



2023 ICFA EDUCATIONAL CONFERENCE – AGENDA

Tuesday, February 28, 2023

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| 10:30 a.m. – 4:30 p.m. | ICFA Golf Tournament |
| 12:00 p.m. – 5:00 p.m. | Retail Tour — Nashville Billiards, Kolo Collection, Summer Classics Home Nashville |
| 5:00 p.m. – 6:30 p.m. | Registration/City of Hope Service Project |
| 5:30 p.m. – 6:30 p.m. | Reception |
| 6:30 p.m. – 8:30 p.m. | Dinner |

Wednesday, March 1, 2023

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| 7:00 a.m. – 8:00 a.m. | Breakfast |
| 8:00 a.m. – 8:15 a.m. | Welcome – Erik Mueller, ICFA Chairman Jessie Flanders and Jessica Salisbury, Conference Co-Chairs |
| 8:15 a.m. – 9:15 a.m. | Keynote – Fail Proof: Become the Unstoppable You – Alex Weber |
| 9:15 a.m. – 9:45 a.m. | Break / Comfort / Coffee in Vendor Showcase |
| 9:45 a.m. – 10:30 a.m. | Employee Retention/Recruiting – Jaime Raul Zepeda |
| 10:30 a.m. – 11:00 a.m. | Mary Fruehauf Retail Genius Award Presentation – Mariah Maydew, Cathy Buzbee, Brian Lawrence |
| 11:00 a.m. – 11:15 a.m. | Move to Break-Out Rooms |
| 11:15 a.m. – 12:00 p.m. | Breakout Sessions <ol style="list-style-type: none"> 1. Do-It-Yourself Social Media – Jessica Salisbury & Jessica Knudson 2. What's Happening in Washington, D.C.? – Chris Andresen 3. Sales Reps – Group Discussion |
| 12:00 p.m. – 1:00 p.m. | Networking Lunch |
| 1:00 p.m. – 2:00 p.m. | Outdoor Fabrics Trend Forecast |
| 2:00 p.m. – 2:30 p.m. | Break / Comfort / Coffee in Vendor Showcase |
| 2:30 p.m. – 3:30 p.m. | Breakout Sessions: <ol style="list-style-type: none"> 1. Retail Panel: Store Growth – Bruce Erickson, Grant Henegan, Greg Martin, Eric Stalzer 2. What's Happening in Washington, D.C.? – Chris Andresen |
| 3:30 p.m. – 4:30 p.m. | CLOSING KEYNOTE |
| 4:30 p.m. – 5:30 p.m. | FREE TIME |
| 5:30 p.m. – 6:30 p.m. | Afternoon Libations – Vendor Showcase |
| 7:00 p.m. – 11:00 p.m. | Dine-Around / Line Dance Party |

Thursday, March 2, 2023

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| 8:00 a.m. – 9:30 a.m. | Breakfast |
| 8:00 a.m. – 9:15 a.m. | ICFA Board of Directors Breakfast Meeting |
| 9:30 a.m. – 9:45 a.m. | Welcome – Erik Mueller, ICFA Chairman Jessie Flanders and Jessica Salisbury, Conference Chair |
| 9:45 a.m. – 10:45 a.m. | Keynote – Five Ways to Fix Customer Service – Angie Webber |
| 10:45 a.m. – 11:00 a.m. | Industry Partner Award Presentation – Erik Mueller |
| 11:00 a.m. – 12:00 p.m. | Break / Comfort / Vendor Showcase |
| 12:00 p.m. – 1:00 p.m. | Networking Lunch |
| 1:00 p.m. – 2:00 p.m. | Consumer Panel – Warren Juliano, Moderator |
| 2:00 p.m. – 2:15 p.m. | Move to Breakout Room |
| 2:15 p.m. – 3:30 p.m. | Afternoon Roundtables – Manufacturers-Suppliers – PFAs 101, Next Gen Retailers – Group Discussion Sales Reps – Recovering Unpaid Commissions – Adam Glazer |
| 3:30 p.m. – 4:30 p.m. | Closing Keynote – Reset & Recharge – Betsy Allen-Manning |
| 4:30 p.m. – 5:30 p.m. | FREE TIME |
| 5:30 p.m. – 6:30 p.m. | Afternoon Libations |
| 6:30 p.m. – 8:30 p.m. | Group Dinner / Bowling Party |

Friday, March 3, 2023

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| 8:00 a.m. – 9:00 a.m. | Breakfast Buffet |
| 9:00 a.m. – 11:30 p.m. | ICFA Membership Meeting / Planning Workshop |
| 12:00 p.m. | 2023 ICFA Educational Conference Concludes |