

RETAILING SMARTER 2009

Agenda

THURSDAY, JUNE 25th

- 7:15 – 8:30 A.M.** **REGISTRATION**
BREAKFAST – *Sponsored by Wells Fargo Retail Finance*
WELCOME BAGS – *Sponsored by Famous Footwear and Naturalizer*
AUDIO VISUAL – *Sponsored by Firestone Complete Auto Care, Hudson, 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 – 9:45** **FOCUSING ON THE FUNDAMENTALS: HOW RETAILERS CAN MANAGE THROUGH A DIFFICULT ENVIRONMENT**
Deborah Weinswig, Retailing/Broadlines, Citi Investment Research
Over the past two years, the U.S. consumer has been faced with an unprecedented set of economic challenges that have significantly impacted their behavior. Retailers have been forced to adapt their strategies to better target consumers' needs, control expenses to maintain profitability, and maximize returns on capital. Deborah Weinswig, Citi's Retailing/Broadlines, Food & Drug, and Home Improvement analyst, will discuss a set of best practices used by today's top retailers that should help them succeed in any environment.
- 9:45 – 10:30** **BUILDING LEADERSHIP THROUGH INNOVATION**
Michael Boylson, Executive Vice President and Chief Marketing Officer JCPenney Corporation, Inc.
Learn how JCPenney has evolved its brand through innovation across all customer touch points to reestablish itself as one of the most successful retailers in America. After completing the biggest turnaround in retail history, this 107 year old company has reshaped its relevance with America through innovative brand launches, compelling marketing and a growth strategy that centers on new stores and building jcp.com as the interactive hub of the brand. In addition, learn how JCPenney has successfully leveraged its 150,000 Associates to create a competitive advantage.
- 10:30 – 10:45** **REFRESHMENT BREAK**

10:50 – 11:50

CONCURRENT SESSIONS

SESSION 1	SURVIVING THE STORM AND ATTRACTING CUSTOMERS DURING DIFFICULT TIMES <i>Michael Boylson, Executive Vice President & Chief Marketing Officer, JCPenney</i> Discuss how your marketing strategies differ today than from one year ago. What are your experiences with using the Internet to sell and promote merchandise? How are you using the new media and Web 2.0? Is your company's proposition to your customers still relevant?
SESSION 2	EXECUTING TO PARADIGM CHANGES THAT CHALLENGE CURRENT HUMAN RESOURCE ORTHODOXIES <i>Doug Koch, Chief Talent Officer, Brown Shoe Company, Inc.</i> Discuss how you win the talent war in changing times. What are some alternative compensation packages that drive market share? What are some strategic HRM techniques used during times of economic crises?
SESSION 3	RETAIL IN TROUBLE – WHAT DOES IT MEAN? <i>Cory Lipoff, Executive Vice President, Principal, Hilco Merchant Resources, LLC</i> <i>William Mayer, President & COO, Wells Fargo Retail Finance</i> Discuss how the credit markets impact retailers. Who is financing retailers? Who will be the winners and losers? What must retailers do to survive?
SESSION 4	CHANGING CONSUMER SHOPPING BEHAVIOR – TEMPORARY OR LASTING? <i>William Lucas, Group President, Retail Business Group, The NPD Group, Inc.</i> <i>Steven Kirn, Executive Education Director, David F. Miller Center for Retailing Education and Research</i> Have consumers become forever sensitized to deal prices and, if so, what are the implications for future retailer pricing strategies? Is the "down shift" in the retailers where consumers are purchasing during this tight time likely to remain when the economy eventually improves? How will retailers communicate with the future consumer? Preprint? Email? Text? Internet? In Store?

12:00 – 1:30

LUNCH - Sponsored by Hess Corporation, Toys“R”Us, Inc. and Dick’s Sporting Goods
Florida Retailer of the Year Award for Leadership (ROYAL) Luncheon, A program sponsored by the Florida Retail Federation

1:45 – 2:30

[BUILDING A BRAND THAT MATTERS](#)

Tony Hsieh, CEO, [Zappos.com](#)

In under ten years, Zappos.com has grown from an upstart into a business that is forecasted to generate \$1 billion in gross merchandise sales in 2008. He will discuss the ingredients needed to build a brand, culture, and company that matters. He will also discuss some of the lessons learned while building the business over the last ten years.

