

Survival of the Fittest

**A BRA Retail Certification Program
Tools for Succeeding in Today's Economy**



RETAIL TECHNOLOGY COURSE AGENDA

JANUARY 5TH, 2010

**Orange County Convention Center
South Hall Meeting Room S230B**

10 am to 12:30 pm E-Commerce and QR Codes

10 am E-Commerce Strategies that Produce Results

Your website is a vital extension of your business, so it's crucial to have a marketing plan behind it that maximizes your investment. In this seminar Mike Duncan, CEO of Sage Island teaches effective strategies that help fine tune an ecommerce site into a profitable sales generating machine. As featured on CNNMoney.com, Mike speaks to the digital age of customer service in specialty retail and the necessity of a well designed website. By skillfully integrating Internet Marketing, social media, product recommendations, Live Chat, and more, Mike knows the successful e-Commerce strategies that make conversions and increase your bottom line.

Mike Duncan, CEO, Sage Island Marketing

Mike Duncan grew up on the coast of North Carolina surfing and skating as early as he could walk. It's no surprise that Mike's natural action sports talent led to a passion for the industry that guided his career choices. CEO of Sage Island, a marketing agency, CEO of Warehouse Skateboards, the largest online retailer for hard goods, and co-founder of the Board Retailers Association, a non-profit trade organization, Mike has woven his passion and enthusiasm for the industry into thriving, multi-million dollar businesses.

Sage Island began as a custom programming company serving high-profile government sector clients including OSHA. The agency quickly expanded into commercial web design and eventually full-service marketing. Today, Sage Island has built a powerful reputation through award-winning designs, brand strategy, and internet marketing services, including search engine optimization and pay-per-click advertising. Using a fully integrated approach, the agency combines interactive and traditional marketing services to successfully increase visibility for local businesses as well as Fortune 500 companies both nationally and internationally.

In 2002 Mike founded Warehouse Skateboards, an online skateboard retail company that is one of the largest skateboard retailers on the Web. His experiences as a retailer led him to co-found the Board Retailers Association in 2004, a trade organization that represents over 3,000 storefronts in the action sports industry. Additionally, Mike has several other successful online ventures ranging from SurfArt.com, an online gallery celebrating the surfing and beach lifestyle, Greenpath, an all natural high quality herbal supplement, and Conductor, a software application for managing corporate employee training programs.

11:15 am What Exactly are QR Codes and How Important are They to You and Your Business?

QR Codes are 2-dimensional barcodes that can be read with mobile phones and link your business to the Internet. Eric Busboom takes the mystery out of this technology and provides a straightforward examination of QR Codes, how they can be used, and their importance now and in the future.

Eric Busboom, Co-Founder and CEO, Clarinova

Eric Busboom is the co-founder and CEO of Clarinova, an Internet company specializing in local search that's dedicated to helping brands and retailers work together to reach consumers. After a career in technology at Qualcomm and a decade-long series of start-ups, Eric welcomes the opportunity to work on retailer/brand collaboration in the Action Sports market.

12:30 pm to 1:30 pm LUNCH

1:30 pm to 3:30 pm CUSTOMER DATA AND POS TECHNOLOGY

1:30 pm Come Learn About the Hottest Trend in Retail

Retailers! Your current customers are your next best customers. Yet, how many are you engaging with direct communications? LTG will investigate the trends in one-to-one marketing and the tactics that leading companies are following to engage their most valuable customers and get them to return and repurchase. You'll learn practical tips on using your customer database from segmentation to communication. Gain a deeper understanding of your current customers to build loyalty and ROI.

Key Takeaways

- Maximize and optimize your consumer data
- Strengthen your engagement process and build loyalty and ROI
- The latest developments in integrated email solutions including automated and triggered emails, and dynamic content
- How to bridge social media and CRM
- How to identify your most valuable consumers through segmentation processes like RFM and PRIZM
- How to use Key Performance Indicators (KPI's) to measure the success of your programs
- Understand your consumers changing purchase behavior, satisfaction levels and preferences.

LTG has retailers, manufacturers and resorts using its state-of-the-art, fully integrated customer loyalty suite of solutions. Let LTG experts show you how direct marketing/ CRM will absolutely help you maximize customer loyalty and encourage repeat purchases .

With competition increasing, it's essential to develop a relationship with customer and develop experiences and offers that are relevant to them.

Julia Clark Day, Vice President of Sales and Marketing, Leisure Trends Group (LTG)

Julia Clark Day is one of the foremost experts in understanding what Americans do with their free time and their spending habits related to those pursuits. A leisure expert and trend spotter with over 18 years of business experience in media, marketing and market research, she offers unparalleled insight and understanding of what consumers do and buy in their free time, and what underlying motivations drive their behavior.

