

FDRA 2018 EXECUTIVE SUMMIT

FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA



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

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