (SEO). Come prepared to critically evaluate your current website and learn the changes that you should make as soon as you return.



Ron Gordon joined MicroD in 2010 as Senior Vice President of Technology and is responsible for the company's software development and advanced technology projects. He earned his Ph.D. in Computer Sciences from Purdue University and has worked for Gerber Technology, AT&T Bell Labs and Microdynamics.

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3:00 p.m. – 3:30 p.m. **Afternoon Break and Vendor Showcase**

3:30 p.m. – 4:30 p.m. **Selling to Millennials and Boomers**
Ed Tashjian



When it comes to marketing, Boomers and Millennials have more than just a generation gap of years, they have an experiential gap which sometimes leads each to dismiss the other's perspective. In reality, each group has some experience-based lessons they can learn from and teach to each other. The surest way to failure is trying to be everything to everyone. If you have multiple segments, you need multiple messages and channels. This afternoon keynote will focus on understanding some of the relevant differences in consumer behavior between Millennials and Boomers with actionable recommendations on strategies and tactics to sell more outdoor furnishings at higher margins.

Ed Tashjian has 30 years of furniture experience in both retail and manufacturing. He was the CMO for Century Furniture when it entered the outdoor category. He currently is the principal of Tashjian Marketing, a consulting firm specializing in the home furnishings industry, and an adjunct professor, specializing in marketing and consumer behavior.

6:00 p.m. – 7:00 p.m. **Reception** – Sky Line Rooftop
Sponsored by  **AmericasMart Atlanta**

Group Dutch Dinners

THURSDAY, FEBRUARY 16, 2017

7:15 a.m. – 8:15 a.m. **Breakfast Buffet** – Palm Court Lawn

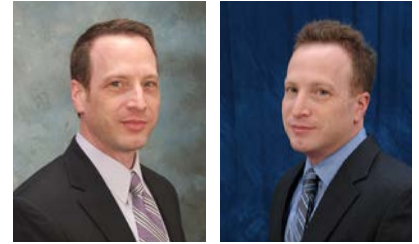
8:15 a.m. – 8:30 a.m. **Welcome** – SoHo Ballroom
Doug Sanicola, ICFA Chairman
Marcia Blake and Debbie Stegman, Conference Co-Chairs

8:30 a.m. – 9:30 a.m. **Assuring the Successful Continuation of Your Family Business**
Lee and Terry Resnick

Business owners need tools and strategies for business succession, wealth preservation and eventual transition of assets. Lee and Terry will highlight techniques to assure that the successful business remains just that – successful! Learn the importance of coordinating estate plans with succession plans and addressing active vs. inactive children within a

family business – does it make sense to leave the business to all the children? Other topics include liquidity issues, valuation methodologies that will satisfy the IRS while lowering the tax bill, the proper type of buy-sell agreements to allow for maximum tax savings and cost efficiency, plus solutions for insurance funding mistakes that often result in millions of dollars in taxes paid.

Terry and Lee Resnick, identical twins, are partners in Resnick Associates, a nationally recognized business succession, estate planning and life insurance advisory, and implementation firm with offices in Harrisburg, Pa., and Kansas City. Resnick Associates works with successful business owners throughout the country assisting in the enhancement, preservation and transition of both their business and non-business assets.



9:30 a.m. – 9:45 a.m. **Break / Comfort / Coffee — Move to Break-Out Rooms** – SoHo and Valley Ballrooms

9:45 a.m. – 10:30 a.m. **Break-Out Better Business Practices Sessions:**

Business Succession & Estate Planning – SoHo Ballroom
Lee and Terry Resnick

Lee and Terry continue the discussion on succession and estate planning by tying in many of the areas of their presentation into a real-life, compelling family business case study that is sure to strike a chord with everyone in the audience.

Sales Training for Manufacturers/Reps – Valley Ho Ballroom
Steve Bennett

At the core of educating and exciting the consumer to want to purchase outdoor furnishings is a call for manufacturers and sales reps to take action. With the innovation in product design, manufacturers need to provide their sales representatives with thorough information on the nuances of every piece as well as create dealer support through catalogs, point-of-purchase materials and website detail. And as reps work with dealers to develop assortment plans, they must also be ready to deliver sales training to the retail associates on product details and how to use the catalog and price list.

Steve Bennett is the Corporate Sales Trainer for Summer Classics, responsible for training the company's retail store personnel as well as new sales representatives and major retail accounts.



10:30 a.m. – 11:00 a.m. **Vendor Showcase**

11:00 a.m. – 11:45 a.m. **Building Team Synergy: Ensuring Your Company's Competitive Edge**

Denise Federer, Ph.D.

Research indicates that creating a culture that proactively promotes Employee Engagement could be critical to the sustainability of your company. The good news is that as an owner or senior leader you have the power to cultivate this type of work environment.



This interactive talk on how to build a great team will address the keys to creating an engaged work culture along with identifying the five “people” factors to ensure that your employees are enthusiastic, loyal and committed to the success of your business.

