



BRA Retailer Survivor Series
A Retail Certification Program at Surf Expo
Orange County Convention Center
West Hall Room 230B
January 13th, 2010

Store Design & Operations Course Agenda

10 am to 1 pm INTRODUCTION AND VISUAL MERCHANDISING

Visual Merchandising Introduction

This seminar will provide creative, inexpensive and practical visual merchandising ideas and advice that can be put into effect immediately. You will learn about retail color psychology, angles, balance and geometry, signage, store interiors, wall treatments, mannequins and forms.

Retail Renovations – Why, How & What’s New in the Market?

This seminar will cover the new era of technology driven retail design as well as the latest ideas for store environments and fixturing. You will learn how technology and visual merchandising merge to unleash the customer experience.

Reinventing the Retail Store Window and Marketing Your Shop without Advertising

Does 5%, 10%, even 20% sales growth next year sound good? If it does, you won't want to miss this fun, dynamic workshop guaranteed to dramatically increase foot traffic, and turbo-charge sales by putting your best foot forward with a show stopping, eye-catching retail storefront. It's not about spending a fortune on advertising. In fact, it's not about advertising at all.

Inspiring Your Next Design - Merchandising: Less is More!

In this entertaining and informative seminar, experienced store merchandisers will cover a range of ideas that store owners can take back to implement immediately, including:

- Doing a better job with what you have, small investments can bring back big returns
- Product placement is still king, where and how you put "stuff" is still the issue
- Increase revenues from all parts of your pie with merchandising: events, service, fit
- Training your staff to merchandise and smile!

The Magical World of Traffic – The Power of Retail Design

This program teaches the secrets of an organized, consistent system to generate significant sales increases. It's about creating growth by doing lots of little things well. It's about planting many seeds and watching them grow. You will learn:

- How to explode your profits by getting your customers to shop more often
- Eight ways to get a flood of new customers for almost no money
- The secret to generating more foot traffic
- A simple four step process to develop deep (and profitable) relationships with every customer who comes in the door
- Five ways to give a big boost to your average sale
- How to jump start your sales - no matter what time of year
- And many more tricks to grow business without spending a fortune

1 pm to 2 pm LUNCH

2 pm to 6 pm AFTERNOON ROUNDTABLE DISCUSSION TOPICS

Attendees will be divided into multiple groups to discuss pressing issues and hot topics in the industry today. Each roundtable will be moderated by an experienced industry expert who will guide and lead the interactive conversation. Retail attendees will rotate from topic to topic on 30 minute intervals. A personalized schedule will be provided for each attendee to follow. The schedule will ensure that every attendee mixes with every retailer and covers every topic over the course of the afternoon.

Rental Shop Efficiency

This roundtable will focus on surfboard and SUP rentals and demos as well as ski/snowboard rentals. It will also cover how to effectively train rental shop staff, which is key to running a safe, profitable and successful business.

Operational Excellence in a Down Economy

This discussion will inspire you to motivate your staff for better sales, selling techniques, maximize employee productivity, cross-selling, increase sales per hour and cover commissions and bonus structures.

Getting the Most from Your POS System

This roundtable discussion will incorporate OTB accounting, P&L statements, inventory management, credit card processing and the built-in rentals component of the latest and greatest in POS software for action sport specialty shops. Make sure that you're getting the most out of your system and learn what other retailers are using.

When and How to Negotiate with Vendors

Negotiating with vendors is more important today than ever. Retailers can gain big savings by taking the right approach. This session will outline what is negotiable, what vendors expect with a negotiated price and how to make sure a vendor isn't giving you a good price that will come back to bite you in the end.

How to Manage Seasonal Business without a Local Market

This forum will focus on merchandising and buying for people who are seasonal and how to make the most of your inventory (when you have only 7 months to sell it). The roundtable will also address merchandising, end of season sales as well as how to make seasonal employees yearn to return.

Lease Negotiations and How to Optimize Your Real Estate Portfolio

There is now less competition and greater availability of new store space for merchants who have weathered the economic downturn. In addition, there are plenty of financial incentives for retailers who want to re-negotiate their leases. Learn tricks that other retailers are utilizing to save money.

Insurance

This roundtable will address flood, hurricane, business, health, workers comp and rental insurance.

Shipping

This forum will focus on the hidden costs of shipping and ways to cut down on freight expenditures.

Small Business Financing in the Wake of CIT

For retailers financing their shops with lines of credit on their homes, credit cards, small business loans and SBA loans, this is the seminar for you. Learn from a small business lender consultant how to move forward in this market with the bankruptcy and then recovery of CIT and the opportunities available at Goldman Sachs (check blog?). Learn how to secure financing for your small business.