



 **art**.....
Conference 2014

May 1-4, 2014
Paradise Point | San Diego, California

BUILDING THE BRIDGE

¹bridge *noun* \brij\
a time, place, or means of connection or transition

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The time is May 1-4 and the place is ART Conference 2014 in San Diego, where we will give you the necessary tools and “engineering” to build a bridge to success both within your own organization and in the industry at large.

ART is built on connections – between vendors and customers, retailers and manufacturers, market centers and showrooms. Our conference is unique in its intimacy and brings all segments together for a program that addresses issues impacting our industry. Join us at Paradise Point in San Diego as we build the bridge to span obstacles, make connections and transition together.





Register Today. Deadline to register is April 7, 2014



Our Destination

San Diego – City of Motion. Located on the coast of the Pacific Ocean, San Diego is also widely known as America's Favorite City, and is famous for its beaches, beauty, and abundant sunshine. Enjoy your accommodations at Paradise Point, a 44 acre private island paradise just minutes from downtown San Diego featuring tropical gardens, a lagoon, and a mile of white, sandy beach.

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

Weather in San Diego is almost perfect in May – average highs of 70 and lows of 60. Resort casual attire is recommended. Remember that meeting rooms can be cool – please pack a light jacket or sweater.



Registration Fee

ART Member attendee - \$599

Member guest - \$299

Retail store attendee - \$299

NON-member attendee - \$850

Guest of Non-member attendee – \$699

Your Conference Registration Fee Includes:

- Educational program - speakers, workshops and seminars
- Networking
- Group meals, cocktail parties and special events



Hotel Registration

ART has negotiated a group rate of only \$189 per night for single or double occupancy. ART Conference policy is that hotel reservations will be taken by ART with a credit card guarantee upon registration. Conference arrival is Thursday, May 1 and departure is Sunday, May 4. The hotel will extend the same rate, based on availability, for three days prior and three days after the conference dates for guests wishing to arrive early or depart late.

A deposit of \$299 is required for each attendee registration along with a credit card number for the hotel room guarantee. The registration fee balance is due upon arrival.



Airport Transportation

Paradise Point is located 15 minutes from the San Diego Airport, with taxi fares totaling approximately \$20-\$30. Taxis and shuttles are available at all airport terminal curbsides for service to the resort, and prior arrangements are not required. For guests using their personal vehicle or a rental car, the hotel offers reserved doorstep parking directly outside guest rooms for added convenience and safety. ART has negotiated a special discounted rate of \$17 per night for this reserved parking.



Optional Activities

Recreational Activities - Paradise Point Resort & Spa offers a multitude of recreational activities including jet skiing, water-skiing, motorboating, sailing, bike rides, fishing, kayaking, paddleboarding, and many more. The resort offers a state-of-the-art fitness center, full-service marina, five swimming pools, and various sport courts. To find out more about your recreational options, visit paradisepoint.com

Spa - Nestled in the lush, tropical foliage that surrounds Paradise Point's island resort is The Spa at Paradise Point - an intimate and inviting San Diego day spa sanctuary voted one of the top 100 U.S. resort spas by Condé Nast Traveler. Choose your sensory destination - Hawaii, Bali, Fiji, Thailand, or the classic Mainland and experience signature treatments and services using techniques and ingredients indigenous to each island. ART Conference attendees receive a 10% discount on spa services. To make an appointment call (858) 490-6350 or email paradisepoint@destinationhotels.com



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SCHEDULE AT A GLANCE



THURSDAY, MAY 1

- 10-5 Registration Open
- 1:00 Lunch **Sponsored by Loloi**
- 2:00 "Bridging: An Ounce of Different" - Emory Austin, CSP & CPAE
- 3:15 Break
- 3:30 Industry Panel Discussion - "This Is How We Roll: How Your Brand Can Translate to Sales"
- 6:30 Welcome cocktail party followed by Dinner

FRIDAY, MAY 2

- 8:00 Breakfast **Sponsored by NY Now**
- 8:45 Welcome
- 9:00 "Back to the Future: Building Customer Loyalty in the Digital Age"
– Chris Malone, Fidelum Partners
- 10:15 Tech break **Sponsored by IMAX**
- 10:45 Choose One: #1 workshop - "Building Your Human Brand" – Chris Malone, Fidelum Partners
#2 workshop - "Building Your Human Brand" – Steve McMahon, Consultant
- 12:00 Lunch **Sponsored by Dallas Market Center**
- 1:00 Speed Dating ART Style - Choose 4 – 25 min sessions each - an assortment of business and fun topics will be offered. Attendees will preregister for 4. Each topic is presented by a coach / consultant and is designed to give the attendee insight into the subjects and the tools to dig deeper later.
- 3:00 Break **Sponsored by Paragon and Propac**
- 3:15 Category networking sessions
- 5:00 Take our bus to the San Diego retail store, Hold It Home for a visual merchandising demonstration. Cocktails at Hold It Home - **Cocktails sponsored by Leftbank Art**
- 7:00 Dinner in San Diego - Jump back on our bus to Little Italy in San Diego for dinner on your own. Preregister from a list of restaurants available. **Transportation sponsored by Brandwise**
- 9:45 Return by bus to Paradise Point
- 10:00 Afterglow - bon-fires and networking on Paradise Point Waterfront

