

WithIt

Leadership²

TAKE IT TO THE NEXT LEVEL

**AUGUST 17-19, 2010 • CHARLOTTE, NC
RENAISSANCE SUITES CHARLOTTE HOTEL**

The WithIt Professional Conference offers incredible opportunities for leadership development, business networking and professional and personal growth.



Conference Sponsors

Leggett & Platt
INCORPORATED

wrayward
www.wrayward.com

HOME FURNISHINGS
Business
STRATEGY FOR THE FURNITURE RETAILER

BDI


WORLD MARKET CENTER

FURNITURE Today

Register by July 1 and receive your early registration discount, as well as a chance to win one of THREE sessions with a Curbside Mentor at no charge.



Curbside Mentoringpage 3
One on One Opportunity



Keynote Speaker: Emory Austinpage 5
An Ounce of "Different": Create Your Leadership Edge



Roundtablespage 8



Conference Agendapage 10

Convince Your Bosspage 12

WOW Awards Dinnerpage 13



Around Charlottepage 14



Registration Informationpage 15

Accommodationspage 16

Getting There



Sponsorspage 17

Vendor Table Opportunitiespage 19

[BACK TO TABLE OF CONTENTS](#)

CURBSIDE MENTORING

BACK BY POPULAR ACCLAIM!

“How often have you met a business leader and thought - if only I could have 45 minutes of her uninterrupted time to discuss a business issue, I could gain so much. At WithIt’s conference, you will have that opportunity with one of our many successful mentors.

Curbside Mentoring will let you reserve time with an experienced consultant, industry leader or proven innovator for a one-on-one meeting. Our mentors will share their knowledge, experiences, challenges, and successes based upon the issue or questions you have for them. You may submit your questions early or bring them with you.

It’s an opportunity for you to learn how to manage risk, receive feedback on business situations, to develop a framework of support as you open new doors or just get a road map for a new adventure. Last years mentors gave advice on starting a business, advancing your career, branding yourself, using social media and much more.

Opportunities for this personal coaching will be on a first sign up basis. Meetings will take place privately and at an assigned time. Request your business meeting when you register. The cost is \$50 for a 45 minute private session. You will receive an email confirming your mentor choice. If you have already registered for the conference, just ask us to add a session and we will.

Mentors:

Carol Gregg, red egg

Ready, set, go. Carol will help you sort through your business ideas offering practical advice for you for your business - creating product, marketing, selling and delivering. Discuss your business and take advantage of her experience.

Catherine Smoak, Jigsaw Solutions

The ins and outs of product design. Questions can be answered by Catherine on reaching manufacturers to present your product, getting compensated and finding the necessary resources.

Kathy Wall, The Media Matters, Inc.

Marketing and Advertising...how has it changed? How we communicate, value demand and technology are driving this. Kathy will help you understand this shift and guide you with your plan.

Cheminne Taylor-Smith, Elle Décor Magazine

It's a new world. More businesses are branding themselves through the terms of social good and core values. Social media, blogs are creating a bigger space. Cheminne will answer your questions on how to work with media.



[BACK TO TABLE OF CONTENTS](#)

Connie Post, Connie Post Global Media LLC

Take your next step. Work with Connie to get a reality check on your professional/personal path for the next stage in your life. Whether it is creating the perfect portfolio, changing your professional course, or just a discussion about where you want to be, she can give you ideas and personal experiences.

Jerry Cohen, Cohen Tauber Spievack & Wagner P.C.

Jerry's THE legal expert in home and furnishings industry and will answer your questions regarding contracts, protecting yourself, from entrepreneur to companies, he has the answers.

Kathi Cunningham, Four Hands

She knows no strangers. Whether you are a sales representative, entrepreneur or work in a corporation, Kathy will give you the top 5 tips to building relationships and help you broaden your base of contacts.

Mack Arrington, CNP, CPVA, CPBA - Business and Personal Coach

Live by design, not by default. Have a conversation with Coach Mack taking a look at your goals, obstacles and reserves whether in business or personal. He can help.

Peggy Traub, Adesso Inc.

The expert is here. Peggy is the leader of a \$10 mil + company. She can answer your questions on personnel, growing to the next level, operations and more. Whether you work in a company or are CEO, you will want to hear her answers.

Vicki Payne, Cutters Productions Inc.

Color, trends, TV career, designing or working with builders, Vicki is a wealth of information. Bring your questions - obtaining resources, making contacts, presentations and how to live by design.

