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2011 Professional Conference
 August 23-25 • Raleigh, NC

WISDOM WORK WEALTH

*Winning Insights
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Keynote Speakers

How to Realize Your Dreams and Get What You Want

**Delia Passi
 Medelia Inc.**

Delia Passi is CEO of Medelia, Inc. and founder of WomenCertified®. As a leading authority on marketing and selling to women, she is a sought-after consumer expert and advocate for women in business and female consumers. Her book, *Winning the Toughest Customer, the Essential Guide to Selling to Women*, is the authoritative resource for how to improve the experience of women at the point of purchase.



She began her career selling copiers for Xerox and quickly achieved success as a top producer. She turned to publishing and became a nationally respected speaker known to inform, amuse and challenge her audiences. As Group Publisher of *Working Woman* and *Working Mother* magazines, she became focused on what motivates women, as individuals, consumers and businesspeople.

In addition to promoting the female audience to advertisers she learned that the female consumer, in both business and consumer markets, responds to different messages and different approaches. This sparked a passion to understand gender differences and the gender dynamics that impact one's ability to compete and succeed in business.

She became an icon in the industry with stories and accolades celebrating her successes. She launched Medelia Inc., which became the leading marketing and sales training company focused on building sales and loyalty among women. In further support of women she founded WomenCertified, the Voice of the Female Consumer, giving power to this most influential, yet underserved, consumer.

Her passion remains focused, and that is to empower women to succeed at whatever is their life's passion and in their everyday pursuits.

Delia has been seen regularly on Lifetime TV and Fox Business News, and has done countless radio and TV interviews. She is a leading female consumer advocate and expert on gender communications.

Delia understands women. She knows what makes us tick, and what makes us ticked off. She describes herself as a consummate learner and a devoted mother to four daughters and a friend to all women who want to be heard.

Lessons in Leadership

**Robert Maricich
 International Market Centers**

Robert Maricich is widely recognized as one of the home furnishings industry's most innovative leaders. As chief executive officer of the newly formed International Market Centers, he oversees the world's largest network of premium home furnishings, gift and home décor showroom and exhibition space. International Market Centers owns and operates 11.5 million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. Its mission is to bring buyers and sellers from the global marketplace together in the most effective, efficient and compelling venues and deliver outstanding value and growth opportunities for its partners.



Maricich, the former president and chief executive officer of World Market Center Las Vegas and Hickory, N.C.-based Century Furniture Industries has an established record of building companies into internationally respected brands.

Maricich joined World Market Center as chief executive officer in January 2008 and oversaw the trade complex's ongoing expansion as it solidified its position as the western United States' premier home furnishings market. Prior to assuming that post, Maricich spent 11 years at Century Furniture Industries, where as chief executive officer he managed 1,200 associates and drove innovations that elevated the \$175 million company into one of the industry's most admired manufacturers of high-end residential furniture.

Maricich also has served as president of American Drew, president of American Martinsville Contract which was the largest manufacturer of hospitality furnishings in the U.S. at the time, as well as vice president of contract sales for Flexsteel Industries. He spent many years on the American Furniture Manufacturers Association Board of Directors and is a past chairman of the executive committee. In 2000, he was appointed by the governor of North Carolina to be chairman of North Carolina Furniture Export Council, a position he held until 2004.

Currently, Maricich sits on the executive board of directors for the industry's largest retail association, the National Home Furnishings Association (NHFA), as well as the executive committee for the home furnishings industry charity, City of Hope.



Elm Street Economics

**Mike Anderson
 The Center for Sales Strategy**

Mike is constantly on the lookout for consumer trends, industry insights and emerging issues that can be harnessed. Mike's ability to look at the world differently allows him to translate complex marketing research into actionable information, harvest the opportunities that lie within industry trends, and help develop effective, common-sense marketing strategies. Elm Street Economics is a workshop designed to help companies re-connect with their customers, find a road through the recent "great recession," and then accelerate their economic recovery. Mike will also be doing a conference break-out session.



Mike Anderson is Vice President Consumer Insights & Communication at The Center for Sales Strategy (also known as CSS). The firm is based in Tampa, Florida, and serves clients throughout the U.S., Canada and Australia. He is the editor and a primary contributor for the Elm Street Economics consumer trends blog - <http://elmstreettrends.blogspot.com>.

Mike's job is to study the behavior of companies and consumers... and look for trends which are likely to affect the delicate relationship between the two. Then, he develops training programs, marketing strategies and promotional tactics to help clients profit from those trends.

Mike has worked in marketing and since 1977. He has been a member of the advisory board for New York-based Scarborough Research, and has delivered the keynote address for several of their national conferences.

Mike and his wife Julie have been married for over 30 years and live near Minneapolis. Mike is also an award-winning nature photographer and member of the International League of Conservation Writers.

Career Confidential: More Than Talk

**Jena Hall
 Jena Hall Associates**

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 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, the paint company's new HGTV HOME has 120 color palette of paints that just hit their retail stores. Jena culled out 13 color ways from within 8 palettes, each containing around 20 colors and then divided those into life style themes. These color ways will be used for color direction in the Fall 2011 and Spring 2012 new products that will be rolling out. The color ways 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. Broad loom, area rug, hard wood flooring and tile is also now available by Shaw Industries.

Jena was the first interior designer to successfully launch her own label and licensed 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.



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Added value! **Pre-Conference Workshops**

Tuesday, August 23

12:30pm - 4:00pm

Pre Conference Workshop I

Choose Your Colors and Understand Your Life!

