



# ART CONFERENCE 2010

*go > think > look > act > move* > forward

May 20-23, 2010

It's time to move your business forward

The Westin Mission Hills Resort & Spa > Rancho Mirage, CA

*look*  
forward >

“The annual conference is one of the leading things I get out of being a member of ART — not only the **priceless continuing education**, but networking with other retailers, manufacturers and market center staff offers **relationships that last a lifetime.**”

- Bill Fortson, *BJ's Home Accents Inc.*

“One of the most important things about the ART Conferences I've attended has been the **open and honest conversation** between business people representing all aspects of our industry. Everyone at the conferences truly sees that **we're all in this together.** Plus it's a heck of a lot of fun!”

- Thompson Lange, *Homescapes Carmel*

“Participation in the ART Conference has **enriched our business.** It's inspiring to be part of an event that brings together so many talented individuals from our industry who work together to share, discuss and **solve common issues.**”

- Deirdre Staab and Shelly Dozier-McKee, *The Scarlet Tassel Inc.*



SCHEDULE AT A GLANCE

**Thursday, May 20**

- 1:00 pm Welcome Lunch
- 2:00 pm “PR Forward: Strategic Communications to Achieve Business Goals” – Leslie Newby, Work the Brand
- 3:30 pm Industry Roundtables – retail, manufacturer and industry
- 7:00 pm Welcome reception and dinner - *cocktails sponsored by High Point Market*

**Friday, May 21**

- 7:00 to 8:00 am Breakfast
- 8:15 am Welcome and Announcements
- 8:30 am “Going Forward in a Brave New World” – Randy Eller, Eller Enterprises
- 9:45 am *Break*
- 10:00 am “Dead Shark Syndrome: The Danger in Not Moving Forward” - Warren Shoulberg, Editor in Chief, HFN Magazine
- 11:30 am Lunch – *sponsored by Dallas Market Center*
- 12:30 pm Field Trip and Retail Exercise - off-site creative team workshop with Palm Springs retailers
- 4:00/4:30 pm Presentation of results of creative team workshop
- 6:30 pm Friday Fun Night - *sponsored by World Market Center – Las Vegas*

**Saturday, May 22**

- 8:00 am Breakfast – *co-sponsored by Loloi Rugs*
- 9:00 am Fashion Snoops –online forecasting & lifestyle/home trend report
- 10:30 am Industry Roundtables – retail, manufacturer and industry – 2nd session
- Noon ART Membership Meeting
- 1:00 pm Lunch
- Afternoon free: Palm Springs area home tours, golf, etc.*
- 7:00 pm Cocktails, Dinner and Dancing

**Sunday, May 23**

- 8:30 am Look Forward - Breakfast – conference wrap up



# ART CONFERENCE 2010

Your opportunity to join all segments of the home accessories industry for a productive extended weekend of education, networking, hands-on workshops and just enough frivolity is here!

As anyone who has ever attended an ART CONFERENCE can attest, this is a unique event that inspires active participation and encourages collaboration, yet offers more than enough timely information for those content to simply observe and take it all in. Trends, strategies, resources, solutions – the tools you need to keep your business looking FORWARD.



“ PR FORWARD: STRATEGIC COMMUNICATIONS TO ACHIEVE BUSINESS GOALS ”

**Leslie Newby**  
Work the Brand



“ GOING FORWARD IN A BRAVE NEW WORLD “

**Randy Eller**  
Eller Enterprises



“ DEAD SHARK SYNDROME: THE DANGER IN NOT MOVING FORWARD “

**Warren Shoulberg**  
Editor & Publisher  
HFN Magazine



“ ONLINE FORECASTING & LIFESTYLE/HOME TREND REPORT “

[fashionsnoops.com](http://fashionsnoops.com)



**ABOUT OUR DESTINATION** Rancho Mirage is one of nine cities in the Coachella Valley of California — better known as the Palm Springs area. The Westin Mission Hills sits on 360 acres in this beautiful community, with landscaped grounds, extensive waterways, two championship golf courses, a lavish spa and other amenities.