Dr. Denise Federer brings over 25 years of experience to her work with individuals and companies providing consulting and performance coaching to help clients realize their extraordinary potential and effect significant behavioral change. She is an expert in the unique dynamics of closely held and family businesses, as well as strategies for improving workplace interactions to maximize both financial success and increased job satisfaction.

12:00 p.m. – 1:00 p.m. **Networking Lunch** – *Palm Court Lawn*

1:00 p.m. – 1:45 p.m. **The Purpose-Powered Brand: How to Build Your Brand for Better Digital Marketing and Sales Results** – *Clifford Jones*

The lifeblood of every small business is finding and keeping enough happy, paying customers. Customers create cash flow and the biggest challenge every small business owner faces is making the most of their marketing budget and getting sales results. During this power-packed presentation, you'll get a bullet-proof approach for building your “purpose-powered brand” and getting better digital marketing and sales results.



Cliff is the founder and managing partner of Conversion Marketing Experts, a sales and digital marketing planning, consulting and management company based in Scottsdale. His professional purpose is to help CEO's, business owners and leaders to solve their biggest strategy, branding, marketing, sales and technology problems to win more customers.

1:45 p.m. – 2:45 p.m. **Sales Training & Recruiting for Retailers** – *Steve Bennett*

Successful retailers recognize that their sales associates must be fully trained to fully understand the luxury products they are selling and the consumer that shops in their store. The best retailers also recognize that sales training of product knowledge and selling techniques is an ongoing program and not a single event at the beginning of the season. Steve Bennett will guide store owners on how to move their store shoppers from the front door to an order with step-by-step detail.



Steve Bennett has worked in the casual furniture industry for 27 years. The first half of his career was as a high-volume sales manager for a multi-store patio chain while the second half was as the southwest sales representative for Summer Classics. In January 2016, Steve was appointed the company's Corporate Sales Trainer, responsible for training the company's retail store personnel as well as major retail accounts and new sales representatives.

2:45 p.m. – 3:00 p.m. **Move to Break-Out Rooms**

3:00 p.m. – 3:45 p.m. **Breakout Sessions: Tips for Manufacturers and Reps on Building Retail Champions** – *SoHo Ballroom*

Karen Galindo

Do you wonder what really makes your line important to your dealers? Karen promises a lively discussion with ideas on how to engage and train retail associates to sell your product in a meaningful way that benefits both of you. And don't miss her “Theories of Reflection and Reciprocity” that will enable more product sales to retailers.



Karen Galindo is the president of Outside in Style, with four stores and designer showrooms in Austin and San Antonio, Texas. In the industry for over 30 years, she drives the retail machine of her business with a very hands-on approach that comes from working the selling floor to stay on top of customer preferences and working with industry partners on retail trends and product development.

Best Retail Practices – *Valley Ho Ballroom*
ICFA Retail Council Panel

Who better to give advice to retailers about strategies for improving their outdoor furnishings businesses than success stories from fellow members? ICFA's own Retail Council is stepping up to discuss techniques for



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advancing customer service, special events, design services, community affairs, hiring GREAT sales associates, holding on to good inventory margins and much, much more.

Jessica Salisbury, general manager of Village Green in Rockford, Ill., and chair of the ICFA Retail Council, will moderate this interactive discussion.

4:00 p.m. – 5:00 p.m. **Closing Keynote — Swim Like a Shark** – *Michael Parrish DuDell*



Each week, millions of people tune into Shark Tank and watch as world-class investors share their wisdom, knowledge and cash. But how exactly did the Sharks become Sharks? And what tools, tactics and techniques have the show's most celebrated entrepreneurs used to achieve record-breaking success? As the bestselling author of *Shark Tank Jump Start Your Business* and *Shark Tank Secrets to*

Success, the official book series from ABC's hit show Shark Tank, Michael goes behind the scenes to reveal how organizations of every size can tap into these powerful principles and achieve record-breaking growth.

Michael Parrish DuDell is a writer, speaker and entrepreneur. This exemplary Gen Y served as editor of *ecomagination.com*, presenting insights on GE's sustainability strategy to enhance resource productivity and reduce environmental impact for customers and in its own operations. Previously, he was managing editor of *The Domino Project*, an innovative and award-winning publishing company founded by Seth Godin.

5:00 p.m. – 5:15 p.m. **Closing Remarks** – *Gary McCray, Doug Sanicola, Marcia Blake, Debbie Stegman*

5:15 p.m. – 6:00 p.m. **Libations**

ALL ABOUT SCOTTSDALE

Scottsdale is a premier destination in the Southwest, known for sunny skies and a lush desert setting – an ideal backdrop for business meetings and recreation. In mid-February, day-time average temperatures are expected around 72-73 degrees.



The Hotel Valley Ho in downtown Scottsdale is the site for our Conference, where a discounted rate of \$235 plus city/state taxes and assessment fees is available to attendees until January 23, 2017. Guests may make reservations by calling 1-866/882-4484.



Dress for the meeting sessions is business casual. Plan to enjoy breakfasts and evening events outside.



Phoenix Sky Harbor International Airport is located just 10 miles away and is serviced by 16 major airlines.

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