Margi Kyle, The Designing Doctor

This workshop is 3 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. □

Margi Kyle, Designer at the Designing Doctor, LLC

For over 40 years, this remarkable, captivating woman has built an astounding portfolio from the ever-important “designer's perspective.” Never idle, this New York School of Interior Design graduate has contributed to this industry as an interior designer, television host, mentor, keynote speaker, educator, and writer. Margi's credentials include Professional level of ASID, IDS, WCAA, WFCP, DCI- along with being VP for WCAA and on the executive board for IDS. Margi has received her Master in Interior Design and is The Executive Director for We Make Color Easy - The Dewey Color System.

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

Tuesday, August 23

12:30pm - 4:00pm

Pre Conference Workshop II

Technology for Dummies - Hand-held Devices

iPhone ... 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 experts from the two 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.

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

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Tuesday, August 23

9:00am - 4:00pm

Pre Conference Workshop III

GREENleaders - Certified Sustainability Training

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 (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 4thAssessment 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 22, 2011 for this course.



Curbside Mentoring

Participating in curbside mentoring creates the opportunity for a multifaceted collaboration between two professionals (one being the mentor) with the primary goal being the nurturing of your professional development. Every colleague pair is unique because each person's experience, personality and professional development track is different. It is not unusual for professional relationships to develop from these meetings.

Curbside mentoring will let you reserve a specific time to meet 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.

It's an opportunity 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. The mentors for this year are experienced and ready to share from their successes.

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 e-mail confirming your mentor choice. If you have already registered for the conference, just ask us to add a session and we will.

How to get started: Before the conference, identify at least three short-term (6-12 months) or three long-term (3-5 years) professional goals to be discussed with your mentor, or define the one problem on which you need advice. These can be centered on:

- career advancement
- conflict resolution
- publishing
- enhancing professional visibility
- networking with other home and furnishings professionals
- overcoming barriers to career success
- goal setting
- new techniques for a particular area, such as sales.

You may submit your questions early to your mentor or bring them with you.

Register today - first-come, first-served basis for securing the best adviser for you.

Already registered for the conference? Add a session by contacting administrator@withit.org.



Meet our Mentors

Mary Frye, Home Furnishings Independents Assn.
 Mary Frye is president of HFIA, one of the nation's largest organizations dedicated exclusively to supporting the business needs and interests of home furnishings retailers. A 30-year veteran of the industry, Mary has worked tirelessly to promote the professional growth of business owners and professionals from all areas of the home décor trade.

She is an active industry advocate, speaker and panelist at home furnishings seminars and conferences. A strong supporter of networking and a believer in servant leadership, she is dedicated to the mission of fostering connections to grow careers and build lasting relationships.

Mary's longstanding knowledge of the home furnishings industry has provided her with a first-hand understanding of the challenges and opportunities faced by its retailers, designers and manufacturers. As an active voice within home furnishings, she has consistently worked to encourage a spirit of community among all members the industry.

A member of WithIt since 1998, Mary is a past board member of the organization and has served as a WithIt Ambassador and WithIt Educational Conference Committee member. She is a recipient of the WithIt President's Award (2009) and Chairman's Award (2010) as well as a WithIt nominee for Mentoring (2009, 2011).

Other advisory positions have included Dallas Furniture Bank advisory board member, Bill Cooper Salesman Fund board member, executive committee member of Furniture Industry Data Exchange (FIDX), Home Furnishings Council board member, Pinnacle Awards judge and National Furniture Bank Association board member.

Jena Hall, Jena Hall Associates

Founder of Jena Hall Designs, Jena began her business specializing in architecture and interior design. Projects ranged from major land developments to a star studded clientele base including restorations of some of Americas most distinguished early 20th gold coast properties including the George Vanderbilt Estate, The Bell Estate, and the Whitney Estates plus Hollywood and Hampton properties.

Jena was the first interior designer to successfully launch her own label and licensed to over 22 home furnishing companies over a span of 20 plus years. Jena Hall Designs continued to evolve into a design and consulting company developing private label and other licensed and cross-merchandised concepts for some of the top furniture and related product companies in the world before joining Furniture Values International to reposition Aspen Furniture.

Originally a regional based home office company, Jena led the rebrand into the new aspenhome™. She oversaw the entire creative process for beautiful, as well as thoughtfully designed furniture that "speaks" to today's consumer and says "buy me" integrating merchandising and marketing into a seamless successful product range. Jena's repositioning

and new integrated merchandising and marketing initiatives resulted in double-digit growth for 4 consecutive years.

Jena has had international product development and design experience in Europe, Mexico and Asia and created and licensed both name and designs in over 22 categories with over 30,000 skus over a span of 18 years from furniture to fabrics, lighting to rugs, sheets to shower curtains, table top to bathrooms and kitchens. She has been a syndicated columnist in over 250 newspapers and has appeared on many TV and radio talk shows as an expert on interior and product design.

Aspenhome™ captured four coveted Pinnacles awards for best bedroom, occasional, and home office in four consecutive years under Jena's design leadership. She founded WithIt in 1998 and received the Founders Award. She was also honored by City of Hope with a Spirit of Life Award.

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 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, the paint company's new HGTV HOME has 120 color palette of paints that just hit their retail stores. Jena culled out 13 color ways from within 8 palettes, each containing around 20 colors and then divided those into life style themes. These color ways will be used for color direction in the Fall 2011 and Spring 2012 new products that will be rolling out. The color ways 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. Broad loom, area rug, hard wood flooring and tile is also now available by Shaw Industries.

Caroline Hipple, HB2 Resources

Caroline Hipple is the chief architect of the Pathway to Profit, crystallizing the profound formula for success. Experiencing the power of the culture at This End Up Furniture Company, she developed her management and leadership skills, advancing from a part-time sales associate to executive vice president of sales, merchandising and marketing.

As one of the few women who have led major home furnishings retail chains, Caroline is known throughout our business for her unique leadership style, which combines solid business strategy and positive workplace culture with an innate sense of style and insight into the home decorating needs of the consumer. At a time when stakes are high for all retailers in our industry, and professionals across our industry are searching for solutions, Caroline comes to the table today with a road map that can help transform a company and its profits by empowering people.

