



# FREE SEMINARS

## RETAILER RESOURCE CENTER

Plaza Suites | 1st Floor | 222 South Main St.

www.nhfa.org | 1.800.888.9590

### SATURDAY, April 17

8:30 - 9:30am

#### Converting Lookers Into Buyers

Phillip Gutsell - GutSELL & Associates

10:00 - 11:00am

#### She's Just Not That Into Your Offer!

Charles Horich, Jon Parks, Brad Lebow & Chip Hector -  
Horich Parks Lebow Advertising

11:30am - 12:30pm

#### Sales and Profit are Shrinking – What's an Owner to Do?

Tom Zollar - Impact Consulting Services

1:00 - 2:00pm

#### PPC + SEM + SEO = \$

Sharon Gillis - JGSullivan Interactive

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2:30 - 3:30pm

#### Vendor Management: Best Practices to Achieve Efficiency and Compliance

Walid Yazigi - Globe Express Services

4:00 - 5:00pm

#### "It's Not Working Anymore!" Sales & Operational Strategies for Success in Today's Economy

Ed Borowsky & Martin Roberts - Dovetail Alliance

### SUNDAY, APRIL 18

8:30 - 9:30am

#### The Outlook for the Furniture Industry

W.W. "Jerry" Epperson, Jr. -  
Mann, Armistead & Epperson, Ltd

10:00 - 11:00am

#### Foresight is 20/20: Top Technology Trends to Maximize Your Retail Business

Steve Muench - STORIS Management Systems

11:30am - 12:30pm

#### Color Confidential: Secrets from an Industry Expert on Using Color to Engage Customers

Kate Smith - Sensational Color

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1:00 - 2:00pm

#### How to Succeed with Social Marketing Without Wasting Time

Sharon Gillis - JGSullivan Interactive

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2:30 - 3:30pm

#### Growing Great Talent

Phyllis Zaepfel - PROFITgroups

4:00 - 5:00pm

#### Customers' Buying Behaviors Have Changed; Have You?

Joe Milevsky - JRM Sales and Management, Inc.

### MONDAY, APRIL 19

8:30 - 9:30am

#### How to Create a Newsworthy Retail Event Around the Subject of Sustainability

Leslie Newby - Brand Communications

10:00 - 11:00am

#### Emerging from the Downturn – Are You Ready?

Connie Post - Connie Post Global Media

11:30am - 12:30pm

#### A New Decade of Consumer Financing & How It Benefits You

Scott Friss - Citi Retail Services

1:00 - 2:00pm

#### How to Maximize Protection Plan Revenue and Profit

John Rose - Montage Furniture Services

2:30 - 3:30pm

#### The Myths & Realities About Professional Sales Promotion & Liquidation Companies

Mike Egan, Ron Cooper & Hector Mustafa -

Profit Management Promotions

4:00 - 5:00pm

#### 15 Ways to Lower Costs, Increase Sales and Increase Profits in a Tough Economy

John McCloskey - Profitability Consulting Group

### TUESDAY, April 20

8:30 - 9:30am

#### How to Motivate Your Staff – Without Spending a Dime!

Jody Seivert - One by One Companies

10:00 - 11:30am

#### Using Online to Reach "Nonline" Shoppers

Jennifer King - Google Inc.

1:00 - 2:00pm

#### True or False: All Furniture Sales Training is the Same?

Mark Lacy - The Furniture Training Company

2:30 - 3:30pm

#### How to Succeed in this Economy

David Fass - JRM Sales and Management, Inc.



For more information please contact  
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