Our resort rate is just **\$149/night** for single or double occupancy with no resort fee. Hotel reservations will be taken by ART with a credit card guarantee upon registration. The group rate also applies for participants wishing to extend their stays beyond the May 20-23 official conference dates.

#### REGISTRATION FEE

**ART Members - \$750 attendee; Guest - \$600**

**2nd ART Member same company - \$650**

**Non-members - \$950 attendee, Non-members Guest - \$700**

*Day only attendee rates available upon request*

#### Fees include:

- \* Conference registration
- \* Formal program of speakers, roundtables and workshops
- \* Conference materials and “goodie bags”
- \* Group networking and cocktail events
- \* All group meals and beverages

To sign up, simply complete the registration form online or print and fax back the registration form here with a deposit of \$375 per ART member attendee and \$300 per guest. Non-member deposit: \$475 per attendee and \$350 per guest. Registration balance will be due upon arrival at the Conference. We make your hotel reservations for you so the credit card information provided on the registration form will be for the hotel guarantee.



#### OPTIONAL ACTIVITIES

**Golf:** Palm Springs is famous for its golf! Experience Troon golf on two PGA championship choices: The Pete Dye Resort Course or the Gary Player Signature Course. Special discounted fees of \$125 have been negotiated for all ART attendees. The \$125 includes green fees, cart and access to the driving range. Clubs are available to rent.

**Spa:** The Spa at Mission Hills invites you into a sanctuary to experience a wellness ritual. Enjoy the beauty of the region while indulging in treatments from around the world. ART attendees receive a 10 percent discount on spa services.

Reservations may be booked through the website at [www.spaatmissionhills.com](http://www.spaatmissionhills.com) or by calling 760.770.2180. Booking reservations two weeks prior to arrival is recommended. Since all services are reserved especially for you, the spa requires a 24 hour advance notice for all cancellations to avoid a cancellation fee. A valid credit card is required for spa reservations. The spa reserves the right to change the pricing and availability of treatments at anytime.

**Home Tour:** There are several Palm Springs private homes offering home tours for our group. Advance sign up to go on the tours will be made available to registered attendee

#### AIRPORT TRANSPORTATION

The closest airport is Palm Springs (PSP). Taxi fare to Westin Mission Hills is approximately \$30-\$40. Shared-ride shuttles and car services are also available. Another airport option is Ontario, CA (ONT) which is approximately one hour's drive from Palm Springs. Valet and self parking are both complimentary at the resort.

# ART

Accessories Resource Team  
Your Industry Resource

P.O. Box 31813 / Charlotte, NC 28231 / 704.376.4278 / Fax 704.376.6633  
On-line registration at [www.accessoriesresourceteam.org](http://www.accessoriesresourceteam.org) - ART Conference tab  
*Trade association representing the decorative accessory industry*



## 2010 Conference Sponsors

MAY 20-23, 2010 > THE WESTIN MISSION HILLS RESORT & SPA > RANCHO MIRAGE, CA

### PLATINUM PLUS

World Market Center Las Vegas

### PLATINUM

Americas Mart  
Dallas Market Center  
*HFN Magazine*

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Arteriors Home  
Currey & Company  
Global Views  
High Point Market  
Snap Retail

### SILVER

Brandwise  
*Home Accents Today*  
Feizy Rugs  
Fine Art Lamps  
Holtkoetter  
IHFC  
j. Douglas  
Jaipur Rugs  
Lazy Susan  
Loloi Rugs  
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### BRONZE

Archipelago Botanicals  
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HomeStyle  
L & M Designs  
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### FRIEND OF THE INDUSTRY

Abigails  
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Perrell Fine Art  
*Residential Lighting*  
Style Connection  
Taylors on Ten  
The Scarlett Tassel