Her opportunity to implement her success formula came with her acceptance of the president's role at Storehouse, an under-performing company staffed by discouraged people.



Meet our Mentors

She grew the business to a 72-store, \$160 million retail chain, with innovative merchandising, committed associates, loyal customers and a profitable bottom line. Modeling the process outlined in the Pathway the company successfully merged two retail chains, then achieved 30 consecutive months of double-digit same-store-sales increases, the measure of success for retail.

She created Storehouse's first multi-channel sales distribution strategy, complementing the stores through a catalog and transactional web site. By following the Pathway the company earned recognition as the Entrepreneur of the year by *Catalog Success* magazine, American Furniture Retailer of the Year by *Home Magazine* and the prestigious ARTS award for the most outstanding National Furniture Store. WithIt (Women in the Home Furnishings Industry Today) selected Caroline for the WOW Education Award in recognition of her leadership in the growth and development of managers and associates at Storehouse.

Caroline is now "Chief Energy Officer" as a principal partner for HB2 Resources, an organization that helps businesses find smart solutions to the challenges in brand recognition, merchandising issues, transformation architecture and multi-channel, multifunctional alignment. She is frequently invited to speak on the topics of consumer marketing and merchandising trends and corporate culture.

Amy Kyle, Home Furnishings Business

Amy Kyle is the publisher at HFB Media. Publishing a daily newsletter, a monthly business and strategy publication, webinars, and other digital initiatives, Home Furnishings Business Media serves up relevant content that matters to home furnishings retailers. Her job allows her amazing access to smart thinkers in the industry. Amy believes we'd all be better off if we could figure out a way to be a scooch more exciting.

Before joining the industry in the summer of 2000, Amy completed her MBA at Wake Forest University and previous she was in the transportation industry for 11 years. She's from High Point, N.C., but recently moved to San Diego. She wonders why everyone else doesn't move there too.

Libby Langdon, Libby Interiors, Inc.

Libby Langdon is an interior designer and an expert commentator from HGTV's hit show *Small Space, Big Style*. Libby is currently Rachael Ray's go-to interior design "buddy," and frequently appears on *The Rachael Ray Show* doing design makeovers. You can check out Libby's design projects, her blog and her TV segments on her website www.libbylangdon.com. Before that, Libby hosted and was the lead designer on the FOX makeover TV show, *Design Invasion*. Libby is currently designing and developing various products for the home under her Libby Langdon Solutions™ line, with some items expected to launch in early 2011.

Her first book, *Libby Langdon's Small Space Solutions*, is being sold in over 1,600 Lowe's Home Improvement Stores, as well as all major book stores. It offers her innovative and inexpensive design ideas to help small space dwellers live large.

Libby often pops up doing makeovers on shows such as *The View*, *The Early Show*, *BetterTV*, and NBC's *Open House NYC*. Her designs have been featured on magazine covers of *Hamptons Cottages and Gardens*, *New England Home* and *Decorating Spaces*. She is a regular contributor and small space expert to *Woman's Day*, *Budget Decorating*, *Better Homes and Gardens*, *Hamptons.com* and *Glamour* as well as a regular contributor to the nation's top daily newspapers with her design, entertaining and food ideas. Libby is also a regular on WCBS radio as an interior design/lifestyle expert.

Libby founded Libby Interiors Inc. in 2003 and has completed numerous commercial and residential design projects all over the country. She designed the New York City restaurant, *La Masseria*, which was voted one of the top ten new restaurants in the United States by *Esquire*. She also designed the flagship store for Italian designer Massimo Bizzocchi in New York's Meatpacking District.

Libby has designed private residences in Sagaponack, East Hampton and New York City, along with the Rhode Island oceanfront home of PGA golfer Brad Faxon. She recently designed the homes for PGA golfers Joe Ogilvie in Austin, Texas, and Justin Leonard in Dallas. Libby's designed luxury apartments in Providence, R.I., the pro shop of the exclusive Atlantic Golf Club in Bridgehampton, N.Y., as well as a small stone cottage on a vineyard in Italy.

Libby designed the Living Green exhibit for *Better Homes and Gardens Magazine* that showcased her design ideas and tips on eco-friendly and stylish interiors. The 2500sq foot home exhibit traveled to home shows in 15 cities across the country during 2008. She regularly shoots segments for the *Better Homes and Gardens* syndicated TV show, "BetterTV," about her experience discovering Green design as well as general interior design tips.

Libby continues to criss-cross the country on her U.S. book tour making appearances on local radio and television stations, and giving design seminars/book signings to promote the release of *Libby Langdon's Small Space Solutions*. She regularly gives seminars about design in small spaces to furniture retailers and manufacturers, offering ways to court the small space consumer. She currently serves on the Board of Directors of WithIt.

Stephanie Lowder, Rare Bird Creative

Stephanie Lowder's first job in home furnishings was dirty and dangerous.

Every Saturday morning, for the wage of one dime, she would stab a 12- inch flathead screwdriver into the soles of her Daddy's shoes to pry out upholstery tacks. Her father was an upholstery supervisor—as sofas were built, tacks fell, and the soles of men's shoes filled. (Some of the upholsterers, wanting to keep a hand free, held tacks in their



Meet our Mentors

mouths; these guys liked to say they "spit tacks for a living.")

Thus her job at age five, prying tacks out of an upholsterer's shoes, mashing in Kiwi with a little brush and rubbing it off with an old pajama top. As mentioned, a dirty job, and for a little kid outsized by the screwdriver, dangerous. That's when she began having daydreams about being a writer or an artist or any sort of person who did not give a hoot about polished shoes and who did not spit.