2:30 – 3:15

GET BETTER NOT BUSIER

Alison Bond, Author, “The Direct Hit”

In the current challenging climate everyone is trying to get busy. They want to make sales, fast. That's understandable but it misses the point ... and the profit. All this focus on transactional measures (numbers of sales calls, number of enquiries, number of customers etc) may keep you busy but it may not keep you in business.

You will come away from this session with practical ideas on how to steal a march on your competitors, add real value to customers, use the downturn to your advantage and lock your customers, staff and stakeholders into your business so tightly that you can only succeed.

3:15 – 3:30

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

3:40 – 4:40

CONCURRENT SESSIONS

SESSION 1	BAD TIMES YIELD THE BEST OPPORTUNITIES, ARE YOU BEING OPPORTUNISTIC ENOUGH? <i>Cynthia Cohen – President, Strategic Mindshare</i> Everything is now in play and no idea is a bad idea so how can you identify the best opportunities for your business's future growth? Discuss where your big idea will come from. How can you capitalize on your strengths including the off balance sheet ones? The marketplace is littered with opportunities, take advantage before your competition does.
SESSION 2	DON'T JUST SPEED DATE! LEARN HOW TO COURT YOUR CUSTOMERS, TEAM AND STAKEHOLDERS <i>Alison Bond – Author</i> Do your customers love you and what do they expect from you? How do you measure their level of commitment? How do you know when your ready to advance your relationship
SESSION 3	MORE WITH MORE, NOT LESS...HOW TO ENGAGE MORE OF YOUR TALENT DURING TOUGH ECONOMIC TIMES <i>Mary Beth Garcia – Director of Client Services, Novations</i> Discuss how you can get more “Go To” people on your work teams. What if you had more people you can count on to get the job done and done well? How do you increase the contribution and engagement of more of your team to achieve results?
SESSION 4	TRENDS IN RETAIL DEVELOPMENT DURING TOUGH ECONOMIC TIMES <i>John Crossman – President, The Villages/Crossman & Company</i> Discuss how the economy changed retailer's strategy in site selection, project management, leasing, property management and marketing. What is in the future for various retail development including neighborhood, lifestyle, community, mixed use and town centers.

5:00 – 6:30 **COCKTAIL RECEPTION – *Sponsored by Novations***

FRIDAY, JUNE 26th

7:30 – 8:30 A.M **REGISTRATION
BREAKFAST – *Sponsored by Walgreens***

8:30 – 9:15 **GAMESTOP
*R. Richard Fontaine, Executive Chairman***

9:15 – 10:00 **IBM GLOBAL CEO STUDY: THE ENTERPRISE OF THE
FUTURE**
Study:
http://www.cba.ufl.edu/mkt/retailcenter/docs/CRER_RSS_Presentation_2009_JuliaArnette_study.pdf
White Paper
http://www.cba.ufl.edu/mkt/retailcenter/docs/CRER_RSS_Presentation_2009_JuliaArnette_whitepaper.pdf

Julia Arnette, Vice President, Global Retail Industry, IBM

What will the Enterprise of the Future look like? To answer that question, IBM interviewed with more than 1,100 CEOs and public sector leaders -- representing 40 nations and 32 industries -- to gain their insights on the practices that support what we are calling, "the Enterprise of the Future". These discussions covered a variety of topics including new & changing customers, global integration, and business model innovation. These conversations, together with our statistical and financial analyses and retail industry perspectives, provide a unique perspective on the future of the industry.

10:00 – 10:30 **REFRESHMENT BREAK - *Sponsored by Kohl's***

10:30 – 11:15 **DIFFERENTIATE YOUR BUSINESS IN THE MARKETPLACE
WITH PRIVATE BRANDS
*Toni Koziak, Vice President of Product Development, DICK'S Sporting
Goods, Inc.***

11:15 – 12:00 **COMPETING IN TODAY'S RETAIL WORLD – A SUPPLIER'S
PERSPECTIVE
*Mike Kratofil, Sr. Vice President Global Market Development, Jarden
Consumer Solutions***

The audience will learn insights into the dynamic retail/supplier relationship that has and will continue to evolve in the US market place.

Key topics to be discussed are:

- How a retail/supplier relationship has evolved over the last 10 years
- The supplier brand is what the consumer sees - there is much more to talk about
- How value is best gained for both enterprises (retailer/supplier)
- The retailer/supplier relationship will continue to evolve - A look ahead
- What cross-function, cross-enterprise skills will be in demand in the future

12:00 **ADJOURN**