

INDUSTRY LEADERS GATHER AT LAS VEGAS MARKET FOR CEO SUMMIT

Fostering disruption and innovation in business were key takeaways for CEO's seeking strategic insights

The Winter 2014 Las Vegas Market—a record-breaking show measured by attendance and resources—also delivered a powerful line-up of thought leaders who delivered sage business advice during the second annual CEO Summit, sponsored by International Market Centers (IMC) and Eller Enterprises. *Continued on page 1*



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A who's who roster of C-level executives and sponsors in the Home and Gift industries gathered on the last two days of Las Vegas Market for an exclusive opportunity to connect about critical issues and opportunities facing businesses today, learning from visionaries in both the private and public sectors. The executive level discussions focused on a broad range of topics including entrepreneurship, IT planning, product development,

corporate citizenship, Hispanic market opportunities, innovation and the global economy.

The two-day session underscored a number of key issues applicable for global import and export businesses. As a valued partner to IMC, we're pleased to present a summary of 5 the most salient and strategic concepts for business leaders running their operations in today's global economy.



Best-selling author & keynote presenter Luke Williams drew on his book "Disrupt: Think the Unthinkable to Spark Transformation in Your Business"



"Disruption has to **deliver value**, otherwise it is just noise."

LUKE WILLIAMS

Professor of Marketing and Executive Director of the Berkley Center for Innovation & Entrepreneurship, New York University's Stern School of Business

DISRUPTIVE THINKING IS KEY

Keynote presenter and best-selling author Luke Williams drew on his book "Disrupt: Think the Unthinkable to Spark Transformation in Your Business" in which he asserted that "disruptive thinking"—the increasing rate of transformative ideas that create increasing returns for your business—can be applied by any size company, not just start-ups, and is most effective in industries where complacency reigns.

"What's the unthinkable in your business?" Williams asked. "Start paying attention to what's normally ignored in your space and build a portfolio that balances unconventional strategy with incremental ideas." Williams outlined the steps to developing a disruptive strategy, which include

defining a disruptive hypothesis and market opportunity; conducting a competitive audit to surface the clichés and sameness in product and price; followed by dramatically re-arranging or inverting the pieces to shift perception.

He said in an era of big data, it's easy to want to turn to numbers for answers, but it's exponentially hard to predict. Instead, 'deliberate provocation,' essentially the questions we ask ourselves about our business, are perhaps more critical to fostering the next disruptive idea. **"Disruption has to deliver value, otherwise it is just noise.** The potential for reinvention is all around us," said Williams.

KEY STEPS TO DEVELOPING A DISRUPTIVE STRATEGY

1. Craft a disruptive hypothesis
2. Define a disruptive market opportunity
3. Generate several disruptive ideas
4. Shape a disruptive solution
5. Make a disruptive pitch

CONCENTRATE ON 3 FILTERS:

1. Competitive Audit to Surface Sameness in Product & Price
2. Turn Attention to Actual Products (Features, Benefits, Attributes)
3. Surface the Price Clichés

DISRUPTION HAS TO DELIVER VALUE, NOT JUST NOISE!

Mark Your Calendar for the 2015 CEO Summit, January 20-21

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Sam Wardwell projected positive economic growth to a room full of attendees at recent CEO Summit.

Wardwell projects **“big tailwinds lifting the U.S. dollar in three to five years,”**

SAM WARDWELL
Senior Vice President, Pioneer Investments



BE BULLISH: EXPECT 2 TO 3% ECONOMIC GROWTH IN 2014

On day two of the conference, economic forecaster Samuel Wardwell, provided by The Fisher Wealth Management Group of UBS, addressed the “Global Economic Outlook for 2014.” He projected a two to three percent increase in economic growth this year. “In a year from now, unemployment will be low, wages will be rising and people will be buying,” said Wardwell, also noting this is about the time that inflation will start to set in as the economy rebounds.