### RETAIL SPONSORS

Dallas Market Center and World Market Center Las Vegas

*As of March 12, 2010*



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May 20-23, 2010 > The Westin Mission Hills Resort & Spa > Palm Springs Valley, CA



**Leslie Newby, Work the Brand, Brand Communications, Inc. - “PR Forward – Strategic Communications to Achieve Business Goals”.** As a public relations and marketing professional with over 15 years experience in the home furnishings field, Leslie knows the ins, the outs and the tricks of the trade to help put your company in front of the media and your community. This workshop will cover how the media and public relations have changed, strategy and tactics to cope with these changes and some take home basics to use in your business. Whether you are a manufacturer, retailer or rep, this workshop is packed with valuable, everyday solutions for you to reach your communication goals.

**Randy Eller, Eller Enterprises - “Going Forward in a Brave New World”.** Randy’s expertise in the Home and Gift industry is the result of a committed career that spans management of a 20 store chain of variety stores, advancing from a successful rep to VP of Marketing position for Russ Berrie and is best known to us for his accomplishments and leadership with CBK. Randy currently operates a diverse consulting business working as a speaker, a coach and mergers and acquisitions advisor primarily within our industry. In this brave new world, Randy will share with attendees proven methods to creatively rethink their business strategies, to lead a team through the creative process of designing change, creating targets and to move forward towards successfully taking your business to a much higher level.



**Warren Shoulberg, Editor & Publisher of HFN Magazine - “Dead Shark Syndrome: the Danger of NOT Moving Forward”.** Warren has been a business journalist for more than 25 years covering a variety of home furnishings markets, from textiles to furniture to tabletop, as well as other consumer product businesses, including children’s apparel, baby strollers and motorcycles. He writes a regular column at HFN, for which he has been honored twice by the American Business Press with Neal Awards. We welcome Warren’s humor and insight back to ART Conference. How did we get here? What’s the true state of our industry? Where are we going next? Warren calls it as he sees it. With references as diverse as his presentation’s title references to “Woody Allen’s Dead Shark Syndrome” and the stark realities of today’s market, we’re sure to get a chuckle and learn something along the way.

**“Online Forecasting & Lifestyle/Home Trend Reporting”.** Fashion Snoops is a global online forecasting service and consulting company. As your partner in style, Fashion Snoops delivers timely, directional and comprehensive trend guidance from an international team of over 50 fashion editors, trend experts and researchers. Fashion Snoops was founded in 2001 by a group of design and style experts led by Lilly Berelovich. The company is headquartered in New York with sales offices around the globe. Fashionsnoops.com, the company's flagship online forecasting service and is used by hundreds of leading brands around the globe in the markets of women's Wear, juniors/youth, denim, intimate wear, menswear, accessories, children's wear, lifestyle/home, licensing, media and more.





## THE WESTIN MISSION HILLS RESORT & SPA RANCHO MIRAGE, CA

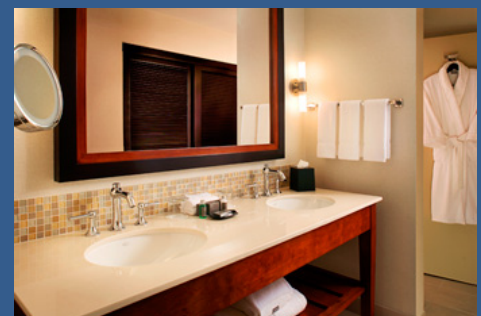
Set on 360 acres within the Rancho Mirage community, The Westin Mission Hills Resort & Spa is surrounded by landscaped courtyards and extensive waterways.



Two world-class golf courses and extensive recreational facilities allow guests to take full advantage of the ideal climate. The first-class spa and pools, one with a 60-foot water slide, provide opportunities to refresh body and soul.



Each guest rooms offers a Private patio, Heavenly Bed® and Heavenly Bath®.



