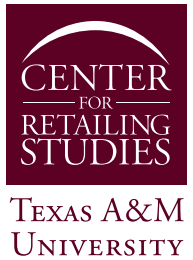


2009 RETAILING SUMMIT MOVING FORWARD



OCTOBER 1 & 2 • DALLAS, TEXAS
Innovation & Discovery to Survive, Evolve & Thrive

CONFERENCE SCHEDULE - Westin Galleria Hotel

Wednesday, September 30

NEW EVENT! Exclusive networking reception in Nordstrom at Galleria Dallas, 5:30 -7:00 PM

Thursday, October 1

- 7:15 AM Registration and Breakfast, sponsored by Maritz Research
- 8:15 Welcome remarks, Cheryl Holland Bridges, Director, Center for Retailing Studies
- 8:30 Gayle Tremblay, **"Values Matter"**
Vice President, Neiman Marcus Last Call Stores
- 9:30 Stan Richards, **"Digital Branding in a Multichannel World"**
Founder and Principal, The Richards Group
- 11:00 Michael Exstein, **"The View from Wall Street"**
Senior Retail Analyst and Managing Director, Credit Suisse
- 12:00 PM Luncheon, sponsored by BDO Seidman, LLP
- 1:00 Dr. Leonard L. Berry, **"What Retailers Can Learn from the Mayo Clinic"**
Author, Management Lessons from the Mayo Clinic & Discovering the Soul of Service
- 2:15 Breakout sessions: Lessons from the Last Recession / Going Green to Boost Brand Image
- 3:15 Breakout sessions: New Retail Business Models & Innovations / Round table discussions
- 4:30 Frank Blake, **"Blake Interviewed: Taking a DIY Approach to its Own Operations"**
Chairman and CEO, The Home Depot
- 5:30 Networking Reception, sponsored by DAVACO

Friday, October 2

- 7:15 AM Breakfast
- 8:00 Jim McIngvale, **"From Tragedy to Triumph"**
CEO, Gallery Furniture
- 9:00 Dave Pickens, **"Bring a Brand Promise to Life"**
President, The Olive Garden
- 10:15 Sam Duncan, **"Trust—and Mistrust—in Corporate America Today"**
Chairman and CEO, OfficeMax
- 11:15 James Gilmore, **"Staging Compelling Retail Experiences"**
Author, The Experience Economy & Authenticity
- 12:15 PM Conference conclusion

Registration Fees - Register online at retailingsummit.org

\$495 Sponsor companies of the Center for Retailing Studies; \$450 with a group of 6 or more

\$595 Registration fee; \$550 with a group of 6 or more

Hotel reservations should be made directly with the Westin Galleria Hotel in Dallas, 972-934-9494

The Retailing Summit is hosted by the Center for Retailing Studies at Texas A&M University.

Since 1983 our mission has been to educate the next generation of retail leadership and provide service to the retailing industry through research, publications and executive education events. Learn more at: crstamu.org or 979-845-0325.