



2023 ICFA EDUCATIONAL CONFERENCE – AGENDA

Tuesday, February 28, 2023

10:30 a.m. – 4:30 p.m.	ICFA Golf Tournament
12:00 p.m. – 5:00 p.m.	Retail Tour
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

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.	Opening Keynote
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
10:30 a.m. – 11:00 a.m.	Mary Fruehauf Retail Genius Award Presentation
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 2. What's Happening in Washington, D.C.? 3. Sales Representative Survey of Retailer Expectations
12:00 p.m. – 1:00 p.m.	Networking Lunch
1:00 p.m. – 2:00 p.m.	Keynote – TREND FORECAST
2:00 p.m. – 2:30 p.m.	Break / Comfort / Coffee in Vendor Showcase
2:30 p.m. – 4:00 p.m.	Breakout Sessions: <ol style="list-style-type: none"> 1. Retail Panel: Store Expansion 2. What's Happening in Washington, D.C.? 3. Websites/E-Commerce
4:00 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

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.	Morning Keynote
10:45 a.m. – 11:00 a.m.	Industry Partner Award Presentation
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
2:00 p.m. – 2:15 p.m.	Move to Breakout Room
2:15 p.m. – 3:30 p.m.	Afternoon Roundtables – Manufacturers-Suppliers/Retailers/Reps
3:30 p.m. – 4:30 p.m.	Closing Keynote -- COMMUNICATIONS
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

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.	2022 ICFA Educational Conference Concludes