SATURDAY, MAY 3

- 8:00 Breakfast **Sponsored by Currey & Co**
- 8:45 Sales Module Two Ways. Presenter #1 – Randy Eller, Eller Enterprises.
"Why Your Sales Engine Is Just As Important As Your Product Line - Part 1"
Presenter #2 - Dennis Giannetti, Go-Giver Certified Coach, "Go-Givers Sell More" - Part 1
- 10:00 Break
- 10:15 Choose one:
#1 – "Why Your Sales Engine Is Just As Important As Your Product Line – Part 2" – Randy Eller, Eller Enterprises
#2 - "How To Create Value The Go-Giver Way" - Dennis Giannetti, Go-Giver Certified Coach
- 11:30 "Visual Merchandising Trends" - Paul Thompson, Paul Thompson Signature
- 12:30 Lunch **Sponsored by High Point Market**
Afternoon Free
- 6:30 Cocktails followed by Dinner and Dancing **Sponsored by IMCenters**

SUNDAY, MAY 4

Depart ART Conference 2014

FEATURED SPEAKERS



Emory Austin, CSP & CPAE

Kick-off: "Bridging: An Ounce of Different"

The success-seeker's definitive edge. Your own unique insights and the ways you activate them are your master keys to success. You'll learn to build on these strengths and construct more purposeful leadership. Playing to your strengths forms an internal alliance between them, your organization and your market. Making your differences memorable and profitable as you strive for mastery and impact will protect you from copycats and piracy, and will propel you beyond your competition! When you create a planned team environment, extraordinary performance becomes a daily occurrence. Emory opens doors to "aha" solutions that everyone will grasp, discuss, and use.



Chris Malone, Fidelum Partners

General Session: "Back to the Future: Building Consumer Loyalty in a Digital Age"

Follow Up Workshop: "Building Your Human Brand"

Groundbreaking research by Fortune 500 business executive Chris Malone and Princeton University's renowned social psychologist Dr. Susan Fiske has yielded a deceptively simple but important finding: as customers, we engage with and become loyal to companies and brands in precisely the same way we do with other humans—on the basis of their warmth and competence. The implications of these findings are enormous because widely accepted business practices are completely at odds with our natural triggers of engagement, trust, and loyalty. Once exposed to these insights, attendees will be inspired to challenge conventional wisdom and change the way they manage, market, and sell their products and services.



Steve McMahon, Fidelum Partners

Follow Up Workshop: "Building Your Human Brand"

The general session address will be followed by an interactive break-out session that provides tangible strategies and tactics that attendees can implement tomorrow to build their company into a more HUMAN brand. Specific areas of focus will include using social media, traditional media and changes in your day-to-day operations to build lasting customer loyalty.



Randy Eller, Eller Enterprises

General Address and Follow Up Workshop:

"Why Your Sales Engine Is Just As Important As Your Product Line"

This program and workshop will discuss why your sales engine is as important as your products and give practical, specific management techniques and projects that any company can successfully execute to achieve their sales goals. Eller, best known for his former position with CBK, and along with his overall success and expertise in the Home and Gift industry is uniquely qualified to examine all the best practices to hone a sales engine for any size wholesaler.



Dennis Giannetti, MS, Go-Giver International Speaker and Coach

General Address: "Go-Givers Sell More"

Follow Up Workshop: "How To Create Value The Go-Giver Way"

Dennis is a BIG believer that people don't want to be sold BY you, they want to be sold ON you. For that to happen, he believes you have to be sold ON yourself! This means raising your standards, knowing your priorities, and CANI, or Constant And Never-ending Improvement. It also means putting other people's interests first, and consistently adding more value to their lives. As a result, we will receive unexpected added value to our own lives as well. Or, in short, it means becoming a "Go-Giver".



Paul Thompson, Paul Thompson Signature

General Session: "Visual Merchandising Trends"

Trends in visual merchandising are always evolving. The key to getting the customer to buy is imaginative and inspired presentations and then what happens to your product in residential and commercial spaces. This presentation will walk through multiple application aspects. Understanding various merchandising styles and formats can refine and define your visual presentations. Paul has 25 plus years' experience as a visual merchandiser, branding, trend forecaster, and as an adjunct professor.



