

# Agenda

## REBELS INFLUENCERS TRANSFORMERS

2017 AAFA Executive Summit | March 1 – 3 | The Watergate Hotel

### Tuesday, February 28

4:00 – 6:00 PM

#### **AAFA EXECUTIVE COMMITTEE MEETING**

AAFA offices, 740 6th Street, NW

6:00 – 7:00 PM

#### **BOARD RECEPTION at AAFA's OFFICE**

Sponsored by Alvanon, ICIX, RSM US  
740 6th Street, NW

### Wednesday, March 1

8:30 AM – 11:00 AM\*

#### **AAFA BOARD OF DIRECTORS VISIT CAPITOL HILL**

\* Shuttle will depart The Watergate Hotel at 7:30 AM

11:30 AM – 1:30 PM

#### **AAFA BOARD OF DIRECTORS MEETING AND LUNCH**

Lunch sponsored by Coats  
Moretti Ballroom, The Watergate Hotel

11:00 AM – 5:00 PM

#### **EXECUTIVE SUMMIT REGISTRATION**

Moretti Ballroom Foyer, The Watergate Hotel

1:30 – 2:00 PM

#### **WELCOME REFRESHMENTS**

Sponsored by Leaders Circle Sponsors, MarkMonitor and GT Nexus,  
an Infor® Company  
Moretti Ballroom Foyer

2:00 – 2:20 PM

#### **EXECUTIVE SUMMIT OPENING ADDRESS**

**Rick Helfenbein**, President and CEO, AAFA  
Introduction by **Rob DeMartini**, President and CEO, New Balance  
Athletics, Inc.; AAFA Chairman



#AAFASummit17

[Event webpage](#)

[Meet the Sponsors](#)

2:20 – 3:20 PM

### KEYNOTE PRESENTATION

Turnaround in any climate is a tall task. In the face of a soft economic recovery, flat global markets, and a vacillating consumer audience, it can be almost herculean. In this special presentation, Coach talks about its fearless, strategic, and successful transformation.

**Todd Kahn** – President, Chief Administrative Officer and Secretary, Coach, Inc.

Introduction by **Rick Helfenbein**, President and CEO, AAFA

3:20 – 4:20 PM

### THE CHANGING FACE OF DESIGN

The fashion & design industry is experiencing a revolution like never before — from social media and bloggers to innovative content creation — the importance of the digital space is growing rapidly. How do we adapt to this and push forward, while still staying true to a brand's DNA? Cynthia will discuss her views on this changing landscape and how her brand is embracing the newness.

**Special Guest Speaker: Cynthia Rowley**

Moderator: **Carol Lapidus**, Partner, National Leader – Consumer Products Industry, RSM US LLP

4:20 – 5:20 PM

### SUPPLY CHAIN REBELS – OPTIMIZE LEAD TIME, MAXIMIZE PROFIT

The world is moving fast, and fashion needs to move even faster. Fast-track production is a challenge, and yet it is THE opportunity that every major retailer and manufacturer needs to incorporate into its arsenal.

**Robert W. D'Loren**, Chairman & CEO, Xcel Brands

Introduction by **Mark Burstein**, President, NGC Software, Inc.

5:30 – 7:00 PM

### OPENING RECEPTION

Sponsored by BSI Supply Chain Services and Solutions, Gerber Technology, and NGC Software  
Moretti Ballroom Foyer

**Thursday, March 2**

8:30 AM – 5:00 PM

### REGISTRATION AND SPONSOR DISPLAYS

Moretti Ballroom Foyer



#AAFASummit17

[Event webpage](#)

[Meet the Sponsors](#)

8:30 – 9:00 AM

### **BREAKFAST**

Sponsored by A&E  
Moretti Ballroom Foyer

9:00 AM – 5:00 PM

### **EXECUTIVE SUMMIT PROGRAM**

Moretti Ballroom

9:00 – 10:00 AM

### **INSIDE THE WHITE HOUSE**

**Major Garrett**, Chief White House Correspondent, CBS News

Called “**one of the smartest people in the briefing room**” by former White House Press Secretary Robert Gibbs, Major has covered five Presidential campaigns. Most recently, he was in the unique position of traveling nonstop with the Trump campaign for 16 months! Known for asking tough questions regardless of party lines, Major has built relationships with the top political players. This is your opportunity to get the inside track on the new administration.

Introduction by **Ed Gribbin**, President, Alvanon, Inc.

