

**RETAILING SMARTER SYMPOSIUM
2007
AGENDA**

THURSDAY, JUNE 7th

- 7:15 – 8:30 A.M. **REGISTRATION**
BREAKFAST - *Sponsored by Jarden*
WELCOME BAGS – *Sponsored by Famous Footwear and Naturalizer*
AUDIO VISUAL – *Sponsored by JCPenney and Pinch-A-Penny*
- 8:30 – 9:00 **WELCOME PRESENTATION**
Barton A. Weitz, Executive Director, David F. Miller Center for Retailing Education and Research
Betsy A. Trobaugh, JC Penney Director, David F. Miller Center for Retailing Education and Research
- 9:00 – 10:00 **DRIVING TO LEADERSHIP IN RETAIL**
Ken Hicks, President and Chief Merchandising Officer, J.C. Penney Company, Inc.
Learn the key strategic elements to achieve and maintain a leadership position in retail. The presentation will include the development of strong private brands, developing new retail format and the systems and supply chain to support growth. In addition, learn how to build a culture and organization to facilitate the leadership position.
- 10:00 – 10:30 **REFRESHMENT BREAK – *Sponsored by Claire’s Stores, Inc.***
- 10:30 – 11:30 **AS A MATTER OF FACTS...USING INFORMATION TO DRIVE BETTER DECISIONS FOR RETAILERS**
Bill Lucas, Group President, Retail Business Group, The NPD Group
Tina White-Potter, Manager in Strategic Planning and Research, JCPenney
The cost of failure ... expectations of the financial community ... instant competitive response ... the whim of consumers ... fighting for allocation of hot products – these are but a few of the factors that make the need for effective decision making so crucial for retailers in today’s marketplace. While there is a seemingly boundless amount of data available, gleanable actionable information is the “science” that must surpass the traditional “art” in order to enable fact-based decisions. This session will illustrate how merchandisers, marketers, planners and senior management at retailers across various channels are using both POS scanner information and consumer purchase information to make tactical and strategic decisions at their organizations.
- 11:30 – 12:30 **LEADERSHIP IN NICHE RETAILING**
Joe Scarlett, Chairman of the Board, Tractor Supply Company
This is the story of how a sleepy old chain of farm supply stores evolved into a retail powerhouse. It is about the identification of a new and growing customer base and then listening to and hiring those customers. This is a story about the power of culture in building an organization and how the practice of servant leadership built a powerful environment of trust. Tractor Supply delivers a consistent and repetitive leadership message which is unwavering in focus and direction.
- 12:30 – 2:00 **LUNCH - *Sponsored by Kohl’s and IBM***
Florida Retailer of the Year Award for Leadership (ROYAL) Luncheon,
A program sponsored by the Florida Retail Federation
- 2:00 – 3:00 **CUSTOMER SERVICE FROM THE INSIDE OUT**
Paul Levesque, President and Founder of Customer Focus Breakthroughs Inc.
In *Customer Service From The Inside Out*, author and consultant Paul Levesque outlines a six-element process for creating a “flashpoint culture” — one in which employee motivation drives up customer satisfaction and feedback from delighted customers in turn drives up employee motivation. It’s a process to create what Paul describes as a “chain reaction of contagious enthusiasm,” and his eye-opening (and highly entertaining) presentation spells out how to:
- Turn cynical employees into customer service champions
 - Create a buzz of excitement in the workplace
 - Achieve higher profits, lower turnover, and a powerful competitive advantage.

- 3:00 – 3:30 **REFRESHMENT BREAK - *Sponsored by Firestone Complete Auto Care***
- 3:30 – 4:30 **CREATING A COMPETITIVE EDGE THROUGH EXTERNAL PARTNERSHIPS**
Gloria Johnson-Goins, Chief Diversity Officer, Home Depot
 Learn effective strategies to attract and retain the best talent. Gain a competitive edge through creative human resource practices. Developing external partnerships increases an organizations ability to develop future leadership.
- 5:00 – 6:30 **COCKTAIL RECEPTION – *Sponsored by Novations***
- FRIDAY, JUNE 8th**
- 7:00 – 8:00 A.M **REGISTRATION
 BREAKFAST - *Sponsored by Walgreens***
- 8:00 – 9:00 **HOW TO BEAT THE BIG GUYS**
Stew Leonard, President & CEO, Stew Leonard's
 Learn hands-on techniques and strategies for competing with tomorrow's large food retailers.
- 9:00 – 10:00 **CREATING A BETTER EVERYDAY LIFE**
Pernille Spiers-Lopez, President, IKEA North America
 Learn about IKEA's point of view that "Home is the most important place in the world." How does IKEA create a better everyday life for their co-workers. How they take into consideration environmental and social responsibility from product development to the local store community.
- 10:00 – 10:30 **REFRESHMENT BREAK - *Sponsored by The NPD Group, Inc.***
- 10:30 – 11:30 **RETAILING SMARTER IN A TIRE & AUTOMOTIVE SERVICE BUSINESS IN THE 21ST CENTURY**
Mark Emkes, Chairman & CEO, Bridgestone Americas Holding, Inc. and Chairman and CEO of Bridgestone Firestone North American Tire, LLC (BFNT)
 Learn the methods & systems used by of BFS Retail & Commercial Operations (BFRC), which operates the world's largest chain of retail tire and automotive service outlets, to be successful in the ever-evolving retail landscape. Hear the unique tools BFRC applies to their business to address the changing customer demographics and automotive trends.
- 11:30 – 12:30 **REPOSITIONING OF THE PSS BRAND IN THE MARKET PLACE**
Michael Jeppesen, DSVP Global Sourcing and Product Development, Payless Shoe Source
 Learn how Payless, the largest family footwear retailer in the Western Hemisphere, has employed a new strategy focused on creating an emotional connection with customers. Payless has put forth a new brand identity and product offering to meet and exceed the wants and needs of the consumer, allowing for a more compelling shopping experience and a timely interpretation of style. As innovators in the democratization of fashion, Payless delivers fresh, innovative collections of footwear and accessories inspired by the latest trends through the creation of internal Design, Development, Brand Management and Direct Sourcing; featuring brands such as Abeate for Payless, Lela Rose for Payless, American Eagle, Champion, Tailwind, and Airwalk, among others.
- 12:30 **ADJOURN**