

Tuesday, August 23

9:00 a.m. – 4:00 p.m. **Executive Women's Forum** - *Adagio/Allegro*

12:30 p.m. – 6:00 p.m. **Registration** - *Prefunction*

12:30 p.m. – 4:00 p.m. **PreConference Workshop I** - *Salons A & B*

Choose Your Colors and Understand Your Life

Margi Kyle, The Designing Doctor

This workshop is three hours of hands-on learning. Learn "hue" you are by the colors your eye naturally is drawn to. As Margi Kyle explains the Dewey Color System™ through the book *Embrace Hue* (which will be available for an additional cost), you will learn your full color-personality profiles in detail. She will also include information on dressing and decorating with color, plus sample healing color palettes.

12:30 p.m. – 4:00 p.m. **PreConference Workshop II** - *Salon C*

Technology for Dummies - Hand-Held Devices

Greg Bannon, Verizon Wireless

Phone ... Smartphone ... BlackBerry ... Droid ... iPad ... Tablet ... Netbook. What type of phone and/or internet device will help you stay on top of your work and your life outside of work? Take advantage of a unique opportunity to go hands-on with the latest hand-held devices, talk technology with an expert on the hottest brands in the marketplace and learn what makes each item distinctive. Think about how you want to maximize your own productivity and what pieces of equipment you need to accomplish your goals. Check out add-on accessories and support packages, too.

9:00 a.m. – 4:00 p.m. **PreConference Workshop III** - *Salon D*

GREENLeaders Sustainability Training Course

Susan Inglis, Sustainable Furnishings Council

To help members increase relevance in a rapidly changing market, WithIt is partnering with the Sustainable Furnishings Council in presenting this industry first, 6-hour exam course. Written by a LEED-CI/AP, it was developed as a complementary program to provide the most comprehensive training available in green furnishings, giving designers the knowledge and credentials to be local experts.

4:30 p.m. – 5:30 p.m. **Membership Meeting** - *Salon B*

6:00 p.m. – 7:00 p.m. **Opening Reception** - *Inner Terrace (second floor above Registration Desk)*

7:15 p.m. **Dinner on your own:** Plan a business dinner or renew friendships. We will offer the opportunity for attendees to join informal groups for dinner and networking such as: accessories, product design, newcomers, marketing, friends, retailers, bedding, millennials, entrepreneurs, managers, left-side-of-the-brain, right-side-of-the-brain, communicators, sales, eco-advocates more.

Wednesday, August 24

6:30 a.m. – 7:00 a.m. **Rise and Shine** - *Gold's Gym*

8:00 a.m. – 8:45 a.m. **Registration** - *Prefunction*

8:00 a.m. – 7:30 p.m. **Trade Show** - *Prefunction*

8:30 a.m. – 8:45 a.m. **Welcome** - *Salons A & B*
Mary Leigh Howell, WithIt President

8:45 a.m. – 10:15 a.m. **Keynote Address** - *Salons A & B*

How to Realize Your Dreams and Get What You Want

Delia Passi, Medelia Inc.

As a leading authority on marketing and selling to women, Delia Passi is an advocate for helping to improve the experience of women at the point of purchase. She is an expert on understanding gender differences and gender dynamics that impact the ability to succeed in business. Her passion is focused: empower women to succeed at whatever is their life's passion and in their everyday pursuits.

10:15 a.m. – 10:30 a.m. **Break**

10:30 a.m. – 11:45 a.m. **Breakouts**

Wisdom: Steps to Effective Leadership

Cathy Linder, Tempur-Pedic

Cathy Linder brought an impressive career in brand management and market research at top-notch corporations to her position with a leading bedding company. She will share her philosophy of leadership, including personal insights and profiles of women inside and outside of the business world that she admires.

Work: The Role of Social Networking

Erin Grohs, Fleishman-Hillard

Social networking has changed the way that individuals and businesses communicate today. Erin Grohs is an expert in strategic communications and media relations, and has helped set social media strategy for multiple clients. With about half of Americans now a part of Facebook, businesses have tremendous opportunities to educate and influence consumers.

Wealth: Accelerating Your Career Through Leadership Coaching

Christine Neilands, Affinity Leadership Group

The difference between success and greatness lies in the ability to lead ourselves and others. Christine Neilands will share insights on how expanding the capability and capacity of people can help groups tap into more of what is possible plus move businesses toward their promised potential.

12:00 p.m. – 1:00 p.m. **Lunch** - *Salons A & B*

1:00 p.m. – 4:00 p.m. **Roundtables** - *Salon C & D and Inner Terrace (second floor above registration desk)*

This excellent form of small-group communication is back by popular demand. Gain insights and new connections while discussing your chosen topics with fellow WithIt members and an expert moderator.

Wisdom

Table 1: Lead Like a Woman - Sara Lyke, WithIt, Inc.