Stephanie's second paying job, at age 14, was a summer spent gluing swatches, making buttons and typing letters—in triple carbon—for her father's start-up upholstery firm. She was commended for extraordinary skills in button-making—and for composing tasty meatloaf and macaroni lunches under leadership of the head seamstress. By mutual accord, she left the company to pursue other opportunities.

On to a BA English/Journalism/Sociology, an MFA in Studio Arts, working in art museums, ad agencies, news agencies, corporate marketing—writing, editing, design, promotions, communications, account management, planning, leading.

In 1995, Stephanie found a partner with whom she could trust her life, and together they hatched Rare Bird Creative. Since that time, she has applied her skills to help marketers to clarify, differentiate, attract attention, connect with customers and sell. Her clients have included Bernhardt, Info Retail, Home Meridian, Scott Thomas, New River Artisans, Laneventure, Unicon USA, Flex-Pay and many, many more.

In the process, she has become, uh, mature. And although there are days when she feels like she could spit, she loves her work and these fine folk, as they walk together, flashlights forward, hoping to illuminate something of truth, beauty and meaning.

Stephanie is a founding member and current chairman of WithIt – women's leadership development network, and a member of the Sustainable Furnishings Council and the Environmental & Conservation Organization of WNC. She resides in Hendersonville N.C.

Barbara Miller, Barbara Miller Design

As owner and principle designer of Barbara Miller Design, LLC, a full-service interior design firm based in Portland, Oregon, Barbara has designed magnificent spaces for adults – and still does. After taking an active role in the education of her five children, Barbara gained a deep understanding of inspiring children through design. When she started focusing on spaces for children and their families, magic happened. In helping parents build rooms with their children, Barbara had discovered meaningful ways for parents to reconnect with their children. "Creating rooms that inspire creativity and bring the whole family together is my passion," said Barbara.

She has created spaces and consulted in elementary schools and libraries. Her book, *YES Spaces* is scheduled to be published this fall.

Vicki Payne, Cutters Productions

Vicki Payne is a nationally recognized designer, home improvement, gardening and decorating expert. Each week, for over 15 years, millions of viewers both nationally and internationally have tuned in to watch her popular television show, *For Your Home*. The show is available on PBS, Create TV, and in national and international syndication.

Vicki has a unique vision of how we live today with an eye towards tomorrow's designs and trends. Her designs are ruled by simplicity and balance, and are crisp and approachable. The result is a living space that is classic yet timeless, blending both sophistication and livability.

Vicki is a wife, mom and YaYa (grandmother) to a growing family. As the CEO of Cutters Productions and an Emmy Award-winning producer, Vicki has established herself as one of today's leading independent producers of lifestyle programming. In addition to her work in television, she is an accomplished columnist, speaker and trend analyst, as well as a bestselling author of more than a dozen books. Vicki's stylish and chic ideas are available through her books, frequently published newspaper and magazine articles, personal appearances and her branded product lines.

Vicki burst into the home décor fabric world with her first fabric collection with Westminster Fabrics in 2009. Based on the tremendous success of that collection she has released two additional collections for today's home sewer and professional decorator. Taking her design skills to the next level she has a new *For Your Home* by Vicki Payne bedding collection with Royale Linens debuting in March 2011. The collection embraces a wide range of bedding ensembles for men, women and young couples complete with comforters, throws, quilts, sheets and pillows.

Vicki has since turned her design attention to furniture for the home. She recently partnered with New Creations, an on-line furniture group, to create a *For Your Home* brand of leather and upholstered furniture. The new furniture line will be available spring 2011.

Vicki is busy developing a new *For Your Home* by Vicki Payne collection of towels and accessories for the bath and spa. The collection will be available from American Dawn in the fall of 2011. "This is an exciting time for me. These wonderful partnerships allow me to create and share my passion for creating a beautiful, livable environment." says Vicki. "It's an enormous gift when a viewer invites you into their home each week. I take that invitation very serious by sharing my passions and ideas in an effort to help them make the most of their homes, gardens and family experiences."

Julia Rosien, SocialNorth.com

A print journalist refugee, Julia thinks it's nice when people refer to her as a social marketing strategist. She's not a marketer and believes a strong online presence begins with communication and an understanding that no one wants to be marketed to.

After watching her print career slowly dissolve in 2006,



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Julia applied for a job as senior travel editor for a burgeoning web development company. The company dreamed big and opened up the on-line world for her to explore and play in. She oversaw the design, development and content creation of a number of web properties that have since been spammed beyond recognition.

Nine months after joining the company, the walls came crashing down and half of the 300 employees were let go in one day. Julia survived the crash, but understood that maintaining survival meant learning even more about this new world. In just under 2 years, Julia amassed 5,000 hours of learning SEO and social media.

In 2009, Julia joined Natura World Inc, a mattress manufacturer, as communications director and continued building on her SEO and social media training. At the time, many manufacturers didn't even know what social networking was – never mind that they needed to be on it. Julia created an on-line home for Natura that revolved around community and reflected the brand message.

She worked with more than 50 bloggers, grew Natura's Facebook and Twitter communities into the thousands and introduced the Natura to the most powerful buying group on the internet today – moms.

Natura remains a leader in social media because the founders and owners know that the best way to create community is make fans out of customers. Natura continues to nurture its community, rather than manage it, because that's the strategy Julia put in place and proved works best.

Julie Vincenti, Nine Muses Media LLC

Your daily, weekly and/or monthly e-newsletter lands in a recipient's inbox, where it competes with dozens—even hundreds—of other targeted messages. Want to stand out from the rest? Learn how to increase the effectiveness of your e-mail campaign(s), including best practices for adding and enhancing interactive content. Plus, you'll learn common e-mail marketing pitfalls, and how to avoid (or fix) them."

