

**RETAILING SMARTER SYMPOSIUM  
2008  
AGENDA**

**THURSDAY, JUNE 26<sup>th</sup>**

- 7:15 – 8:30 A.M.     **REGISTRATION**  
**BREAKFAST - *Sponsored by Jarden Consumer Solutions***  
**WELCOME BAGS – *Sponsored by Famous Footwear and Naturalizer***  
**AUDIO VISUAL – *Sponsored by Firestone Complete Auto Care, 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       **RETAILING 2015: NEW FRONTIERS**  
***Dan Stanek, Executive Vice President, TNS Retail Forward***  
Retailing in 2015 will be vastly different that it is today. A new consumer mindset will drive dramatic change throughout the shopper landscape. Explore the significant change that will shape retailing over the next eight years. Learn the Top 15 trends that will redefine the retail business environment. Identify the critical success factors that retailers and suppliers must address to successfully navigate the road to 2015.
- 10:00 – 10:30       **REFRESHMENT BREAK - *Sponsored by Payless ShoeSource***
- 10:30 – 11:30       **THE HESS WAY**  
***Richard Lawlor, Vice President Retail Sales & Marketing, Hess Corporation***  
A key ongoing initiative for Hess is the delivery of a strong customer experience. Learn how Hess selects, trains and coaches for success and how they are able to provide great customer experiences in a clean and well merchandised environment. Learn how this initiative helps to increase their volume and profits.
- 11:30 – 12:30       **EVERY STORE, TO EVERY CUSTOMER, EVERY TIME**  
***John Worthington, Senior Executive Vice President, Kohl's Department Stores***  
Learn the strategies Kohl's has put into place to meet the demands of their ever changing customer. The introduction of new brands, new store initiatives and incorporating new technology will be discussed. Learn how these efforts assist in delivering the Kohl's promise to Every Customer, Every Time, Every Store!
- 12:30 – 2:00        **LUNCH - *Sponsored by Crossman & Co.***  
***Florida Retailer of the Year Award for Leadership (ROYAL) Luncheon,***  
***A program sponsored by the Florida Retail Federation***

2:00 – 3:00

**BUILDING CUSTOMER LOYALTY IN A "GOOGLE-ZED" MARKETPLACE**

*Jill Griffin, Author*

Search technologies have enabled an unprecedented state of "customer informedness" by which the average shopper can quickly garner near-perfect buying information: what's available, from whom, at what price. A me-too offering is doomed in this new reality. Why? Because your brand is forced to compete with other me-too products and low price becomes the only differentiator. Today's retailer must equip itself to thrive in this new reality. Jill Griffin's fast-paced, solutions-filled keynote will show you:

- The proven customer commitment hierarchy and how to climb it
- The big loyalty blindspot that's costing you customers
- Case Study: A global retailer's "commodity creep" real-world lessons

3:00 – 3:30

**REFRESHMENT BREAK - *Sponsored by Tires Plus Total Auto Care***

3:30 – 4:30

**FOCUSING ON THE NEIGHBORHOOD**

*Don Whetstone, Senior Director, Merchandising Strategy and Development, Walgreens*

Don will provide an overview of Walgreens position in the marketplace. He will illustrate the need for more flexibility in adapting to the neighborhood. Learn how Walgreens is adapting and differentiating themselves in the marketplace.

5:00 – 6:30

**COCKTAIL RECEPTION – *Sponsored by Novations***

**FRIDAY, JUNE 27<sup>th</sup>**

7:00 – 8:00 A.M

**REGISTRATION**

**BREAKFAST – *Sponsored by Walgreens***

8:00 – 9:00

**STRATEGIES FOR ENGAGING YOUR MOST VALUABLE CUSTOMERS**

*Chuck Rubin, President, North American Retail, Office Depot*

Today's retailer needs to be more customer-focused and customer-driven than ever before. However, we must overcome our fear of retribution in declaring that not all customers are equal – and thus do not deserve equal treatment.

9:00 – 10:00

**2007 NATIONAL RETAIL SECURITY SURVEY FINAL REPORT:  
PRELIMINARY OVERVIEW**

*Richard Hollinger, Professor Department of Criminology, Law and Society  
Director, Security Research Project, University of Florida*

Learn the sources of retail shrinkage, the current level of shrinkage in each of the major markets, and the countermeasures that retailers are employing to reduce shrinkage and losses, thereby increasing profits.

10:00 – 10:30

**REFRESHMENT BREAK - *Sponsored by Kohl's***

10:30 – 11:30

**WHAT ARE THEY THINKING? *The American consumer mindset on energy efficiency and the green movement***

*Suzanne Shelton, President and CEO, The Shelton Group*

It seems like every company's scrambling to figure out a Green market positioning. But what do consumers think about it? Do they care? And, more importantly, are they buying it? Find out what national consumer research and nationwide focus groups reveal about this topic and learn how to successfully take your Green position to market.

11:30 – 12:30

**CHICO'S: HYPER-GROWTH LESSONS LEARNED**

***Scott Edmonds, President and CEO, Chico's FAS, Inc.***

“In a ten year period from 1997 to 2007, Chico's FAS, Inc. went from being a single branded women's retailer with annual sales of \$75 million to a multi branded company with just under \$2 billion in annual sales. Hear from Scott A. Edmonds, President, CEO, and Chairman of the Board, the top three lessons learned from that journey.”

12:30

**ADJOURN**