



February 21-23, 2010
Fairmont Turnberry Isle Resort & Club
Miami, FL

RetailConnections

Business Executive Summit

Upping the Ante in a New Era



Retail is facing a world shaken forever—culturally, economically and technologically!

The global economic meltdown caused banners to fold, widespread consolidation, massive layoffs, and most challenging, a lingering uncertainty about what comes next in terms of consumer spending abilities, appetites and habits.

At the same time, behavioral changes brought about by social networking, instantaneous communication, demands for seamless and enticing shopping experiences and unprecedented customer knowledge about product, price and performance leave retailers with few choices: Rise to the occasion in a very new and powerful way or batten down the hatches for an extremely rough ride that will likely end in failure.

Consumer shopping habits have changed forever. Whether the economic climate swings upbeat, simply flattens out, or is headed for a long, bumpy course, few retailers can thrive without a unique, sharp and focused strategy to connect with consumers and form genuine “emotional” bonds—online and in the store—that make shoppers *want* to spend time and money with you!

That is the challenge heading forward. We trust our RetailConnections Business Executive Summit will once again bring you new insights, fresh perspectives and new connections that help drive your business forward.

Marc Millstein
President and Founder
RetailConnections



PHOTOGRAPHY BY JACK MCCOY

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RetailConnections 2010: Vision and Innovation

"The information shared and the educational sessions at the Summit were terrific. And the networking was excellent. I would strongly recommend this Summit to any retail executive."

Patrick Murray, SVP, CFO, Sephora USA



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"RetailConnections continues to excel at bringing together retail business leaders from different departments to share in an informal manner where everyone learns. The heavy retailer-focused presentations and sharing is really unparalleled in the industry at this time."

Greg Buzek, President, IHL Group

Building on the huge success of the first two groundbreaking RetailConnections Summits, the **third annual Business Executive Summit** will once again bring together the widest spectrum of line-of-business and senior management executives from all segments of the organization. Expect to hear from the most innovative retailers driving change today. Attendees will take away insights from CEOs, Presidents, CFOs, COOs, CMOs, CIOs and SVPs/VPs in various disciplines to gain a true 360-degree range of perspectives on how to succeed in today's vastly challenging—yet also highly opportunistic—business environment.

The **third annual Business Executive Summit** will provide exceptional peer-to-peer networking, an unparalleled agenda of thought-leadership presentations and hard-hitting, off-the-record workshops to inspire, enlighten and empower you with new ideas, resources and contacts.

Among the highlights of the agenda will be keynotes and panels on:

- Retailing in the Post Recession Era
- Winning at the Customer Experience
- The Analytics of Marketing and Merchandising
- Cashing in on Cross-Channel Excellence
- Global Sourcing Issues and Opportunities
- Next Steps in Retailer-Supplier Collaboration
- Wall-Street and Private Equity Outlooks
- Achieving Business Process Alignment
- The Truth About Customer Data Security

Companies like yours will have the opportunity to meet with the most senior retailing executives and discuss a broad array of the greatest opportunistic market challenges now facing the industry. Such intimate knowledge sharing will take place during a host of networking opportunities, such as the Summit's opening day workshops, receptions, elegant dinners, superb golf outing, post-dinner gatherings, and more.

All this will take place in concert with an educational program featuring highly relevant end-user and industry expert presentations. The program will showcase senior management practitioner insights about the myriad challenges facing the industry, business strategies, and enabling solutions—all requiring true 360-degree vision and understanding to stay ahead of the competition.

Issues such as how to thrive in these extremely challenging economic times and how to create a true retail brand personality to attract today's consumers will be among the major issues addressed.

Vision and Innovation

Top Topics to Tackle

The Business Executive Summit program is designed to provide content that hits the themes, business issues and potential solutions that can make the difference between success and failure.

- *Customer Experience Excellence:* Perspectives on changing consumer behaviors and how retailers can create new shopping experiences that enchant – whether in-store, online or via catalogs and call centers.
- *Financial Uncertainty:* Hear what retail and industry experts have to say about competing and winning in an age dominated by financial constraints, consumer unease about spending, financial institutions more hesitant to lend than at any time since the Great Depression and an investment atmosphere unlike any most of us have ever seen.
- *Integrated Merchandising and Marketing:* Insights on how analytics and real-time, actionable information are changing fundamental retail practices for marketing, assortment planning, pricing and inventory management.
- *Cross-Channel Expansion:* Cross channel is no longer an optional area of expansion. Rather it is the mandate for today's shopping environment, and excellence in offering truly exceptional store and online experiences are now the price of winning repeat business and beating your competitors.
- *Private Label, Global Sourcing and Retailer-Supplier Collaboration:* Retailing today is a complex global enterprise in which private label, global sourcing and a new age in retailer-supplier collaboration are the norm—and yet remain swiftly moving targets that offer immense opportunities as well as tough challenges for gaining competitive edge and increasing margins.
- *Data Security:* No one really wants to consider the ever present dangers of a security breach and leak or theft of customer data. But all businesses must take the right steps to ensure all data is secure.