Julie Smith Vincenti is the owner and chief content manager of Nine Muses Media LLC (@ninemusesmedia), a boutique media company that specializes in content creation for home furnishings brands. From e-newsletters and custom publications to Twitter postings and optimized Web site stories, Julie produces compelling content targeted to retailer, interior designer and consumer audiences. She blogs at HomeMusings.com, serves as the Vice President of Media for WithIt, and recently earned Green AP credentials from the Sustainable Furnishings Council. Prior to launching Nine Muses Media in 2009, she held editor and editorial director titles for trends and new products magazines, Web sites, e-newsletters, micro-sites and consumer research reports for 14 years.

Kassie Smith, Kassie Smith Lifestyle Group

Kassie Smith, an award winning industry leader, brings a unique blend of consultant experience to the luxury resort market.

In 1993, Kassie established Design Center West Inc. and

at the same time started her personal path as a diverse entrepreneur. Kassie built her notoriety by executing a broad range of skills nationally to large-scale luxury resort and master-planned community projects and at the same time enjoyed her roll as industry leader and media trend personality. Collaborating with sales, marketing and construction teams, she brings years of proven experience with the luxury buyer and their high level of expectations. For the last decade, Kassie procured multi-million-dollar luxury resort homes, villas, town homes, luxury clubhouses and resort facilities. She is responsible for conceptualization, planning, architectural and interior designs, construction quality, construction schedules and procurement of all FF&E, training of sales and marketing teams on selling upgrades and marketing furnished homes, along with designing and set-up of on-site builder design centers and creating option packages.

Because of her level of skill, Kassie became an expert in her field at implementing a quick and well-executed turnkey home, giving the client a five-star experience. Clients include developers such as Intrawest, Centex Destination Properties, Hilton and the Master Developer of Lake Las Vegas Resort. To service her large builder clientele, Design Center West Inc. held three luxury design locations, importing and supplying exclusive luxury products to hotels, developers and luxury clients throughout Las Vegas. In the Government Sector, Kassie held a four year consulting contract specifying, purchasing and procuring FF&E for large-scale projects including the 250,000 sq. ft. city hall expansion project managing a 6 million dollar budget.

Very quickly, "Kassie Smith" was a know entity in Las Vegas in the design and development arena. Because of this, she was elected to run the Las Vegas chapter of ASID and serve on many industry boards. Kassie Smith has been published and written about in noted national magazines and appeared on talk shows as an expert on design trends. She appears as a keynote speaker for professional organizations on industry trends and selling and marketing the luxury lifestyle. She is currently writing monthly for *Luxury Las Vegas* magazine on luxury home trends.

Now also a real estate professional, she has completed the package with the creation of Kassie Smith Lifestyle Group, a team of top-notch professionals selling, marketing and designing for luxury clientele and mega projects.

Cindy Williams, Info Retail

As vice president of retail strategy for Info Retail, Cindy Williams is responsible for working with new and existing clients in the home furnishings industry. With more than 18 years of marketing and sales experience in the industry, Cindy works closely with clients to help them develop product programs and realize the full potential of their consumer's experience. In addition, because of her strong bond with the home furnishings industry, Cindy is active in expanding new business opportunities.



Meet our Mentors

Prior to joining Info Retail, Inc. in 2003, Cindy held various positions at Simmons Co. in Atlanta. While in those positions, Cindy assisted in the creation and production of POP materials, was key in designing sales training curriculum and facilitated the design of a new training center for their sales people. After leaving Simmons, Cindy went on to become the southeast regional sales manager for International Bedding, and was later recruited by England Home Furnishings to lead their new mattress division start-up.

Mentoring women within her company as well as within the home furnishings industry has been a long-time passion of Cindy's. She is responsible for leadership and mentoring within the Info Retail agency and has led several seminars for the employees focusing on consumer behavior and trends. She currently serves as Membership VP on the WithIt (Women in the Home Industries Today) board.

Cindy enjoys many community involvements, including advocating for children who are in foster care. In addition, Cindy helped to build a community-counseling center, which offers free counseling to those in need, and she serves on the center's board of directors.

Kim Knopf, Innovative Mattress Solutions

In 1983, Kim Knopf responded to a newspaper ad for a salesperson in a bedding shop. The interviewer's enthusiasm for the prospects of the business sparked her determination to run a shop of her own rather than someone else's. At the tender age of 23, Kim Knopf plunged headlong into the rough-and-tumble world of free enterprise. Just one year removed from her college days at the University of Kentucky, the young businesswoman put \$25,000 on the table and set out to live the American dream.

Kim began by doing research and attending seminars offered by the U.S. Small Business Administration. Next, she prepared a business plan. The parents of her then boyfriend,

now husband, took a look at her business plan and let her use a certificate of deposit for collateral to borrow half of the start-up money, and bought 50 percent of the company's stock to give her the rest that she needed.

Over the next several decades, she grew her company to 90 retail locations. She had two children along the way and went back to work when they were two- to three weeks old, taking them to the office with her every day. She maintains a family-friendly atmosphere and views her employees as her second family, taking pride in helping them develop different skill sets and giving them opportunities to grow and succeed.

Kim has won several awards for professional achievement, including being a 1995 finalist for Entrepreneur of the Year, the 1996 GERS Power User of the Year, a national technology award, and was profiled in Nation's Business in 1998. In May 2010, her company was one of only four bedding stores in the U.S. honored as a Retail Giant of Bedding by *Furniture/Today*.

She served as director of the Putnam County Chamber of Commerce (1997-1999), director of the Putnam County Rotary Club (1997) and president (1999-2000); she is also a member of the Young President's Organization, served as communication chair for the 1997-1998 year and is currently serving the organization as membership chairman.

Shelly Parlin, PROFITsystems, Inc.

