



art:
2016
CONFERENCE

May 19-22
SHERATON HOTEL
New Orleans



ART Anew – the annual ART conference is back again, and just like New Orleans 10 years after Katrina, we are refreshed, revitalized and excited for the future. The association has re-energized during the past two years – adding and expanding our on-line programming, regional education events, and very successful ART card program. We have increased our market presence, recharged our Board of Directors, and instituted By-Law changes to ensure that we have enduring benefits for our members and the industry.

ART Conference 2016 at the Sheraton New Orleans Hotel will feature Emmy-winning celebrity stylist, author and fashion designer Carson Kressley as our Keynote Speaker, complemented by presentations, seminars and breakout sessions from industry leaders as well as our “give back” Community Outreach project with Jericho Road. There are many positive things that are “anew” in ART – don’t miss your chance to attend and/or to be a partner and contributor.



2016 ART CONFERENCE

Schedule at a Glance

THURSDAY, MAY 19

- 1:00-2:00 p.m.** Lunch
- 2:00-3:00 p.m.** “ROAR! Get Heard In The Sales And Marketing Jungle”
KEVIN DAUM, INC. MAGAZINE
- 3:00-3:15 p.m.** Break
- 3:15-4:15 p.m.** “Perfect Your Pitch” Workshop
KEVIN DAUM
- 4:15-5:00 p.m.** “Streamline Your Business For More Profits”
SHELIA BUTLER, CONSULTANT
- 5:00-5:15 p.m.** What’s (A)new? - Daily Wrap-up
- 6:30-7:30 p.m.** Welcome cocktail party
sponsored by Repzio
- 7:30-9:30 p.m.** Dinner

FRIDAY, MAY 20

- 8:00-8:50 a.m.** Breakfast
- 8:50-9:00 a.m.** Welcome to ART 2016
- 9:00-10:00 a.m.** **Keynote**
CARSON KRESSLEY,
EMMY-WINNING TELEVISION
PERSONALITY, CELEBRITY STYLIST,
AUTHOR AND FASHION DESIGNER
- 10:00-10:15 a.m.** Break
- 10:15-11:15 a.m.** “Selling Clients What They Need, Not What They Ask For”
LLOYD PRINCETON,
DESIGN MANAGEMENT COMPANY
- 11:15-11:30 a.m.** Whats (A)New? Daily Wrap-up
- 11:30 a.m.-Noon** ART Membership Meeting
- Noon-1:00pm** Lunch followed by Community Outreach Project overview by Jericho Road
- 1:00-4:30 p.m.** “Bling The Block” – Jericho Road Community Outreach Project
- 6:00-7:00 p.m.** Celebration over Canal Street – Cocktail Party
- 7:00 p.m.** Dinner on-your-own

SATURDAY, MAY 21

- 8:00-9:00 a.m.** Breakfast
- 9:00-10:15 a.m.**
Choose from one of four concurrent sessions:
- “Top 5 Reasons Your Small Business Is Failing”
SHELIA BUTLER
- “Super Staff: Finding and Retaining The Best Talent”
LLOYD PRINCETON
- “How Manufacturers Become Invincible to Lawsuits and Save Thousands in Taxes”
G. KENT MANGELSON, ASAP
- “Fashion in Home Forecast”
JAYE ANNA MIZE AND ANDREA SINKIN, FASHION SNOOPS
- 10:15-10:30 a.m.** Break
- 10:30-11:45 a.m.**
Choose from one of four concurrent sessions:
- “Top 5 Reasons Your Small Business Is Failing”
SHELIA BUTLER
- “Super Staff: Finding and Retaining The Best Talent”
LLOYD PRINCETON
- “How Manufacturers Become Invincible to Lawsuits and Save Thousands in Taxes”
G. KENT MANGELSON, ASAP
- “Fashion in Home Forecast”
JAYE ANNA MIZE AND ANDREA SINKIN, FASHION SNOOPS
- 11:45 a.m.-Noon** Whats (A)New? Daily Wrap-up
- Noon-1:00 p.m.** “Wrap Up - You Are A V.I.P. Team”
LYNDY PHILLIPS
- 1:00-2:00 p.m.** Lunch
- Afternoon Free to Enjoy New Orleans*
- 6:00-7:00 p.m.** Cocktails
- 7:00 p.m.** Farewell Dinner, Entertainment by Lyndy Phillips and Dancing