Julia Rosien, Natura World

Are you agile? Don't work for an agile company? It only takes one person in an organization to be agile and change the speed. Julia will help you understand the difference between results-based within short, measurable deadlines and waterfall where the bigger picture is the end goal – not the successes between here and there. Agile delivers measurable results that show your success (or opportunities for improvement) with more clarity and precision.

Register today - first come, first served basis.

Already registered for the conference, add a session by contacting administrator@withit.org.

[BACK TO TABLE OF CONTENTS](#)

An Ounce of “Different”: Create Your Leadership Edge

Emory Austin

Do you use your unique qualities to take you beyond your competition? Learn from business entrepreneur and Hall of Fame speaker Emory Austin how you can stand out in the crowd.

Her talk, designed to propel you ahead of your competition, will guide you in recognizing and activating your own exceptional qualities. Recognizing your strengths will ensure more purposeful leadership and greater profitability.

During this inspirational and humorous call to action, Emory will open doors to “aha” solutions that everyone can grasp and apply. Her presentation will set the tone for the rest of our conference.



Create A Competitive Advantage In a World That Requires More, Better and Faster

Judy George, Judy George International

Author, Entrepreneur, Women's Business Expert, Founder of Domain Home and JGI- Judy George International

As a shining example of the entrepreneurial spirit and of the evolution of women within the world of business, Judy George has been acknowledged for her contributions to the retail

industry, women in business and the community. Her unique entrepreneurial journey has been praised by luminaries ranging from Tom Peters to



President Clinton, who recognized Ms. George twice for her work; in 1993 she was chosen to participate in the NAFTA Conference and in 1996 was selected to participate in the first-of-its-kind Women in Trade Business Development Mission in Amsterdam and London, representing U.S. women CEOs.

Judy's talk will be a blueprint for leadership during the toughest economy since the depression. She will discuss the skills she has acquired over her past businesses and tell how she has used them in starting a totally new business venture. Her experience in furniture retail and design will bring Emory's overall leadership Keynote address into focus for the home industries.

Career Confidential: More Than Talk Jena Hall, aspenhome™

What does it really take to be a successful female executive in the home 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.

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



[BACK TO TABLE OF CONTENTS](#)

ADDED VALUE! PRE-CONFERENCE WORKSHOPS

Tuesday, August 17

12:30pm - 4:00pm

Pre Conference Workshop I

Understanding Yourself and Others, Part II

Caroline Hipple, HB2

This is a continuation of last year's workshop "Exploring Your Leadership and Communication Style." Building on the understanding of your own communications preference, you will learn how to have constructive and effective outcomes to difficult conversations. Problem solving with customers, employees and executives comes more easily when you build these skills - a critical toolkit for advanced leadership. This is a fun, interactive session sponsored by HB2 Resources.

The cost for this 3.5 hour session is \$50. A prerequisite is to have taken and be able to bring your evaluations on a Myers-Briggs test, whether from last year's workshop or a previous test. If you need to take or re-take the Myers-Briggs test, you may do so for a \$20 additional fee. The test will be emailed to you ahead of the workshop.

Tuesday, August 17

12:30pm - 4:00pm

Pre Conference Workshop II

Hands on Understanding of Social Technologies

Wanda Horton, Interior Concepts by Wanda; Julia Rosien, Natura World; Adam Japko & Eric Brown, Design Sherpa

This is a much requested, hands-on class as a followup to last year's session "Social Media as a Low Cost Alternative to Traditional Marketing." If you or your company needs to set up a business Facebook account, become active on Twitter, or create a Blog and you are not sure how to manage it all and integrate it with your traditional media? Three experts will teach the ins and outs of these technologies during these hands on workshops. For best results bring your laptop for this interactive session.

- Wanda Horton, of Interior Concepts by Wanda, is a Charlotte area-based interior designer who discovered blogging and how it allowed her to expand her business identity and brand, in and beyond her local area. She will share information on: How to begin the blogging process, deciding on your message, and how to use the internet as a reference tool, in order to build your content.
- Julia Rosien, communications director of Natura World, teaches you how to meld new media with traditional media. Julia provides strategies on how to encourage consumers to jump from reading a paid ad to engaging in social media using a combination of close attention to keywords, brand message and call to action. Enjoy real world examples as well as the tactical steps needed to take you to the next level.
- Adam Japko and Eric Brown, from Design Sherpa, discuss how to blend social technology to achieve maximum results. Content marketing results and moving the Google needle relies on a multiplatform social campaign, primarily blogs, Facebook, and Twitter. They discuss real world examples to help you integrate and manage your social technologies.

