



**2008 KIDS TODAY CONFERENCE**  
*PLAYING FOR KEEPS*  
**MARCH 4-6, 2008**  
**WESTIN SAVANNAH HARBOR AND SPA ♦ SAVANNAH, GA**

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**AGENDA**

**TUESDAY, MARCH 4, 2008**

- 1:00 pm**                      **Golf- Tee off**  
The Club at Savannah Harbor
- 5:00 pm – 7:00 pm**            **Registration**
- 7:00 pm**                      **Cocktail Reception**  
*Sponsored by Simmons Kids*
- 8:00 pm**                      **Dinner**

**WEDNESDAY, MARCH 5, 2008**

- 7:30 am – 8:30 am**            **Breakfast**
- 8:5 am –9:30 am**            **Kick-off Speaker: Edward Walker**  
Edward Walker, a celebrated designer and cast member on TLC's Trading Spaces, will tell you why outstanding design is a make-or-break element in any room, especially a kid's room.
- 9:30 am - 10:45 am**            **Panel Discussion: The Future of Retailing**  
Everyone wants to know where the business is headed. We can't think of any better group to tell us than our panel of next-generation retailers including Richard Goore, Goore's for Babies to Teens, Karla & Aaron Pederson, Kids Stuff Superstore, Kelly Nelson, New Baby Products and Kim Crouchet, Pippin McGee.
- 10:45 am – 11:00 am**            **Break**
- 11:00 am – 11:45 am**            **Online Opportunities: Internet Update**  
With more than \$29 billion spent online during the most recent holiday season, the Internet continues to rock at retail. Reed Business Information's Penny Schneck will help you understand how to tap into this red hot channel by understanding effective electronic initiatives.
- 11:45 am - 12:45 pm**            **Lunch**

## WEDNESDAY, MARCH 5, 2008 (CONTINUED)

- 12:45 pm - 1:45 pm**                      **Featured Speaker: Laurel Tielis**  
Marketing guru, author and journalist, Laurel Tielis, will show you how to tap into the power of the media to build your brand and your business.
- 1:45 pm – 2:00 pm**                      **Break**
- 2:00 pm – 3:00 pm**                      **Panel Discussion: Reach Out and Sell Someone**  
Retailers Ali Wing, giggle, Lee Courtemanche, Isis Maternity and Gary Wiggs, W.S. Badcock, share their secrets of brand building, engaging customers, exceeding their expectations and keeping them coming back for more.
- 3:00 pm**                                      **Free Time**
- 6:00 pm**                                      **Cocktails**
- 7:00 pm**                                      **Dinner**

## THURSDAY, MARCH 6, 2008

- 7:30 am – 8:30 am**                      **Breakfast**
- 8:30 am – 9:30 am**                      **Consumer Panel Discussion**  
We know she's the customer, but what makes her tick? Where does she shop and why? What is she buying? What does she expect from her retail experience? These and other issues will all come to light when we talk to real-world Moms.
- 9:30 am – 9:45 am**                      **Break**
- 9:45 am – 11:45 am**                      **Keynote address: Rebecca Maddox, Maddox Smye**  
Founding principle and president/CEO of Maddox Smye will show you the compelling correlation between positive customer interaction and significantly increased sales.
- 11:45 am**                                      **Checkout and depart**