**A BREATHTAKING LOCATION, SUPERB PROGRAMMING, AND VALUABLE NETWORKING OPPORTUNITIES . . .**

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## Information and Registration Form – ART Conference 2010

The Westin Mission Hills Resort & Spa > Rancho Mirage, CA

May 20-23, 2010

**Please complete and return the reverse side of this form by April 30.** The Westin Mission Hills will hold our block of rooms **ONLY** until we have filled all rooms, or until April 30 when we will have to release remaining unsold rooms. After this date rooms will be on a first come first serve basis subject to availability.

**ART Members - \$750 attendee; Guest Fee - \$600 2nd member from same company - \$650  
NON – members - \$950 attendee; non-member guest - \$700**

*Deposit required* – Full conference registration includes conference program, speakers & panels, networking and all scheduled social and dining functions. Guest registration includes stay in the same room and all scheduled group dining and social functions.

### CONFERENCE POLICY

Our hotel rate is \$149 per night single or double occupancy. **ART Conference policy is that hotel reservations will be taken by ART** with a credit card guarantee upon registration for the conference. Our hotel room block must be released by April 30 - the reservations are on a first come first serve basis after that date and subject to availability. Optional arrival date is Wednesday, May 19. **The official conference program begins on Thursday, May 20 at 1 pm and ends on Sunday, May 23 at 10 am.** The resort will extend the same rate to conference guests for 3 days before and after the conference upon request.

### CANCELLATION POLICY

Full refund of **Conference** deposit will be given if cancellation is received by April 19, 2010; 50% refund of deposit two weeks prior to arrival (May 6, 2010) and no refund for cancellation within two weeks of arrival.

*Hotel Cancellation Policy:* All hotel reservations must be canceled seven (7) days prior to scheduled arrival date to avoid a penalty of one night room and tax charge. The hotel will also apply an Early Departure Fee equal to one night room and tax for any guest that fails to inform the hotel of a change in departure date and/or length of stay at the time of guest check-in.

### AIRPORT TRANSPORTATION

The closest airport is Palm Springs (PSP). Taxi fare to the Westin Mission Hills is approximately \$30-\$40. Shared-ride shuttles and car services are also available. Another airport option is Ontario, CA (ONT) which is approximately one hour drive from Palm Springs.

### PARKING AT THE RESORT

The normal resort fee, which covers valet parking, has been waived for ART attendees, so both valet and self-parking are complimentary.

### OPTIONAL ACTIVITIES

**Golf** - Palm Springs is famous for the golf! Experience two choice PGA championship courses, managed by Troon Golf – The Pete Dye Resort Course or the Gary Player Signature Course. Special discounted fees of \$125 have been negotiated for all ART attendees. The \$125 includes green fees, cart and access to the driving range. Clubs are available to rent.

**Spa** - The Spa at Mission Hills invites you into a sanctuary to experience a wellness ritual. Enjoy the beauty of the region along with treatments from around the world. Allow the body and mind to slow down as well as understand the natural earth. Continue our ancestors' appreciation for our land and surroundings by observing, relaxing and meditating. ART Attendees receive a 10% discount on spa services.

Reservations may be booked through the website at [www.spaatmissionhills.com](http://www.spaatmissionhills.com) or by calling 760.770.2180. Booking reservations two weeks prior to arrival is recommended. Since all services are reserved especially for you, the spa requires a 24 hour advance notice for all cancellations to avoid a cancellation fee. A valid credit card is required for spa reservations. The spa reserves the right to change the pricing and availability of treatments at anytime.