The charge for this 3.5 hour session is \$50.

[BACK TO TABLE OF CONTENTS](#)

Tuesday, August 17

9:00am - 4:00pm

Pre Conference Workshop III

GREENleaders - Certified Sustainability Training

Jeff Hiller, 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 (6 ceu).

The Case for Sustainability: This module provides grounding in the environmental issues related to home furnishings, including the factual basis for climate change, indoor air quality, toxic waste, and water conservation. Source documents are public records such as the U.N. IPCC 4th Assessment Report and the U.S. EPA, translated from technical jargon into easily understood concepts with common references all explicitly linked to the furnishings industry.

Knowing Green Consumers: This module provides insight into the current thinking of consumers based on a national survey among those who have purchased home furnishings recently. Topics include preferred terminology, hot button issues, level of concerns, purchase interest, price sensitivity, and perceived obstacles. Learn why consumers do what they do, and what you need to know to be effective with your marketing and sales efforts.

Sourcing Green Products: This module provides detailed descriptions of the differences between available options in the components that go into home furnishings, including certified wood, rapid renewables, commercial harvests, recycled/recyclable content, low VOC finishes, bio hybrid cushioning, vegetable-tanned leathers and organic textiles. Learn what to look for, what to avoid, and how each option relates to different environmental concerns.

Selling Green Solutions: This module answers the questions most commonly asked by customers in simple, compelling ways. What's the difference between green and sustainable? Who's interested, and when will they start asking for it? How much are they willing to pay? What does it say about your regular products? Why should you buy now, and can it make a difference? Learn how to initiate, advance and close a green sale among ordinary customers.

Designing Green Interiors: This module covers other aspects of interior design not specifically treated in other modules, including wall paint, window treatments, flooring, carpeting and samples. Learn how to make educated recommendations on these other important elements in a commercial space or in the home, whether you are specifically tasked with that or not.

Operating Green Showrooms: This module provides recommendations on ways of reducing expense and carbon footprints in running a commercial space, with many of the ideas relevant to residential settings as well. Learn tips and tricks for energy conservation, lighting, cooling, and recycling, with exact methods of calculating cost and carbon savings.

The charge for this 6 hour session is \$249, which is a special discount for WithIt members. Non-members are \$299. You must register by July 1, 2010 for this course.

YOUR FAVORITE CONFERENCE SESSION! **ROUNDTABLES**

This excellent form of small group communication is back. We've lengthened the time you'll spend with each table moderator and changed the time to Thursday morning. You'll choose from three topics most relevant to you from the choices below. Gain insights and new connections while discussing your chosen topics with fellow WithIt members and an expert moderator. Upon registering for the conference, you will be sent an email asking you to choose your round table topics. Register early for the best selection.



Personal Development/ Self Leadership:

Bring your "A" Game: Goal setting techniques to take you to the next level.

Amy Kyle, *Home Furnishings Business Magazine*

Get Noticed: Develop your inner confidence through poise and appearance.

Maribeth Hudgins, *Dress Code*

Increase Your Productivity: The correlation of fitness of body, mind, soul and productivity.

Cindy Williams, *Info Retail*

Help: How a coach can get you back on track.

Debbie Beers, *Furniture Brands International*

Networking: Ins and outs of maneuvering in the home and furnishings industry

Samantha Peloquin and Amy Voelker, *Furnituredealer.net*

Interpersonal/Team Leadership:

Two Heads are Better than One: Techniques for effective group brainstorming sessions

Trisha McBride Ferguson, *Idea Garden*

Negotiating as an Art Form: Create a win-win for everyone

Lauren West, *Natuzzi Americas, Inc.*

Team Building: Getting results when they aren't your employees.

Sharon Davis, *ART*

[BACK TO TABLE OF CONTENTS](#)

Entrepreneur/General Leadership:

Define Your Consumer: Techniques for deciphering your true consumer.

Vicki Payne, Cutters Productions Inc.

Freelance Style: Getting from product to market

Catherine Smoak, Jigsaw Solutions

Intellectual property and other legal issues of interest

Jerry Cohen, Cohen, Tauber, Spievack, & Wagner P.C

From Trend to Product: Creating the wow affect, balancing the art of interpreting fashion and creating saleable product.

