



**2008 FURNITURE TODAY BEDDING CONFERENCE**  
*BETTER SLEEP EQUALS BETTER SALES*  
**MAY 14-16, 2008**  
**THE RITZ-CARLTON GOLF RESORT ♦ NAPLES, FLORIDA**

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**AGENDA**

**WEDNESDAY, MAY 14, 2008**

- 1:00 pm**                      **Golf Tournament**  
*Sponsored by Simmons*
- 4:00 pm – 6:00 pm**            **Registration**
- 6:00 pm – 7:00 pm**            **Cocktail Reception**  
*Sponsored by Leggett & Platt*
- Dinner on your own**

**THURSDAY, MAY 15, 2008**

- 7:30 am – 8:30 am**            **Breakfast**  
*Sponsored by Englander*
- 8:30 am – 8:45 am**            **Welcome: David Perry, FurnitureToday**
- 8:45 am – 10:00 am**           **Kick-off Speaker: Danny Seo**  
*Sponsored by Simmons*  
What the green movement means for the bedding industry
- 10:00 am – 10:15 am**           **Break**
- 10:15 am – 11:30 am**           **Retail Success Stories**  
Barrie Brown, Mattress Giant; Pete Bils, Select Comfort; Steve Stone, BedMart; and Tom Beall, Ashley Furniture HomeStore/Beall's Furniture
- 11:30 am – 12:15 pm**           **Speaker: David Perry, FurnitureToday**  
*Research Sponsored by Sealy*  
The elusive bedding consumer: An overview of Furniture/Today's latest retail bedding research
- 12:15 pm - 1:15 pm**            **Lunch**  
*Sponsored by Protect-A-Bed®*
- 1:15 pm - 2:15 pm**            **Retail Bedding Workshop: *How retailers can boost their sales***  
Jon Parks, executive vice president, Horich Parks Lebow Advertising and Kurt Ling, president, Customer Kinetics
- 2:15 pm – 3:15 pm**            **Panel Discussion: *Hot issues panel with top bedding producers***  
Key executives at Sealy, Simmons, Serta, Spring Air and Tempur-Pedic address the top issues facing the industry. Panelists: Charlie Eitel, Simmons; Bob Sherman, Serta; Kevin Damewood, Spring Air; and Rick Anderson, Tempur-Pedic



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## **THURSDAY, MAY 15, 2008 (CONTINUED)**

- 3:15 pm – 3:30 pm**                      **Break**
- 3:30 pm – 4:30 pm**                      **Panel Discussion: Sleep Accessories**  
Better tickets and better sleep.  
Panelists: James Bell, Protect-A-Bed; Dave Powers, GBS Enterprises; Niles Cornelius, Hickory At Home; Kevin Stein, Latex International; Ralph Rossdeutscher, Natura
- 4:30 pm**                                      **Free Time**
- 6:30 pm – 7:30 pm**                      **Cocktail Reception**  
*Sponsored by Serta®*
- 7:30 pm**                                      **Awards Dinner: Bedding Retail Giants**  
*Sponsored by Comfort Solutions by King Koil®*

## **FRIDAY, MAY 16, 2008**

- 7:30 am – 8:30 am**                      **Breakfast**  
*Sponsored by Protect All*
- 8:30 am – 9:00 am**                      **Industry Overview: Challenges and opportunities**  
Charlie Eitel, CEO of Simmons and chairman of the International Sleep Products Association
- 9:00 am – 9:30 am**                      **Presentation: High-End Bedding**  
\$50,000 sleep sets spark buzz.  
Irwin Pearl, Magniflex; Mark Quinn, Leggett & Platt; and Avi Barssessat, Hollandia
- 9:30 am – 9:45 am**                      **Break**
- 9:45 am – 11:00 am**                      **Featured Speaker: Strategist Thom Winner**  
How top producers and retailers capture and keep the lead in their markets
- 11:00 am**                                      **Wrap-up**