

FALL

2006

RETAIL EXECUTIVE SUMMIT

ROADMAP TO CONSUMER-DRIVEN RETAIL

September 10-13, 2006
La Costa Resort, Carlsbad, California

Join *RIS* for the 3rd annual Fall Retail Executive Summit where an exclusive roster of by-invitation-only C-level retail leaders will participate in this unique event's roll-up-your-sleeves approach to content.

The Summit will deliver a mix of:

- Strategic insight into current retail issues
- Tactical, in-the-trenches case studies
- Ample networking opportunities among retail executives

As a senior retail executive,
REGISTER TODAY to ensure
your place among retail leaders.
www.risnews.com

RIS

EXCLUSIVE NETWORKING OPPORTUNITIES

Find solutions and discuss common challenges by networking with executives from the following companies:

- ▶ Abt Electronics & Appliance Co.
- ▶ AOL eCommerce
- ▶ Canadian Tire Dealer's Association
- ▶ CARQUEST Corporation
- ▶ Charlotte Russe
- ▶ Eurostar-Warehouse Shoe Sales
- ▶ Farmacias International
- ▶ Floor and Décor
- ▶ Guess? Inc.
- ▶ Hallmark Cards Inc.
- ▶ JCPenney Inc.
- ▶ Karabus
- ▶ La-Z-Boy Furniture
- ▶ Meijer
- ▶ Modell's Sporting Goods
- ▶ Paradise Shops Inc.
- ▶ Party America
- ▶ Safeway Inc.
- ▶ Sport Chalet Inc.
- ▶ The Finish Line
- ▶ The Home Depot
- ▶ Virgin Entertainment Group, NA
- ▶ Wilsons Leather

AGENDA-AT-A-GLANCE

FALL
2006
RETAIL EXECUTIVE SUMMIT

KEYNOTE SPOTLIGHT

ACHIEVING BREAKTHROUGH RESULTS WITH INNOVATIVE STRATEGIES

William Davidson, Ph.D., Chairman, MESA and Author, *Breakthrough: How Great Companies Set Outrageous Objectives and Achieve Them*

How do companies break out of long-term patterns of thought to find and capture breakthrough innovation to enhance growth? William Davidson, Ph.D. and chairman of Management Education Services Associates (MESA), a research and consulting organization that has worked with over half the Fortune 100 companies in the areas of business planning and leadership development, will lead us through real-world examples from companies that have successfully enhanced growth by breaking entrenched patterns of thought with innovation. Formerly a tenured professor of management at the Marshall School of Business, University of Southern California, Davidson is an active researcher and writer.

STRATEGIES FOR GROWTH

Marty Allen, CEO & President, Party America

In this session, Party America CEO and President Marty Allen will explain the thinking behind Party America's growth strategies. Party America has grown aggressively by acquisition; however, in this session Allen will also address internal growth mechanisms and connect the dots between the two approaches.

SUNDAY, SEPTEMBER 10, 2006

6:00 - 7:00 p.m. Opening Cocktail Reception
After 7:00 p.m. Sponsor Dinners

MONDAY, SEPTEMBER 11, 2006

7:30 - 8:30 a.m. Networking Breakfast

8:30 - 9:20 a.m. Opening Keynote Session
Roadmap to Consumer-Driven Retail

9:25 - 10:10 a.m. General Session
**The Perfect Merchandising Storm:
When Accurate Planning Converges
With Precise Inventory Management**

- Steven Skinner, Vice President, Merchandising Operations, Core Retail Program Executive, **The Home Depot**
- Edward Wong, SVP Supply Chain & Systems, **Charlotte Russe**

In this session *RIS* group editor-in-chief Joe Skorupa will host a discussion that will look at hard-line and soft-line merchandising issues.

10:10 - 10:40 a.m. Networking Coffee Break

10:40 - 11:40 a.m. General Session
**Leveraging Online Customer Satisfaction to
Increase Loyalty, Profitability and Growth**

Moderator: • Larry Freed, President & CEO, **ForeSee Results**
Panelists: • Bob Hayes, Vice President & General Manager, **AOL eCommerce**
• Michael Relich, CIO, **Guess? Inc.**

This session will focus on e-Commerce with the latest research on Web site customer satisfaction and a panel of top dot.com retail executives from both the pure play and click-and-mortar sides of retail. Discussions will focus around customer acquisition, retention, effectiveness of loyalty building and tracking of online customers and customer satisfaction.