Jane Matteson, Matteson Consulting

Financial Statement 101: Bring your questions regarding financial statements

Kira Staggers, Smith Leonard PLLC

Power PR: Strategic Communications to Achieve Your Next Business Goal

Leslie Newby, Brand Communications, Inc.

Leading Change:

Get Your Blog On: How to successfully navigate the world of blogging

Laura Holland, Hickory Chair

Dynamic Marketing: Successful insight into navigating the shifting economy with the use of dynamic marketing strategies

Mary Eitel, MKE Communications Inc.

The Digital Age: Creating print media that stands out above the rest

Kim Grubb, Wright of Thomasville

A moving picture is worth a thousand words: Using video as a marketing catalyst to propel your business

Ellen Gefen, Gefen Productions Inc.

[BACK TO TABLE OF CONTENTS](#)

CONFERENCE AGENDA

Tuesday, August 17

9:00 am – 4:00 pm **GREENleaders Certified Sustainability Training**

Jeff Hiller, Sustainable Furnishings Council, President

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 (6 ceu).

12:00 pm – 7:30 pm **Registration**

12:30 pm – 4:00 pm **Pre Conference Workshops**

Pre Conference Workshop I

Phase 2: Putting Myers Briggs to Use in Leadership

Caroline Hipple, HB2 Resources

Using the understanding of your own communications preference, you will learn how to have constructive and effective outcomes to difficult conversations. Problem solving with customers, employees and executives comes more easily when you build these skills. A critical toolkit for advanced leadership.

Pre Conference Workshop II

Hands On Understanding of Social Technologies

Wanda Horton, Interior Concepts by Wanda

Julia Rosien, Natura World

Adam Japko, Design Sherpa

Have a Facebook account, on Twitter, or about to begin a Blog and not sure how to manage it all or what to do with it now? We have gathered three experts together to discuss social media technologies, how to manage them and integrate them into traditional media.

4:30 pm – 6:00 pm **Annual Membership Meeting**

Stephanie Lowder, Rare Bird Creative, Creative Director

During this interactive session, our president will present the 3 year GROW plan asking for your ideas and feedback. You will have the opportunity to engage with your local WithIt community. And importantly – there will be a surprise for each WithIt member.

6:30 pm – 7:30 pm **Opening Reception and Conference Kickoff**

A sponsored reception allows you to meet new business contacts and reconnect with old friends.

7:30 pm **Network Dinner on Your Own**

Make plans for a business dinner or get together to renew friendships.

Wednesday, August 18

6:30 am - 7:00 am **Rise and Shine Yoga**

8:00 am – 8:45 am **Registration and Continental Breakfast**

8:00 am - 7:30 pm **Trade Show**

8:30 am **Welcome**

8:45 am - 10:15 am **An Ounce of “Different”: Create Your Leadership Edge**

Emory Austin, Emory Austin and Company
[Check out the full description on page 5.](#)

10:30 am -11:45 am

Breakouts: Self Leadership

Session A: Navigating Your Career 101: Taking Control of Your Career and Your Life

Mack Arrington, Business and Personal Coach

Need a “road map” for identifying key areas and relationships for starting and continuing a successful career? Learn to recognize and understand what is important to your life and how this will enhance your career path. Enjoy this journey as you find out more about - knowing yourself, leading yourself, developing yourself and networking. Mack helps you to find your path and how to make the most of your travels.

Session B: Boardroom Boot Camp

Karen McNeill Harris, McNeill Communications Group

So you made it to the boardroom, but the protocol leaves you clueless. Welcome to a fast paced boot camp on the essential rules of engagement. Whether you are chairman of the board or attending a board meeting for the first time, we'll start with the often overlooked basics and then whip you into shape for your next all-star executive presentation.

Session C: Arriving at Success by Keeping “You” as the Brand

Kassie Smith, Kassie Smith Lifestyle Group

A look at a successful career path that is created by marketing you as the product. It shows how putting yourself in the forefront as your industry's expert, will inevitably attract more clients and business opportunities. By keeping this business plan, you will always be on top of every market wave and continually reinvent and expand your company's services.

12:00 pm – 1:00 pm **Lunch in Terrace**

[BACK TO TABLE OF CONTENTS](#)

1:00 pm - 2:15 pm

Breakouts: Leadership of Others

Session A: PR Strategies in a Shifting Economy

Cheminne Taylor-Smith, Elle Décor and Pat Bowling, American Home Furnishings Alliance.