- *Total Business Integration:* We've heard it again. The entire retail enterprise must be aligned and integrated—from business process and vision to technology prowess and mission—to allow any retailer to fully shine.

RetailConnections Awards

Awards can recognize many types of achievements and first-time feats. Just as RetailConnections achieves a “first” by assembling the most eclectic group in retail, our Exceptional Achievement and Lifetime Achievement



Awards break new ground by recognizing the change-makers who set new standards for excellence. The honorees often undertake these challenges quietly, behind the scenes. Other times, they blaze ahead boldly with the courage and eloquence needed to rally consensus for mass-scale buy in. And everyone wins.

RetailConnections believes that all business segments and many executives throughout retailing have moved the ball forward to help the industry adapt, survive and thrive through these times of massive change and thus deserve our applause.



We hope you enjoy the awards ceremony. We trust the award recipients feel the gratitude and admiration of all for their efforts and achievements. We also hope that everyone in attendance feels confidence and pride for what retail as an industry and retailing organizations individually have achieved in creating and maintaining the greatest demand-driven economy in the world.



Great Surroundings In Which to Learn and Network

Business Executive Opportunity:

Retail success today absolutely depends on business and technology executives working hand-in-hand to build the business. This Business Summit is designed to shed light on how senior business executives, including CEOs, CFOs, COOs, CMOs, CIOs, SVPs and VPs of Finance, Merchandising, Logistics, Inventory Management, Planning and Allocation, Customer Relationship Management, among other key titles, can leverage the best talent and ideas in the organization. It will shine a spotlight on the most challenging areas, as well as those areas with the highest potential for profitable paybacks, including new ways to attract today's customers.

Retailer Attendance Imperative:

This retail executive event is designed with the goal of ensuring that a much wider range of retailing companies —new blood, so-to-speak—attends the Summit.

RetailConnections believes that the next-generation Summit must include many more retailing companies and we are committed to meeting that goal, giving you much needed visibility with today's and tomorrow's market leaders.

Upping the Ante in a New Era Business Executive Summit Agenda:

Sunday, February 21, 2010

- 1:00-8:00 pm: Registration
- 3:00-5:00 pm: Retail-Vendor Off-the-Record Meetings
- 6:00-7:00 pm: Summit Welcoming Reception
- 7:00-10:00 pm: Group Dinner

Monday, February 22, 2010

- 7:00-8:15 am: Networking Breakfast
- 8:15-9:00 am: Keynote Speaker
- 9:00-9:45 am: Panel Discussion
- 9:45-10:15 am: Refreshment Break
- 10:15-10:45 am: Keynote Speaker
- 10:45-11:30 am: Panel Discussion
- 11:30-12:00 pm: Keynote Speaker
- 12:00-5:30 pm: Box Lunch and Golf
- 12:00-5:30 pm: Lunch and Alternative Afternoon Activities
- 6:00-7:30 pm: Outdoor Evening Reception
- 7:30-10:00 pm: Keynote Address, Award Presentation and Dinner

Tuesday, February 23, 2010

- 7:00-8:15 am: Networking Breakfast
- 8:15-9:00 am: Keynote Speaker
- 9:00-9:45 am: Panel Discussion
- 9:45-10:15 am: Refreshment Break
- 10:15-11:00 am: Keynote Speaker
- 11:00-11:45 am: Panel Discussion
- 11:45-12:30 pm: Keynote Speaker
- 12:30 pm: Conclusion of *RetailConnections Executive Summit*

Note: Agenda subject to change

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A soothing retreat atmosphere draws guests from all over the world to The Fairmont Turnberry Isle Resort & Club, situated in the heart of South Florida. Secluded on 300 tropical acres is a stunning Mediterranean-style hotel with 392 newly renovated ultra-luxurious oversized rooms and suites featuring spectacular views, upscale amenities and personalized service from an international staff.

What People are Saying About the RetailConnections Business Executive Summit

"It was a great Summit. I was amazed by the retail attendees, especially in this economic environment, and the quality of the speeches. I certainly hope and plan to be there next year."

Filiz Yavuz, VP, Business Process Engineering,
Perry Ellis International

"...great balance of speakers and topics..."