**Home Tours** – Registration for the local home tours on our Saturday free afternoon will be offered to attendees.

## 2010 ART CONFERENCE COMMITTEE

### Co-Chairs

Doug Self  
j. douglas

Shawn Johnson-Burns  
Arteriors

### Committee

Susan Andrulis  
IMAX

Kristine Clary  
re•sources

Shelly Dozier-McKee  
The Scarlet Tassel

Nancy Lee  
OneCoast

Marty Magly  
HFN Magazine

Lynni Megginson  
L&M Designs

Jennifer Torlone  
Fine Art Lamps

Lindsey Villarreal  
Dallas Market Center

### Conference Advisor

Mindy Lowack  
Dallas Market Center

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## INFORMATION AND REGISTRATION FORM – ART CONFERENCE 2010

The Westin Mission Hills Resort & Spa > Rancho Mirage, CA

May 20-23, 2010

**Please complete and return this form by April 30.** The Westin Mission Hills will hold our block of rooms **ONLY** until we have filled all rooms, or until April 30 when we will have to release remaining unsold rooms. After this date rooms will be on a first come first serve basis subject to availability.

>> **COMPLETED FORM MUST BE RECEIVED BY APRIL 30, 2010 TO GUARANTEE ROOM** <<

To register, print this form and fax back or access the secure on-line registration form at [www.accessoriesresourceteam.org](http://www.accessoriesresourceteam.org) – click on the ART Conference tab for the link.

Please use separate form for each attendee and room reserved.

NAME: \_\_\_\_\_

GUEST(s) if any: \_\_\_\_\_

NICKNAME FOR BADGE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: (please supply) \_\_\_\_\_

EMERGENCY CONTACT NAME \_\_\_\_\_

EMERGENCY CONTACT NUMBER \_\_\_\_\_

### HOTEL RESERVATIONS

Our hotel rate is \$149 per room nightly & payable directly to the hotel upon departure.

**Type of room:** (check all boxes that apply)

Single \$149    Double \$149    Requesting two (2) beds

**Arrival date:** \_\_\_\_\_ **Departure date:** \_\_\_\_\_

Please arrange your transportation individually. Taxi and shared ride services are available.

**CREDIT CARD REQUIRED FOR HOTEL RESERVATION DEPOSIT GUARANTEE** (fill out your card information located on this form. Your card will be charged for one night's deposit approximately 30 days in advance of your arrival date)

### OPTIONAL ACTIVITIES AVAILABLE

Take advantage of the free afternoon on Saturday to play golf on one of Palm Springs famous courses, enjoy the spa, tour a local home, or just relax. Please see the reverse side for more information.

**2010 ART Conference Co-chairs:**

*Doug Self, j douglas*

*Shawn Johnson-Burns, Arteriors*

*Advisor: Mindy Lowack, Dallas Market Center*

**The secure on-line registration form is at**  
[www.accessoriesresourceteam.org](http://www.accessoriesresourceteam.org)  
– click on the ART Conference tab for the link.

### CONFERENCE REGISTRATION

#### ART Members

- Full conference registration attendee (\$750)  
 2nd member same company (\$650)  
 Guest-staying in same room (\$600)

#### Non members

- Full conference attendee (\$950)    Guest (\$700)

#### Required Deposit Amount:

- ART member attendee and/or 2nd mbr same company (\$375)  
 ART member guest (\$300)  
 Non-member (\$475)    Non-member guest (\$350)

\_\_\_\_\_ Total registration deposit paid (*deposit is required with registration*)

OR

\_\_\_\_\_ Full Registration paid

### CREDIT CARD INFORMATION

- American Express    MasterCard    Visa

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name that appears on card: \_\_\_\_\_

Address you receive credit card statement: \_\_\_\_\_

3 or 4 digit security code: \_\_\_\_\_

Signature: \_\_\_\_\_

Any questions regarding accommodations, activities or transportation can be directed to: Brenda Park, ART @ 864-246-4560 or [park-way@charter.net](mailto:park-way@charter.net)

**Return completed form to:**

**ART – Accessories Resource Team, Inc.**

**PO Box 31813**

**Charlotte, NC 28231**

**Email: [sdavis@accessoriesresourceteam.org](mailto:sdavis@accessoriesresourceteam.org)**

**[www.accessoriesresourceteam.org](http://www.accessoriesresourceteam.org)**

**Fax: 704-376-6633**

**Phone: 704-376-4278**