

WHO MOVED MY
PARADIGM?
PARADIGM?
NAVIGATING A DISRUPTED MARKETPLACE.

Headline
Sponsor:



TUESDAY, MAY 8TH

12:30 pm	Golf Scramble - Sponsored by PureCare® (optional/additional)	Raptor Bay Golf Club
4:00-6:00 pm	Registration - Sponsored by Therapedic International	Conference Foyer
----- <i>Registration desk will close at 6:00 pm and move to the cocktail party entrance</i> -----		
6:00-7:30 pm	Cocktail Reception - Sponsored by Leggett & Platt	Cypress Courtyard
7:30 pm	Dinner on your own	

WEDNESDAY, MAY 9TH

7:00-8:00 am*	Breakfast - Sponsored by UNITERS	Estero Ballroom
8:00-8:15 am*	Welcome - Dave Perry, Furniture Today	Calusa Ballroom
8:15-9:15 am	KEYNOTE SPEAKER: Moving to Great <i>Eric Boles</i> Sponsored by King Koil	Calusa Ballroom
9:15-9:45 am	Networking Break - Sponsored by Progressive Leasing	Calusa Foyer/FGH
9:45-10:45 am	FEATURED SPEAKER: The Future of Sales <i>Lynne Jensen-Nelson</i> Sponsored by Therapedic International	Calusa Ballroom
10:45-11:30 am	PBM Strategic Insights - Sponsored by Restonic How Digital Media is Changing the Mattress Shopping Experience <i>Moderators: Dave Perry, Furniture Today & Julia Rosien, Restonic</i> • Jeff Rose, Nationwide Marketing Group • Stewart Schaefer, Sleep Country Canada / Dormez-vous? • Alan "Dr. V" VonderHaar, Miskelly Furniture	Calusa Ballroom
11:30 am-12:30 pm	Lunch - Sponsored by Englander	Estero Ballroom
12:30-1:30 pm	Bedding E-tailer Panel <i>Moderator: Dave Perry, Furniture Today</i> • Ty Hingle, Mattress Direct • John Merwin, Brooklyn Bedding • Mike O'Hanlon, Wayfair • Shaun Pennington, Diamond Mattress / Hyphen	Calusa Ballroom

*Please note earlier start time

agenda | 2018

May 8-10, 2018 | Hyatt Regency Coconut Point | Bonita Springs, Fla.



WEDNESDAY, MAY 9TH (cont'd)

1:30-2:15 pm	Bedding Producer Panel <i>Moderator: Dave Perry, Furniture Today</i> <ul style="list-style-type: none">• David Binke, King Koil• Gerry Borreggine, Therapedic• Andrew Gross, Serta• Bob Sherman, Restonic	Calusa Ballroom
2:15-2:30 pm	Networking Break - Sponsored by Progressive Leasing	Calusa Foyer/FGH
2:30-3:15 pm	Better Sleep Council Panel <i>The Mini Field Guide to Today's Mattress Shoppers</i> <i>Moderator: Mary Helen Rogers, ISPA/Better Sleep Council</i> <ul style="list-style-type: none">• Robin McRoskey Azevedo, McRoskey Mattress Company• Jeff Giagnocavo, Gardner's Mattress & More• Brent Limer, Latexco US	Calusa Ballroom
3:15-4:30 pm	Teambuilding Event to Benefit Charity - Sponsored by King Koil	Estero Ballroom
4:30-6:30 pm	Free Time	
6:30-7:30 pm	Cocktail Reception - Sponsored by Sierra Sleep by Ashley	Royal Palm Courtyard
7:30 pm	Retail Giants of Bedding Awards Dinner - Sponsored by Serta	Calusa Ballroom

THURSDAY, MAY 10TH

7:30-8:30 am	Breakfast - Sponsored by Beautyrest	Estero Ballroom
8:30-9:15 am	How Bedding E-tailers Reshaped the Mattress Industry <i>Mike Magnuson, GoodBed.com</i>	Calusa Ballroom
9:15-10:00 am	Mattress Reviews and Best Practices <i>Moderator: Dave Perry, Furniture Today</i> <ul style="list-style-type: none">• Barrie Brown, sleep. at Santana Row• Jeff Cassidy, GoodBed.com• Jama Featherstone, Podium• Paige Kelly, Wayfair	Calusa Ballroom
10:00-10:15 am	Networking Break - Sponsored by Progressive Leasing	Calusa Foyer/FGH
10:15-11:00 am	Where Do We Go From Here? <i>Mark Kinsley, Leggett & Platt</i>	Calusa Ballroom
11:00 am	Wrap Up & Adjourn - Dave Perry, Furniture Today	Calusa Ballroom