Public Relations is a key strategy for exposing your brand and sharing your message. In a challenging economy, the PR landscape has shifted dramatically. Cheminne Taylor-Smith and Pat Bowling pair up to share their strategies for PR messaging and getting the exposure you need in this dramatically different PR world.

Session B: Connect With Your Customer: A Path To Building A Successful Business and Brand

Donna Forbes, Loeffler Ketchum Mountjoy, President

Understanding your customer in an ever changing landscape is key in determining your next steps forward to building successful strategies and more sales. Donna provides insights into the consumer and where to take your company or business using this information.

Session C: Using the Success Road Map

Caroline Hipple and Dixon Bartlett, HB2 Resources

Take your plan to the next level. You have the "art", now let's learn the "science". How to develop a roadmap to take your personal or company plan to the next level. An introduction to strategic visioning, problem analysis and action planning to get results.

2:30 pm – 3:45 pm General Session

Create a Competitive Advantage In a World That Requires More, Faster and Better

Judy George, Judy George International, Principal
[Check out the full description on page 5.](#)

3:45 pm – 6:30 pm **Networking**

3:00 pm – 5:00 pm **Board of Governors Meeting**

6:30 pm **WOW Reception**

7:00 pm – 9:00 pm **WOW Dinner**

Thursday, August 19

6:30 am - 7:00 am **Rise and Shine Yoga**

7:30 am – 8:00 am **Continental Breakfast**

8:00 am – 1:00 pm **Trade Show**

8:00 am – 12:00 noon **Round Tables**

This excellent form of small group communication is back by popular demand. We've changed the time and improved the physical setting. You'll choose 3 topics most relevant to you. Gain insights and new connections while discussing your chosen topics with fellow WithIt members and an expert moderator. *The complete list of topics is on page 7.*

12:00 pm – 2:00 pm **Lunch and Speaker**

Career Confidential: More Than Talk

Jena Hall, aspenhome™, Executive Vice President
[Check out the full description on page 5.](#)

“Tell me, where else can you put your problem on the table and get solutions - real, concrete, tested, imaginative solutions - offered up in honesty and goodwill from one of our industry’s finest leaders? Where else can you offer up your own solutions and hard-won intelligence to people facing shared challenges, knowing all the good ideas and generosity are valued and offered up for the greater good? I’ll tell you where: nowhere. This is WithIt in it’s finest incarnation.”

*Kathleen Holterman
French Heritage*

[BACK TO TABLE OF CONTENTS](#)

Convince Your Boss

The WithIt Professional Conference is known for its leadership training, and after spending two days learning from the brightest minds in the industry, you will return to the office creatively refreshed.

But the WithIt Conference is also overflowing with concrete information that can have a positive effect on your—or your company's—bottom line. And that's the kind of information your boss is looking for when she asks "Why should I send you to the WithIt Professional Conference?"

Here are some of the tangible, bottom-line-boosting benefits of attending the WithIt Conference. Use them to craft an email or, better yet, schedule a meeting with your boss to start talking about WithIt.

- **The WithIt Professional Conference is an investment for your company.** You'll learn skills that will have a lasting effect on your work. You'll pick up plenty of tips and techniques that will provide instant gratification, but you'll also learn to be a stronger, smarter, business-savvy professional.

- **WithIt Conference speakers are experts.** We've hand-picked the best and brightest in their fields to share their expertise with you. You will find information that is specific to our Industry and your professional growth.

- **You'll learn how to save your company money.** The pre conference workshops and all of the conference sessions have one goal - to provide you with Information and tools that will help increase

the bottom line. If you leave the conference with one new idea to implement for your company, you're attendance is worth it.

- **You'll find resources to support your business.** Capitalize on all the opportunities that you will find just by networking at the Conference. If the WithIt contacts aren't enough, bios of all the speakers are listed with contact information in your conference literature.

- **It's a networking opportunity.** Networking may seem like a personal gain, but there are plenty of ways your company can profit from it, too. You'll find potential collaborators and vendor resources, people to help you overcome hurdles through their experience, and an active and innovative idea network.

- **Your tuition is one of the best values in the industry.** How many conferences are priced at \$175.00? This lets your company educate you with multiple classes that would normally cost thousands of dollars to bring on site.

