

Jena Hall What does it really take to be a successful female executive in the home and furnishings industry? Long-time decision-maker, designer, entrepreneur, mentor and WithIt founder, Jena Hall, will present the concluding keynote of the conference by sharing her personal leadership story.

Known for her tenacity, exquisite taste and love of fine design, Jena will present insights on how a keen understanding of the business has allowed her to set clear goals and develop “open-eye” alerts from events and trends in the broader business environment. This expertise has served as a guiding perspective for determining what circumstances will have the greatest impact on her own business and, when coupled with process ownership and strategic thinking, has ensured success throughout her career.

Jena recently announced the completion of a six-month assignment with HGTV. This included researching and curating an extensive set of design guidelines and definitions for HGTV's new home furnishings brand that is being licensed for home, garden and home improvement. Some of the licensed product partners are now already launched. Sherwin Williams' new HGTV HOME has a 120-color palette of paints that just hit their retail stores. Jena culled out 13 colorways from within 8 palettes, each containing around 20 colors and then divided those into lifestyle themes. These colorways will be used for color direction in the Fall 2011 and Spring 2012 new products that will be rolling out. The colorways are already being implemented for top of bed by Victoria Classics as well as a new lighting line that will come on board in Spring 2012. Broadloom, area rugs, hardwood flooring and tile are also now available by Shaw Industries.

Jena was the first interior designer to successfully launch her own label and license to over 22 home furnishing companies over a span of 20 plus years before joining Furniture Values International to reposition Aspen Furniture.

Leave the conference challenged to take your own leadership skills to the next level by hearing her story.



Jena Hall
President
Jena Hall Designs
535 Bellwood Avenue
Sleepy Hollow, NY 10591
212.410.4444
jenahalldesigns@aol.com

Jena's 20 Rules of Order

1. Assemble a Sounding Board of Directors
2. Reflect on the Failures
3. Select a Customized Advisory Sounding Board
4. Keep Track of Your Missteps as well as Your Successes
5. Be Accountable to People Who Care How You Grow in Your Career
6. Consider Business Friends Who Complement Your Business
7. Seek Advisors with Optimistic Outlooks and Visionary Insights
8. Reserve Potential Investment in a Business Coach
9. Set an Annual Calendar for Your Meetings
10. Choose a Board That Will Tell You Like It Is
11. Always Check Your Internal Yardstick
12. Check Out the Numbers
13. Use Confidence in Negotiating
14. Take the Risk
15. Trust Your Instincts
16. Develop Your Own Sense of Direction
17. Stage Fright is a Good Thing
18. Accept a Career Challenge
19. Say 'Yes' to a Personal Challenge
20. Be Diligent about Regular Health Check-ups