

Announcing the HIRI 2014 Fall Conference

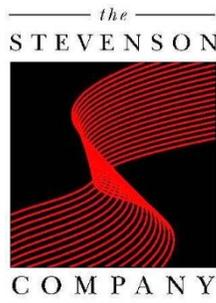
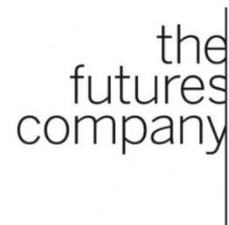
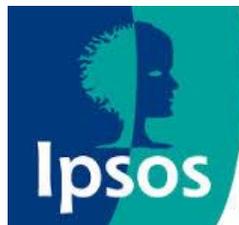


Managing The Future in Home Improvement

October 16, 2014

8:30 AM – 3:30 PM

Chicago, Illinois



HIRI 2014 Fall Conference
Managing The Future in
Home Improvement

Thursday, October 16, 2014 – 8:30 AM to 3:30 PM



8:30 a.m. **Welcome**

8:45 a.m. –
9:30 a.m. **Planning for the Future of Home Improvement**

How are consumers' aspirations, desires and needs related to home and home improvement shifting, and how are these shifts likely to shape the home improvement marketplace in the coming years? Building on the foundation of consumer and marketplace insight from the HIRI Future Trends Program, The Futures Company will share the findings of its latest custom research, incorporating qualitative and quantitative insights into five critical consumer trends shaping home improvement: Consumers in Control; The Genuine Article; Making a Difference; Life, Well Lived; and Cultivating Connections. The Futures Company will provide insight into how the home improvement industry can innovate against shifting consumer aspirations and marketplace expectations to create future growth and success.

Sarah Catlett,
Vice President

The Futures Company

9:30 a.m. –
10:15 a.m. **The Economy, Wall Street and Deal-Making: Implications for Home Improvement**

Never short on interesting twists and turns, the economy is always in the headlines. As an important factor in driving the home improvement market, this update on where we are and where we are heading is vitally important to business planning. In this presentation you will get a fresh perspective on the stock market, economic indicators and deal-making in the home improvement sector -- all in practical, easy-to-understand language from a Wall Street professional.

Joshua Rosenbaum,
Managing Director

RBC Capital Markets

10:15 a.m. –
10:30 a.m. **Mid-morning Break**

10:30 a.m. –
11:15 a.m.

Probing The Consumer Market – Key Segments

The new HIRI segmentation is based on consumer passion for home improvement and spending behavior. This session will review key insights such as the demographics, interests, purchase behaviors and media habits of “high-passion/high-spending” consumers and other segments. Additional insights are gained when these foundational segments are filtered dynamically by DIY, “green,” retailer-reliant and other dimensions. Attendees will gain a better understanding of the consumer market – and how to approach various customer segments for their businesses.

George Leon,
Sr. Vice President

NAXION

11:15 a.m. –
Noon

"Weatherizing the Business" to Meet Consumer Demand & Optimize Sales

Weather has a tremendous impact on the home improvement industry. Overall weather driven swings the whole industry in the range of 5-10% and weather sensitive categories can be 25% or more. And, because the weather rarely repeats itself year-after-year, many companies miss sales or incur higher costs (bloated inventories, steeper markdowns) because they are unable to measure the impact and effectively plan from one season to the next. This session will provide insights on managing these issues including:

- Measuring & analyzing the impact across geographies, channels and categories.
- Removing the impact of weather from prior year sales to allow planning from a weather neutral baseline
- Using weather analytics to align inventories, resources and marketing efforts to lower costs, manage risks and capture additional sales.

Michael Bodle,
Senior Vice President,
Strategic Business
Development

Planalytics

Noon. –
1:00 p.m.

Lunch and Networking with others

1:00 p.m. –
1:45 p.m.

Why the time is finally right for the connected home and thoughts on who and what will win it

Since the Jetson's first flew into Americans' consciousness in 1962, a step change in home automation has seemed just around the corner. There's been no lack of investment, but a huge lack of consumer enthusiasm. However, the explosion in the Internet of Things and Google's \$3.2B purchase of Nest suggests that the time is finally right.

Using TNS's proprietary Innovation Stack analytic approach this presentation will explain how and why the time is right for relevant home automation innovation, how to shape winning offers and handicap players and options.

Lynne Thomson,
VP Research Direction

TNS Innovation Practice

Into The Omni-Channel: Shopping Trends In Home Improvement

1:45 p.m. –
2:30 p.m.

Research from TraQline will explore retailers’ focus on the Omni-Channel world, looking at cross-conversion rates between store and web, online and offline shopping behaviors, and highlighting the current success and struggles of stores like Amazon, Independent HI retailers, and large HI retailers.

