

# Navigating the Future

ICFA Educational Conference 2018  
Fort Lauderdale, Florida

## Tuesday, January 16, 2018

1:00 p.m. – 5:30 p.m. Golf – Fort Lauderdale Country Club – sponsored by *Patio & Hearth Products Report*  
1:00 p.m. – 5:30 p.m. Retail Tour – sponsored by *Hearth & Home*  
5:00 p.m. – 6:30 p.m. Registration  
6:00 p.m. – 7:00 p.m. Reception – sponsored by Agio  
7:00 p.m. – 8:00 p.m. Dinner & Presentation of Industry Partner Award – sponsored by theMart

## Wednesday, January 17, 2018

6:00 a.m. – 6:30 a.m. Sunrise Yoga - Beach  
7:00 a.m. – 8:00 a.m. Breakfast Buffet  
8:00 a.m. – 8:15 a.m. Welcome – Terri Lee Rogers, ICFA Chairman  
Marcia Blake, Conference Chair  
8:15 a.m. – 9:15 a.m. The Future of Retail – Douglas Stephens  
9:15 a.m. – 9:30 a.m. Break / Comfort / Coffee – sponsored by Ashley Furniture Industries  
9:30 a.m. – 10:20 a.m. The Power of Content Marketing – Adam Japko, Esteem Media  
10:20 a.m. – 10:30 a.m. Move to Break-Out Rooms  
10:30 a.m. – 11:30 a.m. Break-Out Marketing Sessions:  
1. Lessons in Social Media – Brandi Boatner, IBM  
2. Lessons in Blogging – Adam Japko, Esteem Media  
11:30 a.m. – 12:00 p.m. Vendor Showcase  
12:00 p.m. – 1:00 p.m. Networking Lunch  
1:00 p.m. – 1:45 p.m. Mobile Photography Workshop – Connor Dwyer  
1:45 p.m. – 2:00 p.m. Move to Break-Out Rooms  
2:00 p.m. – 3:00 p.m. Break-Out Technology Workshops  
3:00 p.m. – 3:30 p.m. Afternoon Break and Vendor Showcase – sponsored by Americasmart  
3:30 p.m. – 4:30 p.m. Team Building Strategies – Denise Federer  
6:00 p.m. – 7:00 p.m. Reception – sponsored by O.W. Lee, Treasure Garden  
Group Dinners on Your Own

## Thursday, January 18, 2018

6:00 a.m. – 6:30 a.m. Sunrise Yoga - Beach  
7:00 a.m. – 8:00 a.m. Breakfast Buffet  
8:00 a.m. – 8:15 a.m. Welcome – Terri Lee Rogers, ICFA Chairman  
Marcia Blake, Conference Chair  
8:15 a.m. – 9:15 a.m. Customer Service that Creates Loyalty – Ty Bennett  
9:15 a.m. – 9:45 a.m. Break / Comfort / Coffee – Vendor Showcase  
9:45 a.m. – 11:00 p.m. Consumer Focus Group  
11:00 a.m. – 12:00 p.m. ICFA Think Tank  
12:00 p.m. – 1:00 p.m. Lunch – Mary Fruehauf Retail Genius Award Presentation  
1:00 p.m. – 2:00 p.m. Motivating Sales Associates – Karen Galindo, Outside in Style  
2:00 p.m. – 2:15 p.m. Move to Break-Out Rooms  
2:15 p.m. – 3:00 p.m. Breakout Sessions:  
1. Roundtable Continued – Karen Galindo, Outside in Style  
2. Think Tank Continued  
3:00 p.m. – 3:15 p.m. Afternoon Break  
3:15 p.m. – 4:15 p.m. Methods for Building, Leading and Growing Future-Focused Companies –  
Michael Parrish DuDell  
4:15 p.m. – 5:30 p.m. Afternoon Libations – Terri Lee Rogers, Marcia Blake  
6:00 p.m. – 8:00 p.m. Group Dinner

## Friday, January 19, 2018

8:00 a.m. – 9:00 a.m. Breakfast Buffet  
9:00 a.m. – 11:00 a.m. ICFA Membership Meeting/Workshop  
11:00 a.m. – 12:00 p.m. ICFA Board of Directors Meeting