11:40 a.m. Break for Golf Outing or Poolside Hospitality

6:00 - 7:00 p.m. Cocktail Reception
After 7:00 p.m. Sponsor Dinners

TUESDAY, SEPTEMBER 12, 2006

7:30 - 8:30 a.m. Networking Breakfast

8:30 - 9:30 a.m. Second Day Keynote

Achieving Breakthrough Results With Innovative Strategies

- **William Davidson, Ph.D., Chairman, MESA and Author, "Breakthrough: How Great Companies Set Outrageous Objectives and Achieve Them"**

9:30 - 10:00 a.m. Networking Coffee Break

10:00 - 10:30 a.m. General Session

Multi-Channel Loyalty

- **Monica Woo, Chief Marketing Officer, 1-800-FLOWERS**

In this session Monica Woo provides insights into how 1-800-FLOWERS is using loyalty technology to track and analyze customer acquisition, retention goals and costs. She will also show how the multi-channel operation tracks customer activity across its online, brick-and-mortar and partner channels.

10:35 - 11:25 a.m. General Session

Providing Associates with Better Tools

- Moderator:** ● **Greg Buzek, President, IHL Consulting**
Panelists: ● **Neil Maizen, VP/Strategy & Technology,
Canadian Tire Dealers' Association**

This session will examine both customer-facing technologies literally placed in the hands of associates, as well as technologies deployed through POS systems to facilitate two-way corporate / associate communication, time and attendance management and portal activity.

11:25 - 11:40 a.m. Networking Coffee Break

11:40 a.m. - 12:10 p.m. General Session

Consumer Shopper Trends

- **Thom Blischok, Head of Retail Practice, IRI**

The latest IRI research and insights into consumer shopping trends will be the focus of this session's content presented by the head of IRI's retail practice, Thom Blischok.

12:10 - 1:40 p.m. Topic Table Luncheon

Five topics will be assigned to tables of 10 during today's luncheon allowing like-minded retailers to share insights with peers around specific topics. Pre-registration is required.

BENEFITS OF ATTENDING NETWORKING, NETWORKING, NETWORKING!

- ▶ Network with fellow retail executives who are facing similar challenges.
- ▶ Learn processes and tools leading specialty retailers are using to succeed.
- ▶ Interact with leading service and solution providers committed to the retail industry.
- ▶ Benchmark your growth strategy and results against other industry leaders.
- ▶ Build relationships that last while experiencing the highest quality golf and accommodations available.

WHO SHOULD ATTEND THIS EXECUTIVE LEVEL CONFERENCE IS A MUST ATTEND EVENT FOR...

- ▶ Chief executives focused on growing their business and building their brands.
- ▶ Finance executives in need of tools to improve reporting and analysis.
- ▶ Operations executives charged with boosting performance of processes, people and profitability.
- ▶ Marketing executives challenged to achieve and demonstrate greater return on marketing investments.
- ▶ Technology executives seeking new tools to implement to generate tangible results.

TUESDAY, SEPTEMBER 12, 2006 - Continued

1:40 - 3:20 p.m. General Session

**Mining Multichannel:
Real-World Analysis and
Hands-On Workshop**

● Rob Garf, Sr. Analyst, AMR Research



For the first time, we are presenting a thought-provoking and educational networking session which begins with an overview of multi-channel operational excellence, metrics and achievements. The session then shifts to interactive discussions among the audience, on three critical topics: Operations Integration, Inventory Reconciliation and Returns, and Pricing and Promotion, each covering in-store and online. The workshop concludes with analyst summation of findings of each topic followed by a Q&A. *RIS will provide attendees a compiled post-event report encompassing all audience notes and analyst commentary.*

6:00 - 7:00 p.m. Cocktail Reception

7:00 - 9:30 p.m. RIS "Fusion Awards" Dinner

Awards will be given in the following categories:

Supply Chain | Merchandising | Store Operations | Customer Experience
Enterprise Strategy | Multi-Channel Strategy

WEDNESDAY, SEPTEMBER 13, 2006

8:15 - 9:15 a.m. Breakfast and General Session

**Wall Street on Retail: The Importance of
Business Process and Technology on Performance**

● Bob Buchanan, Vice President & Head of the Retailing Analyst Group,
AG Edwards

Bob Buchanan shares how Wall Street is focused on process and technology in retail organizations and the impact that it is having on the valuations the Street is giving retail organizations.

9:20 - 10:10 a.m. Closing Keynote Address

Strategies for Growth

● Marty Allen, CEO & President, Party America

10:15 a.m. Fall 2006 Retail Executive Summit Concludes

2006 SPONSORS



ASSOCIATE SPONSORS



REGISTER TODAY!

For registration information, please contact Tracy Tynan at (973) 252-0100, ext. 319 or log on to www.risnews.com

RIS