FOOTWEAR INNOVATION SUMMIT AGENDA
May 7, 2015

8:00  Registration Open – Coffee & Innovation Exhibits

8:45  Footwear Innovation in Focus
Greg Tunney, President and CEO, RG Barry Brands and FDRA Chairman
Matt Priest, President, FDRA

9:00  Policy Innovation: How To Break the Gridlock and End Footwear Tariffs
U.S. Senator Mike Enzi (R-WY)

9:30  Advocacy Innovation: The Necessity of a 21st Century Political Engagement Program
NIKE

10:00 Conceptualizing Innovation: A Commentary on How Innovation is Reshaping America
Charles Krauthammer, Pulitzer Prize Winner & Washington Post Writer

10:45 Networking Break & Innovation Exhibits

11:15 Trade Innovation: What TPP & TTIP Will Do For Footwear Companies
Wendy Cutler, Acting Deputy, Office of the United States Trade Representative (USTR)

11:45 Retail Innovation: Technology Helping Footwear Retailers Compete and Convert
Browsers into Buyers
Cliff Sifford, CEO, Shoe Carnival

12:15 Lunch

1:15 Online Retail Innovation: Technologies That Can “Boot up” Your Cyber Sales
ShoeFitr: 3D Footwear Imaging To Boost Online Sales and Reduce Returns
DemandWare: Total Online Control - Software to Track Sales & Inventories

1:45 Supply Chain Innovation: Maximizing Performance to Meet a Rapidly Changing
Consumer Landscape
Dan Friedman, President of Global Sourcing and Supply Chain, Brown Shoe Company

2:15 Networking Break & Innovation Exhibits

2:45 Capital Innovation: How Private Equity Will Impact the Industry Both Today and Tomorrow
Naveen Bhatia, Principal, Tactical Opportunities, Blackstone

John Burch, Senior Vice President of Global Operations, Wolverine Worldwide

4:00 Closing Remarks