- Steven Maginnis, President, CEO, Crescent Jewelers

"...content was excellent and the speakers were outstanding."

- Butch Jagoda, VP, Information Technology, Helzberg Diamonds

"...a spectacular program..."

- Jeff Orton, CIO, Chief Logistics Officer, Genesco



*"What I learned at the **RetailConnections** Summit is truly valuable in today's challenging economy. I believe it will give us an edge in dealing with it."* - VP Apparel Retailer

"The 2009 Executive Summit was one of the most productive events I have ever attended and the insights gained into other companies' best practices were really valuable."

- Brian Hume, President, Martec International

*"Marc has done an excellent job of creating a unique conference in a crowded field. **RetailConnections** delivers industry information and actionable takeaways that are relevant to current environments as well as forward-looking innovation."*

- Tom Litchford, Industry Director, Microsoft



*"In a time of such dramatic change, economic, political, and otherwise, it is vital to stay attuned to what those changes mean for retail. The **RetailConnections** Business Executive Summit is one of the best and most practical means for doing just that. It was well worth it to hear from industry giants such as Marshal Cohen, Brian Hume, Vicki Cantrell, and others. I highly recommend it."*

- Bill Noakes, President, Noakes Group Strategic Advisory Firm

"Outstanding opportunity to network and explore mutual issues and opportunities. This summit is the most valuable meeting I attend and will be on my agenda every year."

- Ken Fobes, Chairman, Business Strategy Group, Inc.

*"I was very pleased with the **RetailConnections** event this year. Considering the turmoil our industry is in, the Summit was very well-attended and discussions were very valuable."*

- Gene Gsell, VP, General Manager, SAS Retail & CPG

"A great venue to meet industry leaders for exchanging ideas, picking up insight and collaborating with peers."

- Nihad Aytaman, Director of Business Applications, Elie Tahari, Ltd.

"It was a valuable trip for me. A great experience at a great venue. The exchange of information was outstanding. I don't know anyone else other than Marc who can assemble such a group of speakers sharing insights that literally make you sit up and take notice. In addition, everything is set up in a way that really facilitates networking with peers and vendors. The presence of multiple executive roles also stimulates conversation from different perspectives. This event was well worth our time as retail executives. Looking back through my notes, there were many takeaways. And I have a feeling that the sponsors got their money's worth, too."

- Ron Ehlers, former VP Information Services, Pacific Sunwear of California



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Business Executive Summit

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RetailConnections was founded by long-time industry insider Marc Millstein to create and execute signature events as well as highly customized networking forums to bring together key executives in innovative and highly valuable ways. This year he was joined by long-time colleague Denise Power, who took on the position of VP of New Initiatives. Denise brings more than 15 years of hands-on experience covering the retailing industry for the most powerful publications such as Supermarket News, Women's Wear Daily and Executive Technology.

The company in February 2009 hosted its second "Executive Suite" RetailConnections Business Executive Summit. Despite the devastating economic collapse that took hold late in 2007, the Summit nonetheless attracted even more senior retail executives holding diverse corporate titles and responsible for areas of the enterprise to collaborate in an unprecedented fashion. They shared ideas, built new relationships, gained insights into how different departments work, and came away with new ideas for connecting with customers and stimulating business.

This year's event will be even more valuable and charged, with a power-packed agenda, an increased number of retail attendees, top industry sponsors and special guests, and an economic crisis still at hand to confront but one that may hold opportunity as well as danger as it seems to subside.

Beyond hosting the third annual RetailConnections Business Executive Summit, the company will also co-launch the first ever end-to-end integrated L.E.A.D. (Loyalty, Engagement, Analytics and Digital) Marketing Conference October 5-7, 2009, at the Westin O'Hare, in Rosemont, IL, outside Chicago. **For more information on the event go to www.leadmarketingconference.com or call 914-620-5947.**

RetailConnections also has expanded its offering this year by launching its industry newsletter, Connected, revamping its website at www.retailconnections.biz, blogging on the latest industry events and people, creating highly targeted customized regional events, from executive dinners to full-day forums, and producing custom publishing whitepapers and other marketing collateral as well as hosting live as well as on-demand webinars.

In founding **RetailConnections**, Marc brings more than 25 years of hands-on experience analyzing the most important developments in retail and launching events for senior executives. His background includes 17 years with Fairchild Publications, now a division of Conde Nast Media, where he launched technology and logistics news coverage. Denise Power partnered with Marc on many of these successful projects at Fairchild. She brings 25 years' experience reporting, writing and editing with a special focus covering the retail and technology landscape.

Marc Millstein



Denise Power



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