

ELEVATE 2024

Sunday, February 18, 2024

11:00 a.m. – 1:00 p.m.	Registration
12:00 p.m. – 4:30 p.m.	ICFA Golf Tournament – Phoenician Golf Course
1:00 p.m. – 4:00 p.m.	Retail Tour – INSIDE/OUT Showrooms, Gabby & Summer Classics
5:00 p.m. – 6:30 p.m.	Registration
5:30 p.m. – 6:30 p.m.	Reception
6:30 p.m. – 8:30 p.m.	Dinner

Monday, February 19, 2024

8:00 a.m. – 9:00 a.m.	Breakfast – Retail Council Breakfast
9:00 a.m. – 9:15 a.m.	Welcome – Megan Pierson, ICFA Chairman Jessie Flanders and Jessica Salisbury, Conference Co-Chairs
9:15 a.m. – 10:15 a.m.	Keynote – People Savvy: Improve Communication, Build Better Relationships and Deal with Difficult People Effectively – Betsy Allen-Manning
10:15 a.m. – 10:45 a.m.	Break / Comfort / Coffee in Vendor Showcase
10:45 a.m. – 12:15 p.m.	People Savvy Continued
12:15 p.m. – 1:00 p.m.	Networking Lunch
1:00 p.m. – 1:15 p.m.	Mary Fruehauf Retail Genius Award Presentation
1:15 p.m. – 2:15 p.m.	Making Social Media Work For You! – Jessica Salisbury & Kiki Knudson, Village Green
2:15 p.m. – 2:45 p.m.	Break / Comfort / Coffee in Vendor Showcase
2:45 p.m. – 3:45 p.m.	Breakout Sessions: <ol style="list-style-type: none">1. Hands-On Social Media – Jessica Salisbury & Kiki Knudson, Village Green2. What’s Happening in Washington, D.C.? – Chris Andresen, Dutko GR
3:45 p.m. – 4:00 p.m.	Industry Partner Award Presentation
4:00 p.m. – 4:30 p.m.	States Accelerating PFAs Regulations – Daniella Landers, Womble Bond Dickinson
4:30 p.m. – 5:30 p.m.	FREE TIME
5:30 p.m. – 6:00 p.m.	Afternoon Libations – Vendor Showcase
6:00 p.m. – 8:00 p.m.	Dine-Around

Tuesday, February 20, 2024

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 – Megan Pierson, ICFA Chairman Jessie Flanders and Jessica Salisbury, Conference Co-Chairs
9:45 a.m. – 10:30 a.m.	Keynote – Economic Outlook, Mark Vitner, Piedmont Crescent Capital
10:30 a.m. – 10:45 a.m.	Break / Comfort / Coffee in Vendor Showcase
10:45 a.m. – 11:45 a.m.	Breakout Sessions: <ol style="list-style-type: none">1. Retail Panel: Sissy Blanchard, Joy Odom, Amanda Smith, Olivia Smith2. What’s Happening in Washington, D.C.? – Chris Andresen, Dutko GR
11:45 a.m. – 12:15 p.m.	Philanthropy Update – Elaine Smith
12:15 p.m. – 1:00 p.m.	Networking Lunch
1:00 p.m. – 2:30 p.m.	Consumer Panel
2:30 p.m. – 3:00 p.m.	Casual Market Atlanta Update
3:00 p.m. – 4:30 p.m.	Afternoon Roundtables – Manufacturers-Suppliers – Group Discussion Retailers – Group Discussion Reps – Group Discussion
4:30 p.m. – 5:30 p.m.	FREE TIME
6:00 p.m. – 8:00 p.m.	Group Dinner

Wednesday, February 21, 2024

8:00 a.m. – 9:00 a.m.	Breakfast Buffet
9:00 a.m. – 10:15 a.m.	Trends in Home Design & Decorating – Michelle Lamb, Trend Curve
10:15 a.m. – 10:30 a.m.	Break / Coffee
10:30 a.m. – 12:00 p.m.	Partnership is the New Leadership – Ty Bennett
12:00 p.m.	2024 ICFA Educational Conference Concludes