- **You can share the information with your officemates when you get back.** Host an "everything I learned at the WithIt Conference" presentation for your co-workers when you get home. (In your Conference binder, you'll find handouts from every single session—even the ones you didn't go to—so you'll have plenty of inspiration and information to share.)

[BACK TO TABLE OF CONTENTS](#)



The annual WOW Awards Dinner will be held Wednesday, August 18th. Dinner is included in the conference registration fee. For guests, the fee is \$100 per person or \$1500 for a table of ten. Please include a list of dinner guests with your online registration or your check.

The WOW Awards annually recognize business leaders that have contributed to the success of the home and furnishings industries. Each distinguished honoree has at least five years of industry experience and has demonstrated significant impact on his/her company and/or the industry.

Legacy Award - Given to a woman of achievement who has made significant lifetime contributions to the home and furnishings industries.

Education Award - Given to an executive or company which has developed programs to educate associates, retailers or consumers about home furnishings.

Mentoring Award - Given to an executive or organization that has fostered advocacy, development or promotion of women in their company.

Future Leader Award - Given to a women 40 or under who has demonstrated outstanding achievement and the potential to become an industry leader.



2009 WOW Award Nominees

2010 WOW Award Nominees to be Honored

Legacy Award

Julie Phillips, Vice President, The Phillips Collection

Education Award Nominees

Lauren West, Director of Education & Development, Natuzzi Americas Inc.

Margaret Casey, Director of Programming, World Market Center Las Vegas

F. Jay Reardon, President, Hickory Chair

Mentoring Award Nominees

Gat Caperton, President & CEO, Gat Creek

Kathy Wall, President, The Media Matters, Inc.

Deborah Klein, Owner and Manufacturers Representative, DK Inside Designer Inc.

Future Leader Award Nominees

Rene Crosby, Senior Account Executive, Four Hands

Vanessa Northrop, Marketing Director, City Furniture

Kaci Prunty, Retail Market Manager, Tempur-Pedic North America, LLC

Kristin Hawkins, New Product Development Stage Gate Manager, Broyhill Furniture Industries, a subsidiary of Furniture Brands International

[BACK TO TABLE OF CONTENTS](#)

What To Do Around Charlotte

The Green Door Massage & Bodywork Studio

Personal massage by certified massage therapist and WithIt member, Donna Gunn
Reserve ahead or at the conference.
dgunn@themediamatters.com
www.thegreendoormassage.com

Concord Mills Outlet Mall

8111 Concord Mills Boulevard
Concord, NC 28027
704.979.3000
www.simon.com/Mall/?id=1239

South Park Mall

Anthropologie, Neiman Marcus, Nordstrom, Sephora and much more
<http://www.simon.com/mall/directory.aspx?ID=788>
Located at 4400 Sharon Road, Charlotte 7.5 miles from the hotel. Take a left on Coliseum Centre Dr. Turn left onto Yorkmont Rd. Turn left onto W. Tyvola Rd. Stay straight on Fairview Rd. Left onto Sharon Road.

Downtown Charlotte

Center City Uptown
http://www.charlottesgotalot.com/default.asp?charlotte=52&urlkeyword=Visitors_Residents

FURNITURE HAPPENINGS

Black Lion

10605 Park Road
Charlotte, NC 28210
<http://www.blacklion.com/>

For more Charlotte furniture stores

<http://www.superpages.com/yellowpages/C-Furniture+Stores/S-NC/T-Charlotte/>

Charlotte Mint Museum

2730 Randolph Road
Charlotte, NC 28207
704.337.2000
www.themintmuseums.org

Nascar Hall of Fame

Opens May 11, 2010
Summer (June 1st-Sept 6th)
Mon-Sat 10am-7pm, Sun noon-6pm, Thurs 10am-8pm
Only a 15-minute drive from Charlotte Douglas International Airport and is easily accessible by the John Belk Freeway, I-277 loop.

The Light Factory

Contemporary museum of photography and film
345 North College St.
Charlotte, NC 28202
Mon-Sat 9am-6pm, Sun 1pm-6pm
Located inside Spirit Square at the intersection of N. College and E. Seventh St in Center City Charlotte

Daniel Stowe Botanical Garden

6500 South New Hope Rd.
Belmont, NC 28012
Seven days a week 9am to 5pm
Located just west of Charlotte at the NC/SC state line, outside the town of Belmont. The Garden is easily accessible from Interstates 85 and 77.