Speakers

CARSON KRESSLEY

Keynote Speaker

Emmy-winning television star, celebrity stylist, author and fashion and home designer, Carson Kressley is out to make over the world. Kressley was a “fan-favorite” on ABC’s world-wide hit, *Dancing With The Stars* and headlined as the host of *Dancing With The Stars Live in Las Vegas*. A *New York Times* best selling author of numerous books and a strong supporter of many philanthropic causes, Kressley uses his celebrity to advance different concerns such as The Trevor Project, The Human Rights Campaign, AIDS WALK, and the Al D. Rodriguez Liver Foundation. Kressley is also a trustee on the board of The True Colors Fund, The American Saddlebred Museum and Philadelphia University. He is the founding donor of the first scholarship program for GLBT youth in his hometown of Allentown, Pennsylvania.



KEVIN DAUM, AUTHOR AND COLUMNIST

Kevin Daum is an award-winning and bestselling author of 5 books, including *ROAR! Get Heard in the Sales and Marketing Jungle* and *Video Marketing for Dummies*. He is a marketer, speaker, columnist for Inc Magazine Online and Contributing Editor at the Young Presidents’ Organization (YPO). As an Inc. 500 entrepreneur, his sales and marketing techniques resulted in more than \$1 billion in sales. Drawing on his background in theatre and business, Kevin is a compelling speaker who has engaged and inspired audiences around the globe.



SHELIA BUTLER, CONSULTANT

Shelia Butler is a growth strategist who shows entrepreneurs how to STREAMLINE and GROW their business. She works hands-on with To-The-Trade professionals helping them with their key strategic and business issues by leveraging her industry expertise and problem-solving rigor to help them make informed decisions more quickly and to solve their toughest and most critical business challenges. Shelia earned her MBA from Baylor University and was the former Co-Owner and Chief Operating Officer of Aidan Gray Home. After selling AGH in 2010, she started a consultancy practice to help other business become more organized and profitable. Shelia is the Producer and Host of To-The-Trade Radio and Successful Women Talk.



LLOYD PRINCETON, DESIGN MANAGEMENT COMPANY

Lloyd Princeton is a business consultant and motivational speaker devoted to the interior design and architecture industry. For over 15 years, he has been dedicated to the needs of design professionals and their suppliers, providing solutions to industry-wide problems and inspiration to thousands of professionals! He is an expert with North American sales distribution, pricing, and can advise foreign manufacturers on the US market.



Speakers

JAYE ANNA MIZE,
FASHION SNOOPS

Jaye Anna Mize is the Home Interiors Director for the trend-forecasting agency, Fashion Snoops. With a passion for trend psychology, technology and design, Jaye has branched across fashion into home and interiors through her development in trend forecasting over the past ten years. Working with major brands worldwide, Jaye spends her time covering international events and analyzing key influencers within the home & interior markets.



ANDREA SINKIN,
FASHION SNOOPS

Andrea Sinkin has been with Fashion Snoops as their senior sales director since 2007. During her tenure, her responsibilities range from hosting trend seminars to overseeing new business strategy to leading meetings with some of FSs' most prestigious and valued clients. Andrea's easy style of communicating works equally as well with both Fortune 500 companies and boutique organizations. Prior to joining FS, Andrea worked for Peclers Paris and in textile designs at a leading New York City design studio.



G. KENT MANDELSON, CFP,
AMERICAN SOCIETY FOR
ASSET PROTECTION (ASAP)

Mandelson is author of several books including: *Protect Your Assets*, *The Asset Protection Bible*, *America's Greatest Tax Secrets Revealed*, and *Estate Planning Made Easy*. He has presented at hundreds of conventions, conferences, and seminars across the country with excellent reviews. Mandelson has over three decades of experience as a senior advisor with clients in all fifty states. His career has been credited with saving clients over one hundred million dollars. He is one of the nation's top speakers and has shared the stage with U.S. Presidents Reagan, Ford, Clinton, and Bush as well as Zig Ziglar, Margaret Thatcher, Colin Powell, and Donald Trump.

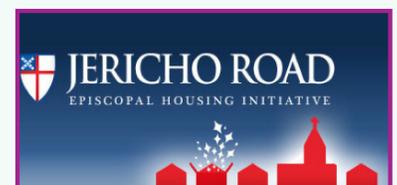


LYNDY PHILLIPS,
INSPIRATIONAL HUMORIST
AND SPEAKER

Lyndy Phillips has been performing professionally for over 20 years as a motivational speaker and comedy magician. From parasailing behind a '69 Ford pickup (yes, you read that right) to raising kids, Lyndy weaves his funny stories into his motivational message to the delight of his audience. Be prepared for audience involvement.



