



Saturday Morning Workshop Sessions

Concurrent Sessions 10:00 AM

“Closet Chaos to Closet Confidence”

Are you looking for a way to share knowledge while increasing exposure for your clothing store? Would you love to teach your customers and consignors what to bring in your shop while sharing basic closet organizing tips? **Bonnie Kallenberg**, NARTS VP, *Finders Keepers* shares her in-store workshop to help you spice up your events schedule and present an in-store workshop to your own audience.

Who, *ME* have a blog?

Building relationships: that's what it's all about. And yes you can blog *and* post on Facebook *and* tweet—all at the same time! And for your favorite price: free. **Kate Holmes**, *Too Good to be Threw*, shows you how and why. Don't limit your interactions to a sentence or two... inform, delight and involve current and potential customers. This resale icon can do it all and show you how to do the same.

Furniture from the Ground UP

Thinking of going into the furniture business? Or are you already there and contemplating expansion or facing tough times? **Jenny Eid**, *Southern Comforts* covers the entire spectrum; the basics of building a solid foundation, what to do when facing tough times and what to consider when you want to expand. Jenny will give you the big picture as well as the nitty gritty details.

\$1000 Ideas

Joanne Nusbaum of *My Sister's Closet* has attended many conferences and often heard the expression "a \$1000 idea." Joanne shares her own and others favorite \$1,000 strategies including placement of specific inventory, financial procedures, new product introductions and special events. Joanne lets you in on what really works so that you too can go back to your shop and make an extra \$1,000 immediately.

NFP—Beyond the Basics

There are many different hats to be worn when working for an NFP. **Kevin Campbell**, *Home of the Sparrow, Inc.*, shares approaches needed to support the mission of the agency through working with store staff, logistics staff, volunteers, program staff, landlords and a Board of Directors while networking within the community to find new donation sources and supporting agency fund raising events.

Concurrent Sessions 11:30 AM

Keeping the Kick in Your Step

Keeping it alive and loving it is not easy. **Patti Acquisto**, NARTS Treasurer, from *Patti's ReSale*, has been in resale for over 40 years and knows how to keep it fresh and enjoy the day. Don't fall into the monotony of daily tasks. Get away from the ins and outs of your business and bring yourself back to when you first opened with tons of enthusiasm! Patti is an expert at keeping the kick in her step.

A Competition of One

Create an experience so inviting and fun that your customers will only want to shop at your store... and bring their friends and family! Discover what you do best in your industry to keep them coming back and use it to continue improving. **Lois Cozart** of *My Girlfriend's Closet* shares three secrets to creating raving fans. Learn what your “Hedgehog” is and why it is important to your business.

Display on a Dime

Perfecting the ability to have great displays and merchandising in your store are the keys to creating a buzz in the neighborhood. Make your windows POP and do it without breaking the budget. **Gerri Talevich** from *Gerri's Closet* conveys the importance of merchandising and how to do it so well you outshine even the retail giants with your creative displays!

Great Media Attention... It's Free!

We all want to save a buck, but we all know how important it is to get our name out there. **Corey DeRoo** of *French Cuff Consignment* will teach you the tricks to gain the attention of the media and show you how to make sure to keep that attention for future features. Learn to write a press release and proper etiquette for media relations. You can be the darling of the media!

First Year... Success!

Get every component necessary to kick off opening your new resale store—from creating a pre-opening checklist to stylizing, branding and creating personal relationships with clients. **Michele Lafayette Thompson** of *LaBella A Consignment Boutique* has the answers about contracts, advertising and much more to get you started with your personal signature.

Sunday Networking Sessions - 8:00 AM

Especially for Experienced Resalers

Been There... Done That... What Now?