Asheville: 94 miles

The Blue Ridge Parkway, a thriving arts community and Biltmore Estate top the list of Asheville's best-known delights. Downtown awaits with its funky charm and secrets to be discovered. Explore the homes of our nation's great writers.

[BACK TO TABLE OF CONTENTS](#)

Registration

Or Register Online

Conference Location: **Renaissance Charlotte Suites Hotel**

Attendee Information (email address required for conference follow-up)

Name: _____

(Include additional registrant's information if more than one. Make sure to include each email.)

Company: _____ Title: _____

Contact Phone: _____ Contact email: _____

Address: _____

Register by July 1 to get the early registration discount.

Select Registration Choices by marking check box (*Choose only one*)

Member Registration:

- Early Registration (by 7/1) \$ 175.00
- After July 1 \$ 225.00
- Additional Member Attendees (same company) \$ 160.00 ea (*or spouse/partner*)
- After July 1 \$ 200.00 ea

Student Registration:

- Early Registration \$ 75.00
- After July 1 \$ 125.00

Non Member Registration:

- Early Non Member \$ 350.00
- After July 1 \$ 425.00

Added Value Options

Pre-Conference Workshop I \$ 50.00

Understanding Yourself and Others, Part II

Pre-Conference Workshop II \$ 50.00

Hands on Understanding of Social Technologies

Pre-Conference Workshop III - *Must register by July 1*

GREENleaders- Certified Sustainability Training

Member price \$ 249.00

Non-member price \$ 299.00

Curbside Mentoring - 45 minutes \$ 50.00

Total Conference Registration: _____

WOW (Dinner only) \$ 100.00

Conference attendee's dinner is included in conference registration fee.

Table for 10 (Please include list of attendees) \$1500.00

Total WOW Dinner Registration: _____

PAYMENT AMOUNT: _____

Method of Payment: (please print clearly)

Check – Payable to WithIt Education Conference, PO Box 35362, Greensboro, NC 27425

Charge to the following: ___ American Express ___ Visa ___ MasterCard

Card Number _____

Exp Date _____ Card Zipcode _____ Security code _____

Signature _____

Conference Cancellation Policy: You may cancel your WithIt conference registration reservation by July 18, 2010 for a full refund.

Once you register, you will receive an email asking you for your topic choices for the Round Table. Choices are on a first come-first served basis so register early to make sure and get your top 3 picks.

You will receive an email confirming your mentor choice.

ACCOMMODATIONS

Renaissance Charlotte Suites Hotel

2800 Coliseum Centre Drive, Charlotte, NC 28217

\$119.00 per night – single or double occupancy.

Applicable state and local taxes at the time of check in.

When making reservations, identify yourself as with the WITHIT Leadership conference to receive the room discount.

1.704.357.1414 or 1.800.266.9432

Hotel website: www.renaissancecharlotte.com

Reservation link: <https://resweb.passkey.com/go/withit2010>

Hotel Registration cutoff: **July 18, 2010**. Rates may vary after this date.



Stay in spacious two-room suites that feature a separate parlor and bedroom. The fully equipped fitness center lets you stay in shape when you're away from home, and the whirlpool is the perfect place to kick back and relax. The Clock Tower Restaurant serves delicious cuisine for breakfast, lunch and dinner in a casual atmosphere.

Each hotel room is tastefully decorated and features thoughtful touches like luxurious bedding, Bath & Body Works® bathroom amenities, sleeper sofas, microwaves and wet bars for a totally rewarding experience. Two 27-inch televisions with a built-in Internet browser, hairdryer and coffeemaker put everything you need for a great stay right at your fingertips.

For an even more relaxing stay, the hotel's Club Level provides upgraded amenities and access to the Concierge Lounge.

Corporate travelers have access to the numerous conveniences that will ensure that their stay is productive. Each suite includes a spacious work desk, high-speed Internet access and a two-line phone. A Business Center is also available with office machines and free internet access.

In every suite, you'll find:

- 2 Color TVs
- Alarm clock
- Coffee/tea maker
- Iron and ironing board
- Sleeper sofa
- Wet bar and microwave
- Work desk
- High-speed Internet access

GETTING THERE

Charlotte Douglas International Airport is 4 miles from the hotel. A complimentary shuttle from the airport is available simply by calling the hotel's front desk.