Shelley Parlin is COO at PROFITsystems, the leading provider of software for furniture retailers. Parlin first got involved in the furniture industry in 1985 at her family's store in Battle Creek, MI. Since then she has spent years studying retail furniture stores across the U.S. and Canada. Parlin's expertise is in operations management, using metrics to add to the bottom line and business systems that develop efficiencies. She frequently speaks at seminars, conferences and has been published in several magazines.



Conference Agenda

Tuesday, August 23

12:30 p.m. – 6:00 p.m. **Registration**
 12:30 p.m. – 4:00 p.m. **PreConference Workshop I Choose Your Colors and Understand Your Life**
 12:30 p.m. – 4:00 p.m. **PreConference Workshop II Technology for Dummies**
 9:00 p.m. – 4:00 p.m. **PreConference Workshop III GREENLeaders Sustainability Training Course**
 4:30 p.m. – 5:30 p.m. **Membership Meeting**
 6:00 p.m. – 7:00 p.m. **Opening Reception**
 7:15 p.m. **Dinner on your own:** Plan a business dinner or renew friendships. We will offer the opportunity for attendees to join professional groups for dinner and networking such as: newcomers, accessories, product design, marketing, friends, bedding, millennial & 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**
 8:00 a.m. – 7:30 p.m. **Trade Show**
 8:30 a.m. – 8:45 a.m. **Welcome**
 8:45 a.m. – 10:15 a.m. **Keynote Speaker: How to Realize Your Dreams and Get What You Want - Delia Passi, Medelia Inc.**
 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**
 Work: **The Role of Social Networking – Erin Grohs, Fleishman Hillard**
 Wealth: **Accelerating Your Career Through Leadership Coaching – Christine Neilands, Affinity Leadership Group**
 12:00 p.m. – 1:00 p.m. **Lunch**
 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**
 3:50 p.m. – 4:00 p.m. **Break**
 4:00pm – 4:30pm **Lessons in Leadership– Robert Maricich, International Market Centers**

3:00 p.m. – 5:00 p.m. **Board of Governors Meeting**
 4:30 p.m. – 6:30 p.m. **Networking**
 6:30 p.m. – 7:00 p.m. **WOW Reception**
 7:00 p.m. – 9:00 p.m. **WOW Dinner**

Thursday, August 25

6:30 a.m. – 7:00 a.m. **Rise and Shine - Gold's Gym**
 8:00 a.m. – 1:00 p.m. **Trade Show**
 8:30 a.m. **Welcome**
 8:30 a.m. – 9:45 a.m. **Keynote Speaker: Elm Street Economics – Mike Anderson, The Center for Sales Strategy**
 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**
 Work: **Are You Ready? SaferProducts.gov is Here – Pat Bowling, AHFA**
 Wealth: **Elm Street Economics Part II – Mike Anderson, The Center for Sales Strategy**
 12:00 p.m. – 2:00 p.m. **Lunch and Closing Keynote: Career Confidential – Jena Hall, Jena Hall Associates**

Earn a WithIt Gift Certificate ... it's Easy!

Share the best idea that you're taking home from the WithIt Professional Conference and receive a \$10 WithIt gift certificate.

During the closing lunch on Thursday, August 25, anyone interested can speak up about a new idea or strategy that they're adopting when they return to work that will improve their outlook or productivity.

Gift certificates can be applied to future membership or meeting fees.



Professional Headshot Photography

Does your headshot portray who you are today? Do you even have a professional photo, or is your on-line persona just clipped from a family snapshot? Or worse, that anonymous shadowed profile?

Today, more than ever, a professionally photographed headshot is an important tool for every leader and future leader.

WithIt is bringing a terrific professional photographer who will update your headshot after an expert hair and makeup stylist makes sure your look is just right for a business portrait, all at a cost you won't believe!



Sign up for your photo session on Wednesday, August 24, during the WithIt conference. For just \$75, you can polish up your image and show everyone the real you!

Space is limited and will be filled on a first-come first-served basis.



Your favorite conference session: **Roundtables**

This excellent form of interactive, small group communication has been requested by you. Choose 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.



Wisdom
Lead Like a Woman

Moderator: Sara Lyke, WithIt, Inc.
 Finding our strengths and using them to our advantage.

Building/Recognizing Your (Useful) Network

Moderator: Mary Frye, HFIA
 Who are your mentors? The best practices for identifying, connecting with and maintaining communications with the key persons who help shape your career path.

When to Change Jobs

Moderator: Lori Kelley, Palliser Furniture

Top 10 Tips from a Female Entrepreneur

Moderator: Kathy Wall, The Media Matters, Inc.
 Getting started out on your own including the musts and pitfalls to avoid.

Tomorrow's Woman to Watch

Moderator: Christine Neilands, Affinity Leadership Group
 Good to know information for young leaders who are thinking strategically about their career.

Work
Communicating GREEN

Moderator: Pat Bowling, AHFA
 Successfully communicating the *sustainability* of your products or company.

Effective Project Management

Moderator: Regenia Payne, Creative Design Consulting
 Navigating the daunting task of project and budget management in a changing environment.

Authoring Your Own Social Media Communications

Moderator: Julia Rosien, SocialNorth.com
 How-to on managing and interfacing your messages on Facebook and Twitter.

Interpreting Global Home and Furnishings Trends

Moderator: Sharon Kepley, Woolrich, Inc.
 Understanding trend development from concepts to sourcing.

Why Blog

Moderator: Ruth Olbrych, Antiques by Zaar
 To blog or not to Blog: Guidelines for creating a successful blog that is seen and read.

Industry Differences and Similarities: Know Their Talk

Moderators: Kassie Smith, Kassie Smith Lifestyle Group and Cathy Linder, Tempur-Pedic North America LLC
 Reaching out to the bedding, hospitality, or textiles industries and more.