The NFP Exchange

A Sharing of Ideas and NFP Specifics

The Back Room

Receiving to Processing—Consignments & Buy Outrights

Customer Relations

Customer Satisfaction & Loyalty = Increased Sales



Saturday Afternoon Workshop Sessions

Concurrent Sessions 3:00 PM

Employees—Finding the Best

Finding the right person(s) to represent your store and building a strong foundation with proper training can be tricky. **Sue McCarthy**, NARTS Secretary, from *Women's Closet Exchange*, has learned what to ask when interviewing and how to find the inner strengths of every employee. Gather motivation, incentive and discipline ideas for hiring, training, retaining and losing employees.

Show me the \$

The bottom line is all about developing a plan for increasing sales. Explore how to implement ideas at any level and learn specific "How To" rather than wonder "What should be done?" You will learn the five best practices from a corporately trained shop owner, **Tierra Reid**, *Stylish Consignments*, who opened on a shoestring budget and profited in the very first year!

Pricing—It Can Make or Break Your Business

Customer demand and labels are two of the crucial elements of pricing. At this workshop you will learn how to get the most for an item by determining what percentage of the retail price a customer is willing to spend. **Debbie McDaniel** from *Revente* will help you realize the costs in both time and money to process items and which items are not worth accepting.

I Hate My Computer!

We are all guilty of "out of sight out of mind" when it comes to intricacies of our computer systems. As long as it is working with minimal issues we have a tendency to overlook the fact that we need a solid disaster recovery plan. **Paul Wann** from *Wannabe's* teaches us how to evaluate where to begin, create a plan to ensure business continuity, keep it updated and implement periodic testing.

NFP Operations Issues

We know that some issues are unique to NFP shops, such as working with volunteers and a Board of Directors. Is your store retail focused, or are you focused on the charitable mission? Do you advertise to the resale customer or focus on promoting that mission? **Kim Abel** from the *ScholarShop* will touch on these and other topics exclusive to the NFP world of resale.

Concurrent Sessions 4:30 PM

Furniture Fabulous!

Keeping your existing furniture store fresh and exciting is the name of the game for growth and increased profits. **Bonnie Kallenberg**, NARTS Vice President and **Betsy Johns** of *Finders Keepers Furnishings* will provide you with strategies for staging and events, including ideas to use inside, outside and away from your shop to make your furniture store continue to evolve, intrigue and grow!

Putting Your Right Foot Forward

Don't be a ditto business. Carve out your own unique business branding. Don't spend years presenting your business in the right light: do it now and profit! From time-saving operational tips to learning if it REALLY "works for you," from learning what turns your customers on to "Things I wish I had known in the early years," learn from the guru of resale, **Kate Holmes**, *Too Good to be Threw*.

Advertising... You Can't Afford Not To

Get an overview of the objectives and dynamics of advertising. There are a few things to remember when selecting and managing your advertising decisions. **Laurel Howes**, *It's SO You*, will show you how to have an eye and an ear for what draws shoppers through the doors of a business. Laurel's presentation includes both successful and unsuccessful advertising examples.

Location, Location, Location

Maybe you are you thinking about opening your first store, adding a second or maybe even your tenth location? **Neil Abramson** from *Cutie Patutie's* will guide us through tenant friendly lease negotiations and making sense of the language. What are CAM/Triple Net charges, who is responsible for what and whether this prime location the best place for the best price?

Google AdWords

You can learn how to set up an ad campaign, assign key words and review the tools needed to have a successful program using Google AdWords. **Eric Abrams** of *Duck Worth Wearing* and *The Loft* will also discuss how to set up Google Analytics on your Website that will assist you in tracking which visitors and clicks come from AdWords to your site.

Sunday Interactive NetShops - 9:30 AM

This format begins with a brief presentation by the moderator, followed by audience participation networking on the topic.

Bus Tours - Diana Ford

Plan, Promote and Produce a Successful Resale Shop Tour

Tots to Teens - Kitty Boyce

Targeting this Specialized Demographic

Social Media - Ellen Didion

Twitter, Facebook, You Tube, LinkedIn... Discuss it all

Multiple Locations - Chris Cowman

Opening Additional Locations & Managing Multiple Locations