Information and Registration Form – ART Conference 2014

Paradise Point, San Diego, CA May 1-4, 2014

Please complete and return the reverse side of this form by April 7. Paradise Point will hold our block of rooms ONLY until we have filled all rooms, or until April 7, 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 prevailing rate.

2014 ART Conference Committee

Chair

Lee Hershberg
International Market Centers

Committee

Chris Hyun
LeftBank Art

Quinn Thanarajakool
LeftBank Art

Monica Loving
Ivystone

Katherine Snedecker
The Arrangement

Lindsey Villarreal
DMC

Mindy Lowack
DMC

Vanessa Turney
Light by Design

Janice Lassiter
Home Accents Today

Paul Thompson
Paul Thompson Signature

Sharon Davis
ART Executive Director

Brenda Park
Conference Planner

REGISTRATION FEE

ART Member attendee - \$599; Member guest attendee - \$299; Retail store attendee - \$299;

NON-member attendee - \$850; Guest of Non-member attendee - \$699

Deposit required – Full conference registration includes conference program, speakers & panels, networking, Thursday lunch and dinner; Friday-breakfast, lunch, and cocktails; Saturday-breakfast, lunch and evening dinner event. Guest registration includes stay in the same room and all scheduled group dining and social functions.

CONFERENCE POLICY

Our hotel rate is \$189 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 7 - the reservations are on a first come first serve basis after that date and subject to availability and price. Conference begins on Thursday, May 1 and departure is Sunday, May 4. The hotel will extend the same rate to conference guests for 3 days before and after the conference upon request and availability.

CANCELLATION POLICY

Full refund of Conference deposit will be given if cancellation is received by April 1, 2014; 50% refund of deposit two weeks prior to arrival (April 17, 2014) and no refund for cancellation within two weeks of arrival.

Hotel Cancellation Policy: All hotel reservations must be cancelled three (3) days prior to scheduled arrival date to avoid a penalty of one night room and tax charge.

AIRPORT TRANSPORTATION

Paradise Point is located 15 minutes from the San Diego Airport, with taxi fares totaling approximately \$20-\$30. Taxis and shuttles are available at all airport terminal curbsides for service to the resort, and prior arrangements are not required.

PARKING AT THE RESORT

For guests using their personal vehicle or a rental car, the hotel offers reserved doorstep parking directly outside guest rooms for added convenience and safety. ART has negotiated a special discounted rate of \$17 per night for this reserved parking.

OPTIONAL ACTIVITIES

Recreational Activities - Paradise Point Resort & Spa offers a multitude of recreational activities including jet skiing, water-skiing, motor-boating, sailing, bike rides, fishing, kayaking, paddle-boarding, and many more. The resort offers a state-of-the-art fitness center, full-service marina, five swimming pools, and various sport courts. To find out more about your recreational options, visit paradisepoint.com

SPA

Nestled in the lush, tropical foliage that surrounds Paradise Point's island resort is The Spa at Paradise Point - an intimate and inviting San Diego day spa sanctuary voted one of the top 100 U.S. resort spas by Condé Nast Traveler. Choose your sensory destination - Hawaii, Bali, Fiji, Thailand, or the classic Mainland and experience [signature treatments](#) and services using techniques and ingredients indigenous to each island. ART Conference attendees receive a 10% discount on spa services. To make an appointment call (858) 490-6350 or email paradisepoint@destinationhotels.com. Mention you are attending ART Conference 2014 when making your appointment.



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Please complete and return by April 7. Paradise Point will hold our block of rooms ONLY until we have filled all rooms, or until April 7, 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 prevailing rate.

COMPLETED FORM MUST BE RECEIVED BY APRIL 7, 2014 TO GUARANTEE ROOM

On-line secure registration is available at www.accessoriesresourceteam.org. Click on the ART Conference tab to access the form.

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 \$189 per room nightly & payable directly to the hotel upon departure. Type of room: (check all boxes that apply)

Type of room: (check all boxes that apply)

- Single \$189
- Double \$189 (Double Occupancy) Requesting two (2) beds

Arrival date: _____ Departure date: _____

Please arrange your transportation individually – see instructions in the first column on the reverse side.

CREDIT CARD REQUIRED FOR HOTEL RESERVATION DEPOSIT
(fill out your card information in the right column. Your card will be charged for one night's deposit approximately 30 days in advance of your arrival date)

CONFERENCE REGISTRATION

- ART Member Attendee (\$599)
- Member Guest Attendee (\$299)
- Retail Store Attendee (\$299)
- Non-Member (\$850)
- Non-Member Guest (\$699)

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 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

Return completed form to:
ART – Accessories Resource Team, Inc.
PO Box 31813
Charlotte, NC 28231
Email: sdavis@accessoriesresourceteam.org

Fax: 704-376-6633 Phone: 704-376-4278



2014 ART Conference Chair:
Lee Hershberg, IMC