Table 2: Building/Recognizing Your (Useful) Network - Mary Frye, HFIA

Table 3: When to Change Jobs - Lorri Kelley, Palliser Furniture

Table 4: Top 10 Tips from a Female Entrepreneur - Kathy Wall, The Media Matters, Inc.

Table 5: Tomorrow's Woman to Watch - Christine Neilands, Affinity Leadership Group

Work

Table 6: Communicating GREEN - Pat Bowling, AHFA

Table 7: Effective Project Management - Regenia Payne, Creative Design Consulting

Table 8: Authoring Your Own Social Media Communications - Julia Rosien, SocialNorth.com

Table 9: Interpreting Global Home and Furnishings Trends - Sharon Kepley, Woolrich, Inc.

Table 10: Why Blog - Ruth Olbrych, Antiques by Zaar

Table 11: Industry Differences and Similarities: Know Their Talk - Kassie Smith, Kassie Smith Lifestyle Group and Cathy Linder, Tempur-Pedic North America LLC

Wealth

Table 12: Closing the Deal - Amy Kyle, Home Furnishings Business Media

Table 13: The Voice of the Consumer - Cindy Williams, Info Retail

Table 14: Financial Milestones - Linda Erickson, Erickson Advisors

Table 15: Drive Your Own Success - Libby Langdon, Libby Interiors, Inc.

Table 16: Investing in Retail Training - Peggy Burns, Circle Furniture

1:00 p.m. – 1:50 p.m. **Roundtable Session 1**

1:50 p.m. – 2:00 p.m. **Break**

2:00 p.m. – 2:50 p.m. **Roundtable Session 2**

2:50 p.m. – 3:00 p.m. **Break**

3:00 p.m. – 3:50 p.m. **Roundtable Session 3**

4:00pm – 4:30pm **Keynote Address** *Salons C & D*
Lessons in Leadership - Robert Maricich, *International Market Centers*

Chief executive officer of the new International Market Centers, Bob Maricich has been a life-long student of leadership and a passionate advocate for advancing professional opportunities for women in the home furnishings industry. He is a much-sought-after speaker on the topic of leadership, including a presentation to the U.S. Naval Academy. He believes that the essence of leadership is having a vision and enabling and ennobling people to reach a common goal.

3:00 p.m. – 5:00 p.m. **Board of Governors Meeting** - *Adagio/Allegro*

4:30 p.m. – 6:30 p.m. **Networking**

6:30 p.m. – 7:00 p.m. **WOW Reception** - *Ballroom Foyer*

7:00 p.m. – 9:00 p.m. **WOW Dinner** - *Renaissance Ballroom*

Thursday, August 25

6:30 a.m. – 7:00 a.m. **Rise and Shine** - *Gold's Gym*

8:30 a.m. **Welcome** - *Salons A & B*

8:30 a.m. – 9:45 a.m. **Keynote Address** - *Salons A & B*

Elm Street Economics – *Mike Anderson, The Center for Sales Strategy*

Author of the Elm Street Economics strategy, Mike Anderson tracks consumer trends, industry insights and emerging issues to help business leaders develop effective, common-sense marketing strategies. His objective is to encourage clients to get beyond Wall Street and Pennsylvania Avenue in order to focus on Elm Street and a hometown approach to accelerating their economic recovery.

9:45 a.m. – 10:15 a.m. **Break**

10:15 a.m. – 11:45 a.m. **Breakouts**

Wisdom: The Power of Non-verbal Communications - *Salon D*

Kelly Albada, North Carolina State University

Good communication, both personal and professional, is built upon a combination of verbal and non-verbal elements. The ability to understand and use non-verbal communication is a powerful tool that can help in connecting with others, expressing what you really mean, navigating challenging situations and building better relationships at home and at work.

Work: Are You Ready? SaferProducts.gov is Here - *Salon C*

Pat Bowling, American Home Furnishings Alliance

In March, the Consumer Product Safety Commission officially launched its public database of consumer safety concerns. The database turns "customer service" into a public discussion with millions of consumers. With companies' brand reputations on the line, we need to be involved in developing efficient internal response protocol for addressing these public complaints.

Wealth: Elm Street Economics Part II - *Salons A & B*
Mike Anderson, The Center for Sales Strategy

Following the morning Keynote Address, Mike will continue his interactive presentation on developing effective, common-sense marketing strategies.

12:00 p.m. – 2:00 p.m. **Lunch and Keynote Address** - *Salons A & B*

Career Confidential – *Jena Hall, Jena Hall Designs*

For more than 30 years, WithIt Co-founder Jena Hall has experienced the ups and downs of being a female professional in the home furnishings business. Groomed by her grandmother to learn about and love furniture, art and antiques, she has built a diverse career in interior design and architecture, journalism, product design and merchandising, licensing and executive management. She'll close our Professional Conference by sharing "Jena's 20 Rules of Order."