

# AGENDA

December 8, 2016 | Hyatt Regency O'Hare | Chicago

 **NRHA 2016 STATE OF INDEPENDENTS CONFERENCE**

**8:00-9:00 a.m. . . . Registration & Continental Breakfast**

**9:00 a.m. . . . . . Welcome**

**9:15-9:45 a.m. . . . . . State of the Industry**

*Presented by Dan Tratensek, NRHA*

During this session, NRHA will share its outlook on the state of the overall home improvement market and independent retailer performance, and provide forecasts on future industry performance and the impact macro-economic trends may have on the marketplace.

**9:50-10:10 a.m. . . . . . State of the Industry, Canada**

*Presented by Beverly Allen, NRHA Canada, Hardlines*

With so much changing in the Canadian home improvement retailing landscape, Beverly Allen will give an overview of all the forces impacting independent retail throughout the country.

**10:15-10:45 a.m. . . . . . The Store is STILL Important**

*Presented by Jim Robisch, The Farnsworth Group*

While online retail receives all the attention, this presentation will share proprietary consumer research that suggests the "in-store experience" still plays a critical role in shoppers' buying habits and discuss why this is good news for independent retailers.

**10:45-11:00 a.m. . . . . . Networking Break**

**11:00 a.m.-12:15 p.m. . . . . . Investing in Growth**

This session will share new proprietary research that examines the specific areas independent home improvement retailers are targeting for growth. The research will ask retailers to identify which areas of their businesses they plan to invest in as a means to drive growth (product categories, services, personnel, infrastructure) and what obstacles may provide them challenges in achieving these goals.

**12:30-1:15 p.m. . . . . . Networking Lunch**

**1:15-1:30 p.m. . . . . . Recap of the Morning Sessions**

**1:30-2:45 p.m. . . . Retailers' Views on Channel Partnerships**

*Moderated by Dan Tratensek, NRHA*

This proprietary research will update the findings from last year's study, where we asked how independent retailers view their relationships with channel partners. We will also go into greater detail about retailers' thoughts on buying markets and channel communications. It will be followed by a panel discussion with high-impact independent retailers who will share their ideas about how distributors, manufacturers and service providers could become even stronger allies.

**2:45-3:00 p.m. . . . . . Networking Break**

**3:00-3:30 p.m. . . . . . Merchandising for Profit**

*Presented by Dan Tratensek & Jim Robisch*

NRHA and The Farnsworth Group will share and discuss the results of this new, proprietary research that seeks to provide benchmarks for retail performance on specific merchandising techniques, such as end caps, dump bins, clip strips and more. This study is an update to NRHA's highly popular *Merchandising for Profit* report that was conducted 15 years ago.

**3:30-4:15 p.m. . . . Real-Time Research/Open Questions**

This interactive session is designed to help attendees achieve company-specific conference goals. Pre-registrants for the conference will be surveyed prior to the event to develop a truly unique research project on the topics they want to cover. Want to learn more about what independent retailers think about a specific category? Let us know and we will ask it. Want to know their feelings on the most effective way to learn about new products? We can find out. NRHA will field this unique research prior to the conference and will reveal the findings during this session. Following a presentation of the findings of this research, NRHA will host a real-time question-and-answer session with retail panelists and attendees to address the topics that arise.

**4:15-4:30 p.m. . . . . . Channel Partnership Awards Presentation**

These awards will recognize the top three manufacturing partners as selected by independent retailers.

**4:30-6:00 p.m. . . . . . Networking Reception**