Nimble at extracting valuable insights and identifying retail and consumer trends for LTG's lengthy list of clients in the leisure, sports, outdoor recreation, hospitality and travel industries, Julia is often asked to speak in front of industry and business leaders and is regularly quoted in the media, including The Wall Street Journal, The New York Times and The Denver Post.

Julia began her career twenty five years ago in the South Florida world of advertising agencies and quickly moved into the radio broadcasting business with Key Chain Broadcasting, a group of radio stations located in the Florida Keys. She later moved from broadcasting to publishing, where she was Advertising Director for Salt Water Fly Fishing Magazine and then Director of Advertising for Fly Fishing in Salt Waters Magazine.

Following years in the media business, Julia was lured by Leisure Trends Group to the mountains of Colorado, by LTG's founder James C. Spring, who promised never ending opportunities to identify key industry trends and consumer and retail insights.

After eleven years at LTG, she is a key member of the company's management and senior analytics team and serves as one of company's the top thought and innovation leaders within each of the company's three divisions: consumer research, retail sales tracking and CRM/Direct Marketing.

A graduate of Wheaton College in Massachusetts and Kansai Gaidai University in Japan, Julia has an advanced degree in Japanese Language and Garden Design.

Julia's leisure time pursuits include a variety of outdoor activities including: fresh and saltwater fly fishing, skiing, hiking, gardening and painting.

2:30 pm The Proactive Merchant: Anticipating Consumer Demand

Paul Erickson of RMSA Retail Solutions will present a "how to" seminar on embracing science-based procedures including science-based forecasting tools and techniques to maximize financial performance. The presentation will include replenishment, allocation, pricing optimization, inventory optimization and open to buy. Also key financial benchmarks are explored such as GMROI, inventory turnover, average transaction and conversion rate.

Paul Erickson, RMSA

Paul Erickson presently serves as Senior Vice-President- Client Services of RMSA. Based out of Minneapolis, Minnesota he has served retail clients throughout the United States, Canada and the Caribbean.

His passion for client service and for preparing independent retailers to excel in the area of inventory productivity and control has been central to both his personal success and that of the RMSA client base.

Widely recognized for his talents as a retail educator, Mr. Erickson has conducted seminars and workshops to such groups as National Shoe Retailers Association, Outdoor Retailer, New Balance Athletic Shoes, America's Mart, Independent College Book Store Association, MAGIC, International Kids Expo, World Shoe Association, PGA Merchandise Show, National Sporting Goods Association, Intuit Software, Ontario Fashion Exhibitors, Chicago Merchandise Mart, British Columbia Western Apparel Mart, American Lighting Association. He has been featured in Fortune Magazine and on the CBS

Evening News.

Mr. Erickson previously served as Vice President for CAM Commerce Solutions Inc., the largest supplier of microcomputer-based inventory management and point-of-sale solutions for small-to-medium size retailers. There he headed the design and inception of CAM's merchandise planning and forecasting service which supplied consulting and data analysis to hundreds of retailers both domestic and international. Prior to joining CAM Commerce Solutions, Mr. Erickson founded Access Retail Management Inc., a company offering merchandise forecasting and cash flow management for independent retailers. While President of Access, Mr. Erickson oversaw product development, financial control, marketing and consulting services.

Mr. Erickson received a BS in Marketing from the University of Wisconsin and has completed a number of graduate level courses in Data Analysis and Statistical Theory and Probability.

3:30 pm to 3:45 pm BREAK

3:45 pm to 5 pm PCI COMPLIANCE

3:45 pm Tips for Accepting Credit Cards Regarding E-Commerce and Retail Environment

This presentation will address everything a retail or e-commerce merchant needs to know to manage credit card processing from tips on becoming PCI Compliant, AVS , fraud ,saving money and marketing. Learn how to reduce chargeback's and provide a safe buying environment for your consumer. In today's economic climate where retailers are looking to save on fixed costs, increase sales and avoid credit card fraud, you can't afford to miss this seminar.

Greg Renfroe, Senior VP of Sales, Nationwide Payment Solutions

Senior VP of Sales with over 10 years experience in the credit card processing industry. As a part of the Executive Management Team at NPS Greg manages a sales force of over 150 sales professionals which have produced 1 billion dollars in credit card processing volume annually. Greg earned a bachelor's degree in Advertising from the University of North Florida. He is a avid surfer and currently lives in St. Augustine, Florida with his wife and 3 children.

5 pm SUMMARY AND QUESTIONS