Wealth

Closing the Deal

Moderator: Amy Kyle, Home Furnishings Business Media
 Insights on how to engage, connect and meet your sales goals.

The Voice of the Consumer

Moderator: Cindy Williams, Info Retail
 Best practices for connecting with your consumer, whether retail, marketing client or sales.

Financial Milestones

Moderator: Linda Erickson, Erickson Advisors
 Recommended strategies appropriate for your financial objectives over the course of your life.

Drive Your Own Success

Moderator: Libby Langdon, Libby Interiors, Inc.
 Techniques that will help you set priorities, measure risk and make adjustments for your career.

Investing in Retail Training

Moderator: Nicole Nachazel, Cargill, Inc./BioH Polyols
 An old subject with a new approach.

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 23, and be ready for members as they arrive and network. You may keep your table open until ½ 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 24 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. 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. 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.

WOW Awards

The annual WOW Awards Dinner will be held Wednesday, August 24th, and is included in the conference registration fee. For guests, the dinner fee is \$150 per person or \$1500 for a table of ten. Please include a list of dinner guests with your on-line 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.



2010 WOW Awards banners

2011 WOW Award Honorees

Legacy Award

Aminy Audi, Stickle Furniture

Education Award

Lauren West, Natuzzi Americas, Inc.
 W. W. Epperson, Jr., Mann, Armistead & Epperson, Ltd.

Michelle Lamb, *The Trend Curve*

Mentoring Award

Mary Frye, HFIA
 Peggy Burns, Circle Furniture
 Catherine Morsell, ITMA

Leadership Award

Dorothy Belshaw, GLM dmg::events
 Joni Greeson, Collectic Home
 Connie Lineberry, Furniture/Today

Future Leader Award

Tammy Nagem, High Point Market Authority
 Holly Blalock, C.R. Laine
 Comer Wear, Century Furniture, LLC

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.

Leadership Award - Given to a women over 40 who has demonstrated successful leadership in her company, in WithIt, and/or in the home and furnishings industry.

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





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 e-mail 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 preconference 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, your 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.)



What to do When Not in the Conference?

RELAX: Enjoy a Massage



The Green Door Massage and Body Work Studio
 Donna Gunn, Certified Massage Therapist and
 WithIt Member

Reserve early:
donna@thegreendoormassage.com
 \$5.00 Chair massage between sessions
 \$30.00 ½ full body massage
 \$60.00 1 hour full body massage
www.thegreendoormassage.com

SHOP: We All Love It

100 Stores and Boutiques right outside the door
 of our hotel
 List of stores: <http://bit.ly/mUwDgQ>

DINE: Wednesday Evening

Bonfish Grill
 Bruegger's Cafe and Espresso Bar
 Chick-fil-A
 Cinellis
 Firebirds Rocky Mountain Grill
 Five Guys Famous Burgers & Fries
 Flights
 Fox and Hound Pub & Grill
 Hot Point Cafe
 McAlister's Deli
 Midtown & Bar 115
 Moe's Southwest Grill
 Mura
 Panera Bread
 Pharaoh's
 Piola
 Q Shack
 Ruth's Chris Steak House
 Sparians Bowling Boutique & Bistro
 Spring Rolls North Hills

WithIt • PO Box 16264 • High Point, NC 27261
 336.882.9373 • director@withit.org
www.withit.org



WAKEUP: Breakfast

Bruegger's Cafe and Espresso Bar
 Chick-fil-A
 Flights
 Hot Point Cafe
 Keva Juice
 Panera Bread
 Starbucks - at The Commons
 Starbucks - Lassiter Mill Road

EXERCISE: Renew your energy

Take a dip in the indoor pool.
 Head next door to Gold's gym (guest privilege)
 Take a stroll around the village.

REST: Renewal

Take a nap – undisturbed.
 Enjoy the 20" LCD TV imbedded behind your
 vanity while soaking in your tub.

NETWORK:

Share a glass of wine with a friend at Flights.
 Share the chef's specialty: baked cheesecake
 with coffee.

ENERGIZE:

Starbucks is right outside the front door.
 Keva Juice Smoothie Bar

LAST RESORT: Work

Complimentary wired and wireless high speed
 internet connectivity.
 Print your boarding passes.
 Have a business meeting.



Accommodations

**Renaissance Raleigh Hotel
 at North Hills**

4100 Main at North Hills Street, Raleigh, NC 27609

\$149.00 per night – single or double occupancy.
Applicable state and local taxes apply at the time of check in.

When making reservations, identify yourself as with the WithIt Professional Women's Conference to receive the discounted room rate.

866.941.3729 or 1.919.571.8773

Hotel website: www.northhillsraleigh.com

Reservation link: <http://bit.ly/jysaLy>

Hotel Registration cutoff: [July 22, 2011](#). Rates may vary after this date.



The Renaissance at North Hills offers luxe four-star accommodations in the heart of North Hills, the Triangle's most exciting shopping, dining and entertainment district.



