



# INSIGHTS CONFERENCE

A Home Improvement Research Institute Event

**September 19 & 20, 2017**

**September 19 8 - 4**

**September 20 7 - 1**

**Chicago, Illinois**

**Holiday Inn Merchandise Mart**

**350 W Center Drive**

**Chicago, IL 60654**

# HIRI 2017 Conference



A Home Improvement Research Institute Event

**Tuesday, September 19, 2017 8 - 4**  
**Wednesday, September 20, 2017 7 - 1**

## **Holiday Inn Merchandise Mart**

**350 W Center Drive**  
**Chicago, IL 60654**

8:00 a.m. – Day 1  
9:00 am Breakfast

9:00 a.m. – Welcome  
9:15 am

**Grant Farnsworth**

The Farnsworth  
Group – HIRI  
Management Firm

9:15 a.m. – **Building the Future: Dynamics Shaping the**  
10:00 a.m. **Future of Home Improvement at Home and in the**  
**Store**

*Speaker*  
*Introduction*  
*by:*

**Terri**  
**Hulesch,**  
**MTD**  
**Products**

As attitudes, values, and lifestyle priorities continue to evolve, consumers will be less inclined to follow traditional blueprints on what the home could and should be. Shifting social, technological, and economic trends are driving unprecedented change in home and home improvement—change which requires an updated and future-focused view on consumers' motivations and marketplace expectations. This presentation by the experts from Kantar Futures and Kantar Retail will provide a forward-looking perspective on the consumer and retail dynamics shaping home and home improvement retail and highlight growth opportunities for manufacturers and retailers to build the future of consumer engagement in this space.

**Sarah Catlett, Senior**  
**Vice President,**  
**Kantar Futures**

**Laura Kennedy,**  
**Director, Retail**  
**Insights**

**Kantar Retail**

10:00 a.m. –  
10:45 a.m.

### **A Wall Street View of Home Improvement**

**Josh Rosenbaum**  
RBC Capital Markets

*Speaker  
Introduction  
by:*

How does Wall Street view the home improvement sector and where it is heading? Is not a good time to be considering opportunities? This presentation will provide you with a fresh perspective on key economic drivers and sector data as you plan and implement your business strategy. All conducted in a practical, easy -to-understand language from a leading finance author and Wall Street professional

**Ian VanHest,  
First Service  
Brands**

10:45 a.m. –  
11:00 a.m.

### **Break**

11:00 a.m. –  
11:45 a.m.

### **Issues Shaping the Outlook for the Remodeling Industry**

**Kermit Baker**  
Harvard

*Speaker  
Introduction  
by:*

**Diane Walsh,  
ShurTech**

11:45 a.m. –  
12:30 p.m.

### **Roadmap to decisions... Pathway to Purchase by J.D. Power**

**Christina Cooley**  
JD POWER

*Speaker  
Introduction  
by:*

**Larry  
Musetti,  
Benjamin  
Moore & Co.**

How often are you asked for a better understanding of the customer purchase journey by your Sales and Marketing team? Do you know what steps your customer took from the moment they decided to make a product purchase up to making the actual purchase?... J.D. Power introduced a new battery of questions in our 2017 Home Improvement Platform focused entirely on answering these very questions. As the experts on Customer Experience and Satisfaction, we have now taken our research one step further and decided to explore Pathway to Purchase drivers that will identify Home Improvement purchase habits and equip the industry with shopping behavior information to develop digital marketing strategies, understand how shopping impacts brand and retail consideration and at what point, customers pull the trigger and purchase.

12:30 p.m. –  
1:30 p.m.

### **LUNCH**

Sponsored by  
  
JD POWER

1:30 p.m. –  
2:15 p.m.

**Smart Home and Home Entertainment: A Look At  
The Numbers.**

Dave Pedigo  
  
CEDIA

*Speaker  
Introduction  
by:*

**Diane Earll,  
USG  
Corporation**

It is no secret that there has been tremendous growth in demand of smart home technologies and home entertainment. A recent study by Houzz and CEDIA showed that consumers who added smart home in their remodel were more satisfied than those who did not add technology. This session will discuss the technologies driving demand, look into the five year trends of various categories and what to expect over the next few years.

2:15 p.m. –  
3:00 p.m.

**Luxury Home Improvement: Finally a Clear-Cut  
Definition**

**Todd Tomalak, Vice  
President, Research**

*Speaker  
Introduction  
by:*

**Julie Link,  
Scripps  
Networks,  
Inc.**

What exactly is 'Luxury'? JBREC and HIRI partner to create the definitive understanding of Luxury Home Improvement. JBREC will uncover what luxury home improvement is, how to measure it, and what we can expect going forward.

John Burns Real  
Estate Consulting

3:00 – 3:15  
p.m.

**Conclusion Day 1**

**Pam Heidel**  
Director

Home Improvement  
Research Institute

3:15 p.m. –  
4:00 p.m.

**Exhibitors**

- The Farnsworth Group
- BrunnerWorks
- Russell Research
- J.D. Power
- Radius Global
- HIRI
- Accelerated Analytics
- NAXION
- TraQline
- IHS Markit
- Kantar Futures and Kantar Retail
- Trifacta Research

4:00 PM

### Merchandise Mart Tour



Wednesday  
September  
20, 2016

### Day 2

7:00 a.m. –  
8:00 am

Breakfast Buffet

Sponsored by

BRUNNERWORKS

8:00 a.m. –  
8:45 a.m.

