

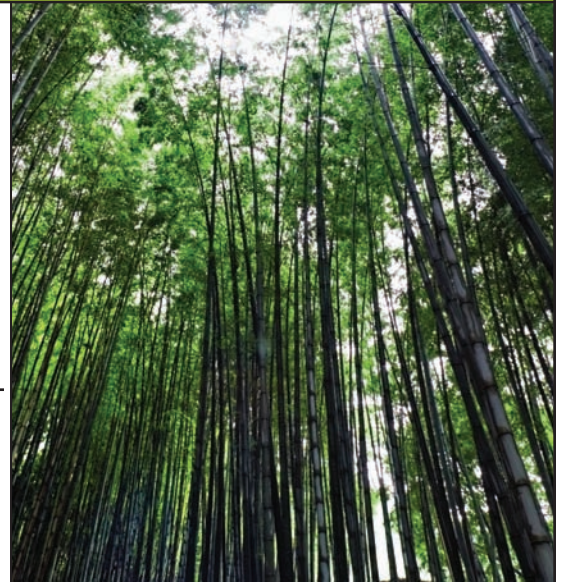
2006 RETAIL GROWTH STRATEGIES SUMMIT

August 17 & 18, 2006

The Westin Westminister | Denver, Colorado

BREAKTHROUGH INSIGHTS AND CASE STUDIES FOR FAST-GROWTH SPECIALTY RETAILING

RIS is proud to introduce the **RETAIL GROWTH STRATEGIES SUMMIT**, a by-invitation only executive event designed exclusively for fast-growing retailers with new ideas and big plans. Bringing together Tier 2 and 3 retailers who are on a rapid expansion track and challenged to find the right strategies and solutions to help support their growth plans, the **RETAIL GROWTH STRATEGIES SUMMIT** will provide a unique opportunity to meet with peers and hear from insightful speakers who have faced and successfully dealt with similar challenges.



As a senior retail CIO or SVP, REGISTER TODAY to ensure your place among the select group of fastest growing and most innovative companies.

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EXCLUSIVE NETWORKING OPPORTUNITIES

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



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**SPACE IS LIMITED.
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KEYNOTE SPOTLIGHT

OPENING KEYNOTE ADDRESS
WHAT IT TAKES TO WIN IN RETAIL TODAY - Strategies that Build Amazing Retail Concepts
Jim Dion, President, Dionco

Our opening keynote speaker is Jim Dion, retail strategist and consultant to companies including Successories, Altitunes and Man Alive. Dion also consults with many Tier 1 retail and non-retail clients such as Harley-Davidson. In today's keynote Dion will take you through the key components of a winning retail strategy with real life examples of stores that not only "get it" but also get the Customer! Highlights to include:

- Using inventory as a competitive weapon
- Making the store environment an incredible experience
- Price: It does not have to be lower
- Keeping ahead of the Customer
- Consistently exceeding Customer expectations
- Motivating, rewarding and disciplining staff (yes, some discipline is necessary!)
- Creating a black apron experience

SECOND DAY KEYNOTE
Fast Forward: Building a Customer-Driven Brand at the Speed of Retail

Today's keynote speaker represents a fast-growth specialty retail powerhouse - a brand built on the customer experience. In today's keynote you will learn of the breakthrough strategy that branded this retailer in the minds of consumers with superior customer experience, successful brand extensions and more.



2006
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SUMMIT AGENDA (as of 7/17/06)

Thursday, August 17, 2006

3:00 - 3:50 p.m. **OPENING KEYNOTE**

WHAT IT TAKES TO WIN IN RETAIL TODAY - STRATEGIES THAT BUILD AMAZING RETAIL CONCEPTS
Jim Dion, President, Dionco

3:50 - 5:00 p.m. **WORKSHOP SESSION**

NINE STEPS TO SUCCESSFUL SALES RELATIONSHIPS
Jim Dion, President, Dionco

In this follow-up to his opening keynote presentation Jim Dion will take a deeper dive into one of the topics in the keynote, giving participants the opportunity to ask questions, build a skeletal strategy for their store(s) and interact with other participants.