JERICHO ROAD is a neighborhood-based nonprofit homebuilder that provides families with healthy and energy-efficient affordable housing opportunities. They partner with neighborhood residents, organizations and businesses to create and maintain a stable and thriving community. With the focus not only on bringing underutilized land back into commerce, but also on supporting activities and initiatives that develop families and communities, Jericho Road prioritizes neighborhood revitalization, blight and vacant property reduction (thus crime reduction) and economic vitality.





New Orleans – a city Anew.

Ten years after Hurricane Katrina wreaked havoc on one of the world's most fascinating cities, New Orleans has found its rhythm again. Birthplace of jazz, home to Creole cuisine and rich with history and culture, New Orleans is centrally located with a walkable downtown and world class convention facilities.

With more than \$1.57 billion worth of improvements to the city in 2013, New Orleans remains an authentic destination, a place like no other. Enjoy your accommodations at the Sheraton New Orleans located on historic Canal Street, only steps away from the Mississippi River, Harrah's Casino, world-class shopping, entertainment, award-winning restaurants and much more.

Weather in New Orleans is nice and warm in May – average highs of 83 and lows of 65. Resort casual attire is recommended. Remember that meeting rooms can be cool – please pack a light jacket or sweater.

Conference and Hotel Information

Registered guests of participants (staying in the same room) are welcome to dine with the group during scheduled group meals.

CONFERENCE REGISTRATION FEE

ART Member attendee - **\$599**

Retail attendee - **\$299**

Guest of ART Member attendee - **\$299**

NON-member attendee - **\$799**

Guest of Non-member attendee - **\$499**

Your Conference Registration Fee Includes:

- Educational program - speakers, workshops, roundtables and community project participation
- Networking
- Thursday lunch and evening Welcome Party
- Friday breakfast, lunch, and cocktails
- Saturday, breakfast, lunch, Final Gala and entertainment





CONFERENCE CANCELLATION POLICY

Full refund of Conference deposit will be given if cancellation is received by April 18, 2016; 50% refund of deposit two weeks prior to arrival (May 5, 2016) and no refund for cancellation within two weeks of arrival.

HOTEL ACCOMMODATIONS

Sheraton New Orleans Hotel

500 Canal St, New Orleans, LA 70130
(504) 525-2500

<http://www.sheratonneworleans.com/>

Our hotel rate is \$199 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 25 - the reservations are on a first come first serve basis after that date and subject to availability. Conference begins on Thursday, May 19 and departure is Sunday, May 22. The hotel will extend the same rate to conference guests for 3 days before and after the conference upon request and availability.

A registration deposit of \$299 must accompany each registration (full, retail or guest) along with a credit card number for the hotel guarantee. Registration balance is due upon arrival.

HOTEL CANCELLATION POLICY

All hotel reservations must be canceled 72 hours 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 nearest airport is the Louis Armstrong New Orleans International Airport (MSY). You may reserve a shared ride service between the Sheraton New Orleans Hotel and Louis Armstrong International Airport through New Orleans Airport Shuttle. Rates are \$24pp one way / \$44pp roundtrip. Please call 504-522-3500 for information or make reservations online at least 24 hours prior to your flight departure time at: [Sheraton New Orleans Hotel Airport Shuttle](#)

Taxis are available outside of baggage claim and the average fare to our New Orleans hotel is \$36 for 1 or 2 guests, \$15 per person for 3 or more guests. For more ground transportation options please visit the Louis Armstrong International website at www.flymsy.com. Valet parking is available at a charge of \$40 for overnight parking. Self-parking is not available at the hotel.

PARKING AT THE RESORT

Valet parking is available at a charge of \$40 for overnight parking. Self-parking is not available at the hotel.

OPTIONAL ACTIVITIES

The Sheraton offers a complimentary fitness center for guests, open 24/7, as well as a rooftop pool and sun deck. The hotel boasts a prime location directly on the historic Canal Street streetcar line and is within walking distance of entertainment options, galleries, and shopping destinations.