**Consumer Profiles in a Data-Driven World**

**Pat Stroh, PhD**  
Data Scientist

*Speaker  
Introduction  
by:*

**Ian  
VanHeyst,  
First  
Service  
Brands**

Access to data is rapidly changing how marketers can develop customer profiles. Brunner, a performance marketing agency with expertise in the home category, will explore different ways data can be used to infuse a new level of insight and predictability to customer profiling. Brunner provide points-of-view on several opportunities for optimizing customer profiling beyond how brands are utilizing it today:

**Dave Sladack**  
SVP, Director of Sales  
& Marketing

BRUNNERWORKS

- Reconciling established brand-generated customer profiles with real-time, hand-raiser data to find greater “real-time accuracy.”
- Using the right blend of quantitative and qualitative to get to a more meaningful profile.
- Showcasing examples of customer journeys that we’ve found successful.

8:45 a.m. –  
9:30 a.m.

**The Home Improvement Biz: 2017 Surprises and the 2018 Forecast**

**Brad Hunter**  
Home Advisor

*Speaker Introduction by:*

Brad Hunter takes an entertaining and illuminating look at new trends in home improvement. HomeAdvisor’s economist boils down the data from millions of homeowner project requests to provide unique insights and take-aways you can use in your business.

**Terri Hulesch, MTD Products**

9:30 – 10:15

**Remodeling Trends Among Professionals**

**Grant Farnsworth**

*Speaker Introduction by:*

Technology, labor, supplier needs, homeowner knowledge, and business support continue to change and are impacting how and what remodelers, contractors and architects are doing within residential remodeling. This session will look at current and historical data on products and projects that have increased in usage as well as trends professionals see on the horizon. Primary research from The Farnsworth Group and HIRI will be shown to highlight areas in which Manufacturers and Retailers may find opportunities among professionals.

**Allison Lowrie, HomeAdvisor**

The Farnsworth Group

10:15 a.m. –  
10:30 a.m

**Break**

10:30 a.m.-  
11:15 a.m

**Houzz & Home' Data: Project Trends in Home Improvement**

**Nino Sitchinava**  
Principal Economist

Speaker  
Introduction  
by:

With over 100K respondents each year, the "Houzz & Home" research study tracks every aspect of home improvement activity of homeowners on Houzz, the leading platform for home remodeling and design. In this session, Houzz principal economist, Nino Sitchinava, will present project trends propelling industry growth and new market opportunities stemming from aging housing stock, staying-in-place retirees, and Millennial home buyers.

HOUZZ

**Amy Anthony,  
Lowe's  
Companies**

11:15 a.m. –  
12:00 pm

**The Science Behind What's Next**

**Jordan Rost  
Nielsen**

*Speaker  
Introduction  
by:*

How to Anticipate, Influence and Make Connections that Matter in an Omnichannel World. In this session, we'll share the latest Nielsen omnichannel insights and perspective from members of the Nielsen Connected Partner Program.

**Hui Jiang,  
Kohler Co.**

12:00 pm –  
12:15

Conclusion

Drawing for iPad

Drawing for gift cards courtesy of Wray Ward

12:15 p.m. –  
1:00 p.m.

**LUNCH**

**How to Register:**

The deadline to register for the HIRI 2017 Fall Conference is September 1, 2017  
Please complete the attached registration form and return with payment. You may also register online by visiting our website at [www.hiri.org](http://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.

	<b>Early Registration</b> (Before Aug 4th)	<b>Regular Registration</b> (after Aug 4 <sup>th</sup> )
HIRI Members	\$575.00	\$675.00
Nonmembers	\$899.00	\$999.00

**Please Note:**

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

Refunds for cancellations will be issued at the following scale:

By June 1st	100%
June 2nd or later	No refund

Substitutions of attendees can be made at any time at no charge.

**Holiday Inn Chicago Mart Plaza – River North**  
**350 West Mart Center Drive**  
**Chicago, IL 60654**  
855-268-0372  
[www.martplaza.com](http://www.martplaza.com)

HIRI has blocked a limited number of rooms at The Holiday Inn Chicago Mart Plaza – River North at a group rate of \$229.00 per night. Attendees must reserve their own rooms by August 25th 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! Once the room block is sold additional rooms added will be at the discretion of the hotel.*



Transportation –

[www.Yellowcabchicago.com](http://www.Yellowcabchicago.com)

to order a cab by phone – 312-829-4222

to order a cab by text –

1. Text your address (no city, state or zip) to 312-520-3096
2. When asked, enter your full name
3. To get a status of where your cab is text “status”
4. To cancel your trip, text “cancel”

Rates Table -

*\$3.25 - for the first 1/9th mile or less*  
*\$0.20 - for each additional 1/9th of a mile*  
*\$0.20 - per 36 seconds in cab*  
*+\$1.00 - for first additional passenger between ages 12-65*  
*No fee for persons under the age of 12 or over the age of 65*  
*+\$0.50 - for each additional passenger*  
*No Charge for baggage or credit card use*  
*Tipping is Optional*