Among the secular trends that Wardwell says are affecting the current U.S. unemployment rate, which may be understated as people have electively dropped out of the workforce, are 25-year-olds staying in

school longer, 30-something women choosing to stay home with families, and the over 50 demographic who are retiring early. “As the economy gets better, this shadow inventory of workers will come back to the workforce,” said Wardwell.

Bullish on the U.S. economy, **Wardwell projects “big tailwinds lifting the U.S. dollar in three to five years,”** and added the American workforce is “lean and mean” from a competitiveness point of view. Meanwhile, overseas has positive momentum, as well. Optimism about Europe is justified, after years as a sick economy. However Chinese currency will not see a dramatic shift in the coming years, he noted.



Tailwinds expected to lift the U.S. dollar, wages to rise and people will be buying, according to an economic insider.

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“Their relatively longer lives—coupled with a younger population—drives greater consumption.”

CHARLES GARCIA
White House Aid & Hispanic Community Leader

CREATE A MARKETING STRATEGY TO REACH THE LATIN POPULATION

Charles Garcia, who has worked for four Presidents, both Republican and Democrat, and is nationwide leader in the Hispanic community, addressed the rising consumer influence of Hispanics in the U.S., and suggested how the gift and home furnishings industries can cater to this emerging community in everything from product development to company operations.

“The Hispanic population is a wave of opportunity ripe for businesses, and in many ways, this community represents greater value,” said Garcia. “The lifespan among Latinos is 16 years longer and their average family size is six. **Their relatively longer lives—coupled with a younger population—drives greater consumption.**”

Garcia said the criteria often used by Hispanics in purchasing decisions includes product affordability, vendors who speak their language, brand loyalty and positive word of mouth, particularly among friends and family. He also cited a 53 percent

growth in home ownership among Latinos since 2011, which represents a strong potential for home furnishings companies, as well.

Beyond the border, Garcia cited Latin America’s GDP is growing at a 3.8 percent rate with explosive growth in Panama, Mexico and Ecuador. “The real market there is the middle to upper class consumer, who spends a great deal of money purchasing online.”



White House Aid and Hispanic community leader, Charles Garcia, addresses CEOs about the significance of the Latino market, in the U.S. and abroad.

INFLUENCING LATINOS VIA WORD OF MOUTH TRUMPS TRADITIONAL MARKETING VEHICLES!

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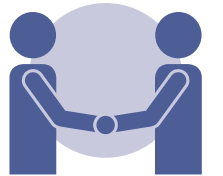
DEMOGRAPHICS & PSYCHOLOGY OF THE LATINO CONSUMER

ATTRIBUTES



Emotional

decisions are based in emotions & feelings about a brand



Loyal

honesty & integrity by the brand will afford you lifetime customers



Family First

what are the brands recommended by family & friends

BUYING CRITERIA

- Vendors that **speak my language**
- Affordability**
- Great brand in my **community**
- My **family & friends** like this product/service
- It serves my **most pressing need**
- The product allows me to **enjoy my friends & family**

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Susan Packard, co-founder of HGTV, offers CEOs strategic advice on differentiating your company.



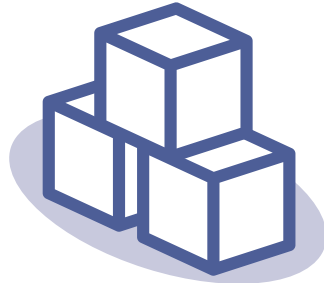
“Innovation is key and it’s how you scale your business.”



