

Future Fair Stage at the National Hardware Show®

On PDRA's Future Fair Stage, acclaimed business experts will give you the insight, ideas and knowledge you need to grow your business.

Generation Y. Gen Z. Who are these people? Internet- and technology-savvy, they are your not-so-future customers. Earning their business will require a major shift in the way you market your products. At PDRA's powerful Future Fair seminars, you'll learn how to use social media to reach these up-and-coming markets, how to tap into multi-cultural markets, how to leverage "green" for new sales and profits, and much more.

Seminars will be held each day of the show on the Future Fair Stage in PDRA's Future Fair area.

TUESDAY, MAY 4, 2010

■ What NOW? Selling to the Post-Crisis Consumer

Tuesday 9:30am–10:30am • DOUG STEPHENS

With the worst of the economic downturn behind us, the question on the minds of many is: "What NOW?" This high-level session will delve into the minds of the post-crisis consumers. We'll explain the thoughts and attitudes

that are guiding their behavior and purchasing patterns. We'll also share essential information that retailers can use to build sales and loyalty in a post-crisis economy.

■ The Customer You Don't Know: Profiting from the Coming Demographic Storm

Tuesday 11:00am–12:00 Noon • KEN GRONBACH

Forget everything you think you know about the "average" consumer. You'll learn who the new female head of household is and why you need to pay close attention to her. You'll also discover how Generation Y (born 1985

to 2004) could easily out-consume the Baby Boomers and why Gen X won't. This fast-paced session will share the important strategies you'll need to not only weather but also capitalize on the demographic storm!

■ Generation Bu Y: Connecting with the New Power Consumer

Tuesday 1:00pm–2:00pm • KIT YARROW Ph. D.

Generation Y are today's most enthusiastic shoppers and by 2017 they'll have more spending power than Baby Boomers. As the first generation to grow up with the Internet they think, relate and buy differently than any other generation. Retailers will acquire an essential understanding of how Generation Y is fundamentally

different from other generations, what motivates them to buy and what they're looking for in their relationships with retailers and brands. Participants will acquire actionable strategies for using social media and emotionally engaging Gen Y.

WEDNESDAY, MAY 5, 2010

■ Greentailing: Turning Green into Green

Wednesday 9:30am–10:30am • JUSTIN DOAK

Discover how to create a sustainable roadmap to new business and return on investment. You'll learn why sustainability is here to stay and how you can leverage it to

create new opportunities for sales, profit and customer loyalty. Understand the 3 P's of the green movement... People, Planet and Profit!

■ The Rise of Social Media

Wednesday 11:00am–12:00 Noon • DOUG STEPHENS

Facebook's membership is greater than the population of the United States. There are 1.2 billion videos watched on YouTube every day! And Twitter delivers approximately 1 million tweets every hour of every day. Social media is the fastest growing communication shift in history, and

it's forever changing the way brands and consumers connect. And its growth is being fueled by legions of customers just like yours. Learn what social media is all about and how savvy retailers are leveraging its power.

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■ Winning in a Multi-Cultural World

Wednesday, May 5, 1:00pm - 2:00pm • KEN GRONBACH

Realize the unprecedented buying power of the new mainstream African American, Asian and Latino markets. Find out what's next in housing and who is buying; see why the building industry will never be the same. Who

are the Baby Blenders, and why will their generation change everything? Understand the strategies and tactics necessary to reach and connect with these critical consumer markets.

■ Social Media: Using Twitter, Facebook and YouTube to Grow Your Business

Wednesday, May 5, 2:00pm - 3:00pm • DOUG STEPHENS

Businesses are building awareness and sales through social media, and you can, too. This nuts-and bolts-session will take you through a guided tour of major social media channels like YouTube, Facebook and

Twitter. You'll discover the social media philosophy and tactics of successful retailers. By the end of this session, you'll be ready to join the conversation!

THURSDAY, MAY 6, 2010

■ It's a Wired, Wired World: The Future of Retail Technology

Thursday, May 6, 9:30am - 10:30am • DOUG STEPHENS

Today's tech savvy customer may know more about your products than your best-trained staff. Technology is changing the way consumers shop, and most importantly, it's arming them with unprecedented amounts of

information. Join us for this exciting look at the technologies that are shaping the future of retail. See what the store of the future might look like.

■ The Talent Glut: Why North America's Employee Talent Pool Will Soon Be Bottomless

Thursday, May 6, 11:00am - 12:00 Noon • KEN GRONBACH

Learn how the United States will benefit from the dramatic demographic shift in its labor market, from the entitled employee's market to an overwhelming employer's market. Discover how you can prepare for the challenges of three generations in the workplace.

Find out why productivity in the United States will reach new heights. Discover the new entrepreneurs and what kind of businesses they will start. Learn what you'll need to know to make this shift work for you.

PDRA's Future Fair Stage Speakers

These speakers are experts in marketing trends, consumer behavior, demographics and social media. Internationally recognized business consultants, they will inspire, enlighten and entertain. Don't miss their presentations!



Doug Stephens is President of Retail Prophet Consulting, a future-focused consultancy specializing in work with progressive independent retailers, and a veteran of the North American retail industry. Doug has executed ground-breaking projects with Home Depot, Wal Mart, Loblaw, Cadillac Fairview, Disney, Benjamin Moore and others. He is an author and a respected retail futurist. His views and opinions on the direction of retail are frequently featured in news and business media.



Kit Yarrow, Ph.D., is co-author of the highly lauded 2009 book "Gen BuY: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail," and chairs the the Psychology Department of Golden Gate University. She's Golden Gate University's 2009 Outstanding Scholar for her research in consumer psychology. She has consulted businesses including General Electric, Del Monte and Nokia. A recognized consumer expert, Kit is often called upon by national media to explain and predict consumer behavior.



Ken Gronbach is CEO of KGC Direct and author of acclaimed 2008 book, "The Age Curve: How to Profit From the Coming Demographic Storm." He is an internationally recognized expert in the field of demographics and generational marketing who regularly consults to Fortune 500 companies as well as small and large privately held companies across the United States. Ken is an entertaining and insightful speaker, known for his ability to predict future events and trends with uncanny accuracy.



Justin Doak is President of Ecoxera, a consultancy specializing in bringing green strategy to retail. He is a widely recognized thought leader in the world of retail sustainability. He has worked with the U.S. Green Building Council where he managed the technical development of LEED for Retail New Construction and Commercial Interiors and collaborated with over 80 retail pilots and national developers working to become environmental stewards through implementation of integrated green practices.