

Footwear Disruption Summit – *Working Agenda* *May 17, 2016: Washington, DC*

- 8:00 **Registration Open – Coffee, Networking & Disruption Solution Exhibits**
- 8:45 **The Age of Footwear Disruption**
Rick Muskat, FDRA Chairman and Principle, Deer Stags Concepts, Inc.
Matt Priest, President, FDRA
- 9:00 **Political Disruption: How Outsiders are Reshaping American Politics**
Chuck Todd, NBC News Chief Political Director and Moderator of Meet the Press
- 10:00 **Policy Disruption: TPP and Tax Policy in 2016**
U.S. Rep. Kevin Brady (R-TX), Chairman, Committee on Ways and Means (invited)
U.S. Rep. Dave Reichert (R-WA), Chairman, Ways and Means Subcommittee on Trade
Bruce Andrews, Deputy Secretary, U.S. Department of Commerce
Jennifer Bendall, Senior Director, Government & Public Affairs, NIKE, Inc.
- 11:00 **Networking Break & Disruption Solution Exhibits**
- 11:30 **Disruption in China: The E-Commerce Opportunity What China's Economic & Consumer Shifts Mean For You**
Frank Lavin, CEO, Export Now
- 12:00 **Manufacturing Disruption Discussion: Effectively Utilizing 3D Printing Technology**
Moderator: Natacha Alpert, Innovation Lead, Caleres
Lee Dockstader, 3D Printing Lead, HP
Mitchell Harvey, 3D Lead, Deckers
Chris Loveder, Senior Designer and Innovation Lead, Wolverine Worldwide
- 12:30 **Lunch & Disruption Solution Exhibits**
- 1:45 **Retail Disruption Panel: Where is Technology and the Internet Taking Us?**
Moderator: Andy Polk, Senior Vice President, FDRA
Jeff Hunt, CEO, Snap36
Joe Casagrande, Head of Sales Americas Region, Clarks
Retail Technology Company (TBD)
- 2:15 **Retail Disruption Live: Footwear Retail Virtual Reality Test Drive**
Mike Jeppesen, FDRA Treasurer and President, Global Operations, Wolverine Worldwide
Chris Loveder, Senior Designer and Innovation Lead, Wolverine Worldwide
- 2:45 **Networking Break & Disruption Solution Exhibits**
- 3:00 **Consumer Disruption: How Companies Adapt to Constant Changes in Demand**
David Sable, Global CEO, Y&R
- 3:45 **Industry Disruption: Executives Discuss Challenges to Traditional Business Models**
Moderator: Matt Priest, President, FDRA
Ed Rosenfeld, FDRA Vice Chair and CEO, Steve Madden
Mark Lardie, President and CEO, Rack Room Shoes
Jose Suarez, President, Impactiva