Hotel Amenities/Services

- Complimentary wired and wireless high speed internet access
- Complimentary access to Gold's Gym: 65,000-square-foot fitness club and pool with 3rd floor elevator access from the hotel
- Direct access to North Hills' many boutiques, specialty shops, dining and entertainment venues
- Complimentary on-site parking
- 24-hour business center: two computer stations and free printing

Rooms

- The new bed from Renaissance - custom duvets, clouds of pillows, luxury linens
- 37" flat screen TV, in-room coffee/ tea maker, hair dryer, iron and ironing board
- 20" LCD television embedded behind vanity mirror in each bathroom

GETTING THERE

Raleigh-Durham - RDU Airport
Phone: 1 919 840 2123

Hotel does not provide shuttle service
 Estimated taxi fare: 35.00 USD (one way)

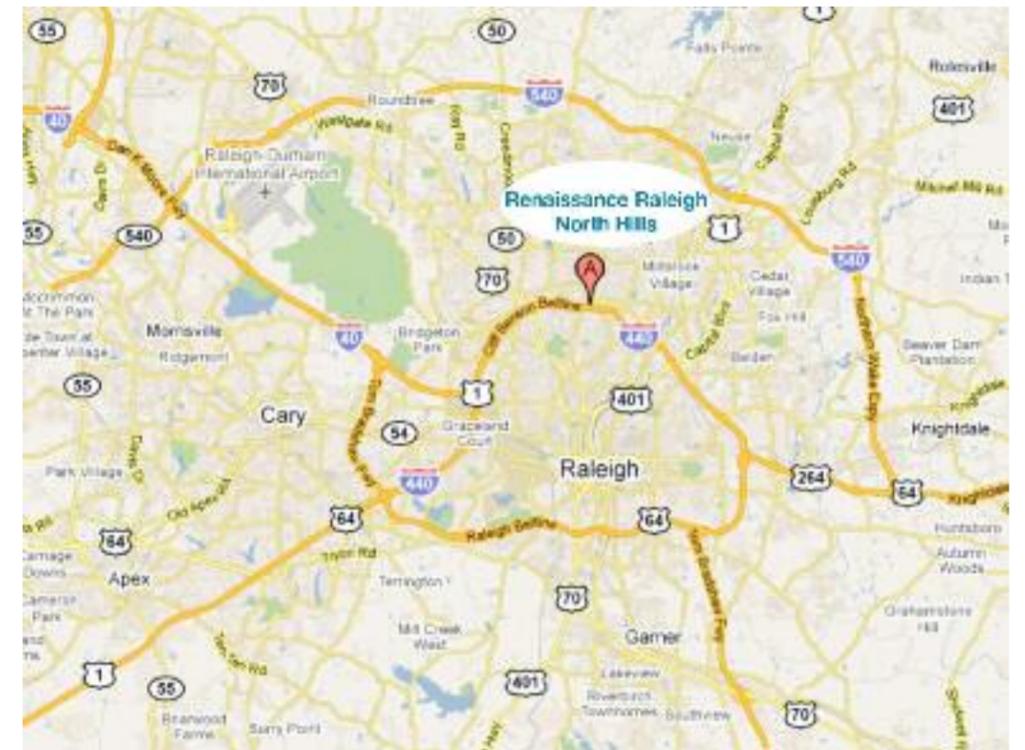
Driving directions from airport:

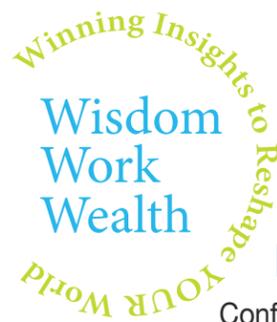
Follow signs to airport exit to I-40 E towards Raleigh. Exit at Exit 289 Wade Ave., continue for about three miles and take exit onto I-440 N/ US-1 N towards Wake Forest/Rocky Mount. Continue on I-440 for 4.8 miles, exit at Exit 8B (Six Forks Rd North). Turn left at second traffic signal, Dartmouth Rd. Hotel is directly ahead.

DRIVING DIRECTIONS

From Western North Carolina:

Travel on I-40 East/I-85 North to Raleigh. Keep right onto I-40 East / Harriet Morehead Berry. Take right onto Wade Ave. Take ramp right for I-440 North / US-1 North toward Wake Forest / Rocky Mount / Wilson. At exit 8B, take ramp right for Six Forks Rd North toward North Hills. Bear right onto Six Forks Rd. Turn left onto Main at North Hills St. Follow signs for hotel parking.





2011 Professional Conference

August 23-25 • Raleigh, NC



Registration Form Or Register Online

Conference Location: **Renaissance Raleigh North Hills Hotel, Raleigh, NC**
August 23-25, 2011

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

Name: _____

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

Company: _____ Title: _____

Contact phone: _____ Contact e-mail: _____

Address: _____

[Register by July 22 to get the early registration discount.](#)

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

Member Registration:

- Early Registration (by July 22) \$ 175.00
- After July 22 \$ 225.00
- Additional Member Attendees (same company) \$ 160.00 ea (*or spouse/partner*)
- After July 22 \$ 200.00 ea

Student Registration:

- Early Registration \$ 75.00
- After July 22 \$ 125.00

Non Member Registration:

- Early Non-member \$ 350.00
- After July 22 \$ 425.00

Added Value Options

- Pre-Conference Workshop I \$ 50.00
Choose Your Colors and Understand Your Life!
- Pre-Conference Workshop II \$ 50.00
Technology for Dummies - Hand-held devices hands-on session
- Pre-Conference Workshop III - *Must register by July 22*
GREENleaders- Certified Sustainability Training
- Member price \$ 249.00
- Non-member price \$ 299.00
- Curbside Mentoring - 45 minutes \$ 50.00
- Professional Photography Session \$ 75.00

Total Conference Registration: _____

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

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 August 1, 2011 for a full refund.

director@WithIt.org Phone: 336.882.9373 336.880.2188

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2011 WOW Awards

August 24 • Raleigh, NC



WOW Dinner Reservation Form Or Register Online

WOW Awards Location: **Renaissance Raleigh North Hills Hotel, Raleigh, NC**
6:30 pm August 24, 2011

Attendee Information (email address required for follow-up)

Name: _____

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

Company: _____ Title: _____

Contact phone: _____ Contact e-mail: _____

Address: _____

WOW (Dinner only)

\$ 150.00

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 _____

WOW dinner reservations are non-refundable.

"Table for 10" Attendees:

Name _____ Company _____

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