10:00 – 10:50 AM

### **TRADE TRANSFORMERS IN THE TRUMP ERA**

It is the universal question in our industry today – How do I re-engineer my business in the face of an uncertain trade environment? Talk with industry mavericks in an interactive town hall format as they discuss navigating this new world.

**Mala Brindisi**, Chief Operating Officer, Spanx, Inc.

**Steve Lamar**, Executive Vice President, AAFA

**John Lund**, Senior Vice President, Supply Chain & Operations, Chico’s FAS, Inc.

**Juan C. Zighelboim**, Co-Founder and President, TexOps

Moderator: **Rick Helfenbein**, President and CEO, AAFA

10:50 – 11:20 AM

### **COFFEE BREAK**

Sponsored by Global Clothing Industries  
Moretti Ballroom Foyer

11:20 – 11:30 AM

### **REFLECTIONS ON BRAND PROTECTION**

**Anil Gupta**, CMO, MarkMonitor



#AAFASummit17

[Event webpage](#)

[Meet the Sponsors](#)

11:30 AM – 12:30 PM

## GUEST EXPERIENCE BREAKTHROUGHS

Consumers want to shop in their own way and time – this is not new. Delivering product must be an experience that is unique and personalized – this is not new either. Agile, nimble, and quick are the name of the game in delivering a truly memorable guest experience. Hear how these companies are getting it right!

**Celeste Burgoyne**, Executive Vice President Retail, Americas, lululemon athletica inc.

**Eric Neher**, Vice President, Merchandising, Birchbox

**Ashley Renzi**, Global Expansion Manager, NB1, New Balance Athletics, Inc.

Moderator: **Paula Zusi**, Global Operations Advisor – Retail Supply Chain, Advent International; AAFA Vice-Chairman

12:30 – 1:20 PM

## LUNCH

Sponsored by Bureau Veritas Consumer Products Services  
Moretti Ballroom

1:20 – 2:05 PM

## THE PROS AND CONS OF FAST FASHION

Former Vogue editor Diana Vreeland coined, “Give ‘em what they never knew they wanted.” Fast fashion has influenced and changed our industry in both the most unexpected and expected ways. Trendsetters, accessibility, profitability, hidden costs, environmental and human impact. Where do we go next?

**Elizabeth Cline**, Journalist and Author, *Overdressed*

**Roberto Ramos**, Senior Vice President, Strategy & Communications, The Doneger Group

Moderator: **Matt Smith**, Founder, ICIX

2:05 – 2:30 PM

## TECHNOLOGY TRANSFORMING OUR FUTURE

**Kurt Cavano**, President, GT Nexus, an Infor® Company

2:30 – 3:00 PM

## COFFEE BREAK

Sponsored by KPMG  
Moretti Ballroom Foyer

3:00– 4:00 PM

### NEXT GEN INFLUENCERS

Hear from the next generation of industry leaders. XRC Labs, housed at the New School at Parsons, is an incubator for retail innovation and consumer fulfillment.

**Alexa Fleischman**, CEO, Strypes

**Madison Maxey**, Founder, Loomia

**Liyia Wu**, Founder/CEO, ShopShops

Moderator: **Pano Anthos**, Managing Director, XRC Labs

4:00 – 5:00 PM

### FINALE KEYNOTE PRESENTATION

#### Governor Mitt Romney

Governor Romney was the 2012 Republican nominee for the office of President of the United States. He also was a candidate for the 2008 Republican presidential nomination and served as the Governor of the Commonwealth of Massachusetts from 2003 through 2007. Before his time as Governor, he was President and Chief Executive Officer of the 2002 Winter Olympic Games in Salt Lake City. Governor Romney started his career in business in 1978 as a Vice President of Bain & Company, Inc., a management consulting firm based in Boston, MA.

Introduction: **Rob DeMartini**, President, and CEO, New Balance Athletics, Inc., AAFA Chairman

6:00 – 10:00 PM

### INAUGURATION PARTY, AAFA STYLE

Sponsored by Alvanon, ICIX, RSM US

Moretti Foyer and Ballroom, The Watergate Hotel

Join us for an eventful closing reception and dinner. The changing of the Chairman of AAFA's Board of Directors will take place during dinner.

**Friday, March 3**

### DEPARTURE

AAFA looks forward to seeing you at the **2018 Executive Summit, February 28 – March 2** back at The Watergate Hotel!

*Speakers and session times subject to change*



#AAFASummit17

[Event webpage](#)

[Meet the Sponsors](#)