Eric Voyer,
Vice President

Stevenson - TraQline

2:30 p.m. –
2:45 p.m.

Mid-Afternoon Break

2:45 p.m. –
3:30 p.m.

The Future of Going Social

The tools and techniques have changed, but according to a recent Nielsen study, the consumer conversation holds more power than ever before. In this session, we’ll explore the new research, new technology, new strategies to make your brand or product the most talked about in its category.

Suzanne Fanning,
President

**Word of Mouth
Marketing Association**

3:30 p.m.

Drawing for Tablet Computer

Must be present to win. Stay until the end of the conference and you will be entered into a contest to win! Nametags will be collected for the drawing.

How to Register:

The deadline to register for the HIRI 2014 Fall Conference is October 6, 2014
Please complete the attached registration form and return with payment. You may also register online by visiting our website at www.hiri.org. Full payment is required at the time of registration.
Please make additional copies of this registration form for other members of your company as needed.

Registration Fees:

HIRI Members receive a substantial discount on their registration fee. Please see the following table for the fee structure for this conference. The fee includes the conference, conference materials, continental breakfast and lunch.

	Early Registration (September 19 th)	Regular Registration (after September 19 th)
HIRI Members	\$325	\$425
Nonmembers	\$850	\$950

Please Note:

Travel and other expenses are not included in these registration fees.

Refunds for cancellations will be issued at the following scale:

By September 20th	100%
September 21st or later	No refund

Substitutions of attendees can be made at anytime at no charge.

Hotel Rooms:

Hyatt Regency O'Hare
9300 Bryn Mawr Avenue
Rosemont, IL 60018
Phone: 847-696-1234

HIRI has blocked a limited number of rooms at The Hyatt Regency O'Hare at a group rate of \$169.00 per night. Attendees must reserve their own rooms by September 23, 2014 and identify themselves as being a part of HIRI group to receive the special rate. Any guest room reservation received after the established cut-off date will be accepted on a space and rate available basis. Attendees will settle their account with the hotel individually. *Do not delay in making your reservation as rooms will go quickly!*



Warm yet classy, Hyatt Regency O'Hare boasts an impressive modern aesthetic that speaks to business and leisure travelers alike. With quick access to both O'Hare airport and downtown Chicago, Hyatt Regency O'Hare is a very convenient location.

Getting to the Conference

If flying into O'Hare:

Free shuttle 24-hours a day to/from the airport departing every 15 minutes. Follow the red shuttle signs at the airport to the designated pick-up area, O'Hare bus / Shuttle Center Door One. Shuttle buses are purple with white signage that reads Hyatt Regency O'Hare. For airport transportation from the international terminal, guests must call the hotel directly.

If driving from the airport:

Exit the airport onto I-190 E
Continue on I-190 E to Rosemont. Take exit 1B from I-190 E
Merge onto I-190 E
Take exit 1B toward South River Road
Merge onto N River Rd
Turn left onto Bryn Mawr Ave

Parking

Self-Parking is \$22 for 10 hours and overnight is \$25 (current rates). Valet parking is also available.

Arriving by Train

The hotel is also conveniently located close to the L-Train. Attendees can either take the train to O'Hare and then the free airport transportation to the hotel, or they can take the train to the nearby Rosemont Station and then a short walk to the hotel. Travel from or to downtown is just 45 minutes. Maps and schedules for L-Trains are at the hotel's Concierge desk. The free shuttle also drops off at the Rosemont L station by request.

Registration Form HIRI 2014 Fall Conference

Managing The Future in Home Improvement

Use this form or register online at www.hiri.org

Registration deadline is October 6, 2014

Name _____ Title _____
Company _____ Street _____
City _____ State _____ Zip _____
Phone (____) _____ Fax (____) _____
E-Mail _____ *This information will appear in our handout materials.*

HOTEL INFORMATION: *If you need overnight accommodations, please see the section of this brochure with information on how to make your own reservation at the Hyatt Regency where HIRI has a special room rate.*

Registration Fee:

Please Register Me! (Check as applicable)

	Early Registration (September 19 th) <i>(Save \$!)</i>	Regular Registration (after September 19 th)
HIRI Members	<input type="checkbox"/> \$325	<input type="checkbox"/> \$425
Nonmembers	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950

Contact HIRI if you have questions about the appropriate rate.

Payment is due in full upon registration.

(Check as applicable)

Check enclosed MC VISA AmEx

_____ Back of card # _____ Expiration Date ____/____

Signature _____ Total of Registration: \$ _____

Please Note:

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By September 20th 100%

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- Telephone - 813-627-6750 / FAX - 813-627-7063 -