

2007 FURNITURE Today LEADERSHIP CONFERENCE

November 27– 29, 2007 • The Ritz-Carlton, Palm Beach

AGENDA

TUESDAY, NOVEMBER 27TH

- 12:00 pm **Shuttle departs for Golf Course** (Shuttle departs from main lobby entrance)
- 1:00 pm **Golf Tournament:** Atlantis Country Club, Atlantis, FL
- 1:15 pm **Retail Tour:** El Dorado (Shuttle departs from main lobby entrance)
- 4:00 pm – 6:30 pm **Registration Desk Open**
- 6:30 pm **Cocktails**
- 7:30 pm **Dinner**

WEDNESDAY, NOVEMBER 28TH

- 7:30 am - 8:30 am **Breakfast**
- 8:35 am - 9:30 am **Kickoff Keynote:** Ross Shafer
Six-time Emmy Award winning TV talk and game show host, motivational speaker and author, shares insights on how a business can thrive in the brave new world by connecting to the brave new consumer.
- 9:30 am - 10:15 am **Presentation:** *Brave New Message*
Is the real competition other home furnishings entities, other industries targeting consumers, or both? Leggett & Platt's Mark Quinn will be presenting information that is guaranteed to inform you, surprise you and challenge you.
- 10:15 am - 10:30 am **Break**
- 10:30 am - 11:45 am **Panel Discussion:** *Brave New Retailers*
Everyone wants to know where the industry is headed. Who better to share their insights than our panel of young, forward-thinking retailers including Maureen Smithe of Walter E. Smithe, Daren Koenig of City Furniture, Lael Thompson of Broyhill home Collections of Denver, Peter Tielmann of EQ3 and Howard Fineman of Ashley Homestores.
- 11:45 am - 1:00 pm **Lunch**

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WEDNESDAY, NOVEMBER 28TH (CONTINUED)

- 1:00 pm - 2:15pm **Presentation:** *Brave New Strategy*
Kicking sales up in a down market is it possible? It is, and Top 100 retailer Jim (Mack) McIngvale of Gallery Furniture, will tell you how he does it.
- 2:15pm - 2:30pm **Break**
- 2:30 pm - 4:00 pm **Panel Discussion:** *Hometown Heroes*
A panel of four successful retailers, each with a very different strategy, will share the secrets of their success. Randy Gonigam of World Furniture Mall, Jake Jabs of American Furniture Warehouse, The Huseby's of Becker Furniture World and Richard Richert of Richmond Furniture Gallery, make this a must-attend session.
- 4:30 pm **Free Time**
- 6:30 pm **Cocktails**
- 7:30 pm **Awards Dinner:** *Retailer and Supplier of the Year*

THURSDAY, NOVEMBER 29TH

- 7:30 am - 8:30 am **Breakfast**
- 8:30 am - 9:30 am **Presentation:** *Brave New Investor: Sun Capital Partners*
While Sun Capital may not appear on anybody's list of the largest home furnishings retailers or suppliers, the Florida-based equity investment firm is making its mark on the business. What is Sun Cap's strategy, and what does it mean to you?
- 9:30 am - 10:30 am **Presentation:** *Brave New Channel: Internet Update*
They'll never buy furniture online...or will they? Which types of consumers are shopping for furniture online, what kind of furniture are they looking for and how is consumer usage of the Internet changing? Dan Lackner, senior vice president with ComScore, will answer these and other critical questions.
- 10:30 am -10:45 am **Wrap Up and Adjourn**