2016 ART Conference Committee

CO-CHAIRS

Alex Fraser, RepZio

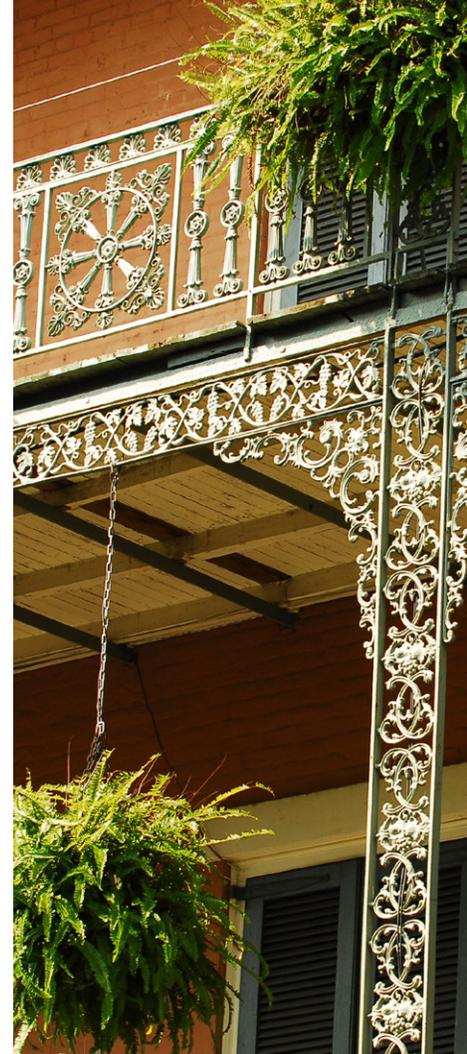
Ryan Ranzino, Crystorama

Ashley Westerman, Earp and Associates

Marty Perrell, Daleno Art

ADVISOR

Kellee Hammond, Littman Brands/Sonneman



2016 ART CONFERENCE Registration Form

**SHERATON NEW ORLEANS
MAY 19-22, 2016**

Please complete and return this form by April 25, 2016 to guarantee room. The Sheraton New Orleans Hotel will hold our block of rooms ONLY until we have filled all rooms, or until April 25 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 and at the prevailing rate. Secure online registration is available at www.accessoriesresourceteam.org. Click on the ART Conference tab to access the form.

PLEASE USE A SEPARATE FORM FOR EACH ROOM RESERVED.

NAME: _____

GUEST(S) IF ANY: _____

NICKNAME FOR BADGE: _____

COMPANY: _____

MAILING ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

EMERGENCY CONTACT NAME AND NUMBER:

HOTEL RESERVATIONS

Our hotel rate is **\$199 plus applicable fees and taxes** per room nightly & payable directly to the hotel upon departure.

Type of room: (check all boxes that apply)

- SINGLE \$199
 DOUBLE \$199 (DOUBLE OCCUPANCY)
 REQUESTING TWO (2) BEDS

ARRIVAL DATE: _____

DEPARTURE DATE: _____

Please arrange your transportation individually – see information on page 8 of this PDF.

CREDIT CARD REQUIRED FOR HOTEL RESERVATION DEPOSIT (Please 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.)

CONFERENCE REGISTRATION:

- ART MEMBER FULL CONFERENCE - **\$599**
 RETAIL OR INTERIOR DESIGNER ATTENDEE - **\$299**
 GUEST (STAYING IN SAME ROOM) - **\$299**
 NON-MEMBER - **\$799**
 NON-MEMBER GUEST - **\$499**

Required Deposit Amount is \$299 per attendee, regardless of registration category.

_____ TOTAL REGISTRATION DEPOSIT PAID
(\$299 X _____ ATTENDEES)

OR

_____ FULL REGISTRATION PAID

CREDIT CARD INFORMATION:

- AMERICAN EXPRESS VISA MASTERCARD

This credit card will be used for your conference registration payment as well as your hotel reservation guarantee. If you need to use two different cards, you can contact the ART office to deliver the second card number.

CARD # _____

EXP. DATE: _____ / _____

CARDHOLDER NAME: _____

BILLING ADDRESS: _____

3 OR 4 DIGIT SECURITY CODE: _____

SIGNATURE: _____

Any questions regarding accommodations, activities or transportation can be directed to:

Brenda Park, ART at (864) 246-4560 or park-way@charter.net

PLEASE RETURN COMPLETED FORM BY APRIL 25, 2016 TO:

ART –Accessories Resource Team, Inc. • PO Box 31813 • Charlotte, NC 28231

Phone: (704) 376-4278 • Email: info@accessoriesresourceteam.org