

# FDRA 2018 EXECUTIVE SUMMIT

FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA



Succeeding in the Age of Consumer Chaos  
May 3, 2018 // Washington, DC

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| 7:45 am  | <b>REGISTRATION OPEN – COFFEE, NETWORKING, AND EXHIBITS</b>  |
| 8:30 am  | <b>Welcome</b><br>Matt Priest, <i>President &amp; CEO, FDRA</i>  |
| 8:45 am  | <b>Revolutionary Footwear Retail &amp; the Evolution of Consumerism</b><br>Dick Johnson, <i>Chairman, CEO, &amp; President, Foot Locker</i>  |
| 9:15 am  | <b>Information Transformation – Digital Engagement and the New Frontier</b><br>Jim VandeHei, <i>Co-Founder and CEO, Axios</i><br>Mike Allen, <i>Co-Founder &amp; Executive Director, Axios</i>   |
| 10:15 am | <b>NETWORKING BREAK AND EXHIBITS</b>   |
| 10:45 am | <b>Ten Trajectories Triggering the Retail Rebellion</b><br>Carol Spieckerman, <i>President, Spieckerman Retail</i>   |
| 11:30 am | <b>Adapting in a Hyper Innovative and Constantly Evolving Environment</b><br>Tiffany Beers, <i>Footwear Design Innovator &amp; Disruptor</i>   |
| 12:00 pm | <b>LUNCH</b>   |
| 1:00 pm  | <b>Revolutionizing Consumer Engagement in the Digital World</b><br>Bob Mullaney, <i>President &amp; Chief Executive Officer, RG Barry Brands</i><br>Sara Irvani, <i>CEO, Okabashi Brands</i><br>Dr. John Puterbaugh, <i>Managing Director, BlueSoHo</i><br>Jeff Hunt, <i>Founder &amp; CEO, Snap36</i><br>Moderated by Matt Priest, <i>President &amp; CEO, FDRA</i> |
| 1:30 pm  | <b>From Analog to Digital—The Emerging Footwear Media Landscape Takes Shape: A Conversation With Michael Atmore, Editorial Director, Footwear News</b><br>Moderated by Matt Priest, <i>President &amp; CEO, FDRA</i>   |
| 2:00 pm  | <b>NETWORKING BREAK AND EXHIBITS</b>   |
| 2:30 pm  | <b>Technologies Transforming the Business of Retail</b><br>Terry Clements, <i>Chief Information Officer &amp; Senior Vice President, Shoe Carnival</i><br>Matthew Rhodus, <i>Director and Industry Principal of Apparel &amp; Footwear, Oracle NetSuite</i><br>Moderated by Andy Polk, <i>Senior Vice President, FDRA</i>  |
| 3:00 pm  | <b>The Digital Disruption and Revolution from Within: How Meaningful Cross-Brand Collaboration Should be the Way Forward</b><br>Chris Hillyer, <i>Director, Innovation, Deckers Brands</i><br>Safir Bellali, <i>Senior Director, Advanced Digital Creation, VF Global Innovation Center</i>  |
| 3:45 pm  | <b>Rules for Revolutionaries: Lessons from the Sneaker Market</b><br>Matt Powell, <i>Vice President, Senior Sports Industry Advisor, The NPD Group</i>   |
| 4:15 pm  | <b>Setting Forth to Continue the Revolution</b><br>Matt Priest, <i>President &amp; CEO, FDRA</i>   |