5:00 - 6:30 p.m. **WELCOME/AWARDS RECEPTION**

Awards this evening will be presented to fast-growth specialty retailers in the following categories:

- Technology Impact Award
- Business Process Optimization Award
- Fast-Track Growth Award
- Best New Concept Award
- Channel Champion Award
- Brand Builder Award
- Real-Time Organization Award
- Innovation Award

Evening **SPONSOR DINNERS**

Friday, August 18, 2006

7:30 - 8:30 a.m. **NETWORKING BREAKFAST**

8:30 - 9:20 a.m. **SECOND DAY KEYNOTE**
FAST FORWARD: BUILDING A CUSTOMER-DRIVEN BRAND AT THE SPEED OF RETAIL

9:25 - 10:10 a.m. **GENERAL SESSION**
TECH & TACTICS SURVIVAL GUIDE: WHAT YOU NEED TO KNOW WHILE YOU GROW

Moderator: Mark Tauschek, Sr. Research Analyst, **Info-Tech Research Group**

Retail Panelists:

- Peter Gerhardt, Chief Financial Officer, **Town Shoes**
- John T. Moore, SVP, CIO & Logistics, **Tween Brands, Inc.**

Technology is pervasive throughout today's specialty retail organizations. In this session, we will hear from top-level specialty retail executives on the four pillars of retailing business process and technology: inventory management (supply chain); merchandising (planning and assortment); workforce management; and POS. If time allows, the session will also look at business intelligence (analytics and CRM).

10:10 - 10:40 a.m. **NETWORKING COFFEE BREAK**

10:40 - 11:25 a.m. **GENERAL SESSION**
SIZE DOESN'T MATTER: STRATEGIES FOR SUCCESS IN A LANDSCAPE OF GIANTS

Discussion Host: Debbie Hauss, Managing Editor, **RIS**

Discussion Participants: ● Alan Barnett, Former SVP MIS & Merchandise Planning, **Barney's New York**
● Jesus Capo, VP & CIO, **El Dorado Furniture Corp.**
● Darin Lynch, CIO, **2nd Swing Inc.**
● Mike Van Orden, CTO, **Sportsman's Warehouse**

This session will look at the strategies of specialty retailers that are competing in a retail landscape dominated by the giants of the industry. The participants in this discussion do not possess the advantages of retail's giants but are forced to compete with them in the marketplace. Find out how these fast-growth retailers are thriving in this landscape by defining clear-cut strategies, achieving short-term gains, finding long-term advantages and aligning IT with core business strategies.

11:25 a.m. - 12:15 p.m. **GENERAL SESSION**
SMB TECH TRENDS REPORT: BENCHMARKING IT PRIORITIES, CHALLENGES AND STRATEGIES FOR MID-SIZED RETAILERS

Discussion Host: Joe Skorupa, Editor-in-Chief, **RIS**

Discussion Participants: ● Betsy England, Manager / Systems & Technology, **Room & Board**
● Mark Laughlin, former CIO, **The Guitar Center**

RIS Group Editor-in-chief Joe Skorupa opens with a high-relevance technology report based on results of the *RIS News/Gartner* 16th Annual Retail Technology Study that shines the spotlight on the information technology priorities and investment plans of mid-sized retailers. Analysis of this important segment's IT profile in areas ranging from the point of sale and store operations to CRM, business intelligence and supply chain logistics will be accompanied by charts providing a quick picture of the mid-sized retail market segment. Joe will then be joined by retail executive leaders to discuss the report's findings.

12:15 - 1:15 p.m. **CLOSING LUNCHEON**
REAL WORLD CHALLENGES AND SOLUTIONS FOR ACCELERATED GROWTH

Discussion Participant: Howard Kolodny, Director of IT, **Z Gallerie**

This session will open with an analyst's perspective on what the challenges and solutions are for a specialty retailer to be successful and not get off track while experiencing accelerated growth. The session will then move into a panel discussion led by the analyst and will examine a range of issues in the topic area including the CIO's perspective on IT when the company is experiencing booming growth, soaring sales and aggressive store openings. Attend this closing session to learn from different perspectives on the impact accelerated growth has on IT infrastructure, business processes, financial planning, short-term stress, long-term planning and more.

1:15 p.m. **CONCLUSION OF RETAIL GROWTH STRATEGIES SUMMIT**



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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 service and solution providers committed to the retail industry.
- Benchmark your company against industry leaders.

Who Should Attend:

This executive level conference is a must attend event for senior retailers such as...

- CIOs
- COOs
- SVPs
- VPs of Information Systems
- VPs of Operations
- Directors of Information Technology

In 2006 alone, analyst group IDC estimates that selling IT solutions to the small- to medium-sized business segment will be a \$140 billion opportunity.



REGISTER TODAY! SPACE IS LIMITED!

To request an invitation, contact Tracy Tynan at 973.252.0100, ext. 319 or log onto www.risnews.com

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