SUSAN PACKARD
CO-founder of HGTV

INNOVATION, DISCIPLINE AND CORE VALUES DIFFERENTIATE BRANDS

BUILDING BLOCKS FOR A SUCCESSFUL BRAND



1. Innovation

Make sure we are innovating from a business or product perspective

2. Focus

Discipline around the innovation

3. Learn Lessons

Learn from mistakes and update the brand lens accordingly

4. Culture

Build a culture with core values that employees can embody

Closing the CEO Summit was Susan Packard, co-founder of HGTV, who presented “Entrepreneurship: How to Create and Build Great Companies,” using examples from her own amazing career successes and discussing her best practices experience of entrepreneurship. To differentiate your business and brand, she focused on four areas: innovation; focus and discipline around those ideas; learning lessons from the past; and building a culture which adopts core values where employees can be successful.

“Innovation is key and it’s how you scale your business. Build your business into a brand so you’re not a commodity. We need to

make sure we are inventing from a business perspective and a product perspective,” said Packard.



Susan Packard shares the importance of building your business into a brand at the 2014 CEO summit.



WHAT CONFERENCE ATTENDEES HAD TO SAY

“The CEO Summit was invaluable this year. The line-up of speakers and the content of their presentations have motivated me personally to take a completely different look at where the future may be for our brand and our position within the industry. It is time for ‘disruptive’ thinking when it comes to where the future is, and my job after this summit is to lead my company to a future we may have not yet even imagined. Very inspiring in all ways.”

— DAVID GEBHART
CEO of Global Views

“The CEO Summit 2 years in a row left me feeling better about the US as a country and the economy within our industry, as compared to what’s going on with the rest of the world. In addition to great networking, the Summit’s speakers gave me insight to the different opportunities that are out there. Outstanding.”

— GEORGE KACIC
President, Giftcraft

“The feedback from Summit attendees was that this was an incredibly valuable two days, coupled with market, where we teed up the critical issues that business leaders ought to be thinking about and working to solve when they get back to the office. The common themes across our powerful line up of speakers were disruption and innovation. We have to think bigger—not just incrementally, but really a transformative kind of thinking to succeed in today’s competitive environment.”

— RANDY ELLER
Owner, Eller Enterprises and
CEO Conference Co-Organizer

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ATTEND NEXT YEAR'S EVENT TO STAY FRESH & RELEVANT

Don't miss next year's CEO Summit to benefit from an incredible array of thought leaders sharing innovative, strategic perspective as well as economic indicators that will help your business flourish.

SAVE THE DATE

2015 Las Vegas Market CEO Summit, January 20 & 21

ABOUT EVENT ORGANIZERS

Las Vegas Market/International Market Centers, L.P.

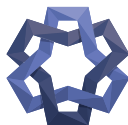
Las Vegas Market is the most comprehensive furniture, home décor and gift market in the United States, presenting a unique cross-section of 2,000+ resources in an unrivaled market destination. With two markets each year, retailers and designers can shop a broad assortment of product from thousands of manufacturers of furniture, mattress, lighting, decorative accessories, floor coverings, home textiles, tabletop, general gift and more - delivering the most complete, cross-category wholesale tradeshow for the furniture, home décor and gift industries in the United States. For more information, visit lasvegasmarket.com. Find us on Facebook and Twitter.

Las Vegas Market is produced by International Market Centers, L.P. (IMC), the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. International Market Centers owns and operates 11.5 million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furnishings, home décor and gift industries. For more information on IMC, visit imcenters.com.

Eller Enterprises

Randy H. Eller, lifelong veteran of the gift industry and former CEO of CBK in the 1990's and early 2000's, opened Eller Enterprises as a consulting firm to the industry in 2004. Since then, the firm has worked with approximately 80 companies within the industry offering diverse services such as business reviews, strategic planning, sales force creation and management, public speaking, exit strategies, and executive coaching. He also served as the Chief Transition Officer in 2011 during the creation of International Market Centers for Bain Capital and other investors. He is currently a contributing editor to Gifts & Decorative Accessories Magazine, a member of the Gift & Home Trade Association, and a former Board member of Accessories Resource Team. He also serves on the Board of several companies within the industry. Randy Eller can be reached at reller@ellerent.com and you may review his website at ellerent.com.

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