Driving directions from the Airport

Exit the airport on Billy Graham Parkway South, following the I-77 sign. Travel 1.5 miles on Billy Graham Parkway to the Tyvola Road Exit. Take the first left onto Yorkmont Road and turn right onto Coliseum Centre Drive.

DRIVING DIRECTIONS

From Greensboro:

Travel on I-85 south to Charlotte. Take Exit 33, Billy Graham Parkway South to the Charlotte Coliseum. Exit at Tyvola Road and take the first left on Yorkmont Road. Turn right onto Coliseum Centre Drive.

From Columbia:

Travel north on I-77 to Charlotte. Take Exit 5, Tyvola Road, west into the Coliseum area. Turn right on Yorkmont and right again on Coliseum Centre Drive.

Conference Sponsors



FurnitureDealer.net

SOUTH OF SEVENTH AVENUE
DRESS CODE



judy george
INTERNATIONAL

WhebyAssociates



IF YOU WOULD LIKE TO SPONSOR THE 2010 PROFESSIONAL CONFERENCE OR THE WOW AWARDS,
PLEASE CONTACT DIRECTOR@WITHIT.ORG.

WOW Awards Sponsors



WORLD MARKET CENTER™
LAS VEGAS




LEXINGTON
HOME BRANDS

C | T | S | W

PHILLIPS  COLLECTION™

FOUR  HANDS

 Planned
Furniture
Promotions, Inc.

Geographics

 ROWE FINE FURNITURE

 info retail
A Retail Design Agency

 sustainable
FURNISHINGS COUNCIL

 WRIGHT
OF THOMASVILLE
GLOBAL GRAPHIC SOLUTIONS

[BACK TO TABLE OF CONTENTS](#)

VENDOR TABLE OPPORTUNITIES

Vendor Tables: Available to selected individuals and businesses with products or services that relate to the Home Industries. Vendors will be located in an expansive lobby location wrapping around the conference rooms and have access to approximately 150 Conference attendees, as well as additional guests during the WOW Awards.

WithIt provides Vendors with these benefits:

- One table (4') and one chair for display of your merchandise, service information or books
- The opportunity to be seated with attendees for the meals/receptions. Meal(s) provided for one vendor participant. Open seating allows vendors to choose their networking opportunities
- Listing of your complete contact information in the notebook given to each participant
- Vendors may include a promotional or product item in the attendees' goodie bags OR provide give-aways at their table
- Vendors will be listed on the Conference brochure on the WithIt website, as well as on promotional material for the Conference

Conference attendees or participants (speakers, moderators) may reserve a Vendor table for any or all days of the Conference. Meals for additional Vendor staff would not be included.

Cost: \$200 (in addition to applicable Conference registration).

For vendors who do not have a representative registered for the Conference, these options are available:

Full Conference Option: includes WOW Awards reception and gala.

This option covers all three days of the Conference. Many attendees arrive several hours before the opening reception or attend our PreConference Workshops. Full Conference vendors may set up at noon on Tuesday, August 17 and be ready for members as they arrive and network. You may keep your table open until 1 hour after the final session on Thursday to work with those who just don't want to leave! And your Full Conference Option lets you network at all the meals and receptions of the event, including the WOW Awards which attracts industry leaders, CEOs and top decision-makers.

Cost: \$400

Single Day Option: Wednesday, August 18 is the prime time for vendors! Conference Attendees will have multiple sessions with breaks that allow them to browse the Vendor Tables. Snacks will be located adjacent to the Vendor area, to encourage attendees to visit. In addition, a late-afternoon special sip-and-shop time will include wine and cheese served only in the vendor area. This Single Day Option does NOT include attendance at the WOW Awards reception or gala.

Cost: \$300

To reserve your table, contact: Cathy Smith - cathysmith.fablady@gmail.com

THE FINE PRINT: Vendors are responsible for set up, take down and maintenance of their table and space. Internet connections and power are available at an additional cost. Signage must be free-standing or contained on the tabletop; no wall signage is available. All applicable licensing, sales or other taxes are the responsibility of the vendor. Security of materials or supplies during and between sessions are the vendor's responsibility. Packages or supplies delivered to the hotel for holding prior to setup will incur additional charges which must be settled directly with the hotel. WithIt is not responsible for handling or storage fees. Any fees for items not included in the Vendor Table option chosen, such as computer connections or package delivery fees, will need to be paid for prior to set up by the vendor.