

Convenience Store News

Special Events at the L.A. Mart This July

The L.A. Mart is the spot for groundbreaking events, education and the always anticipated sixth annual Gift for Life benefit during the Gift & Home Furnishings Market at the L.A. Mart, July 17–24, 2007.

Celebrate the power and importance of the independent retailer at the first-ever and only Independents' Day. The L.A. Mart spotlights this essential retail base with cooperation from *Gifts & Decorative Accessories*, the Gift and Home Trade Association and the City of Los Angeles through a keynote presentation given by industry powerhouses Randy Eller and Mary Liz Curtin, with introductions by *Gifts & Decorative Accessories* editor-in-chief, Maria Weiskott. Eller will present a candid and thought-provoking analysis of challenges facing independent retailers across America.

To cap off this exceptional day, the Gift for Life gala, "Takin' it to the Sea," will be staged outdoors starting at 6 p. m. Enjoying its sixth year this July, a nautical, cruise-ship theme will entertain retail buyers, interior designers, showroom owners and managers, and VIP guests for some good times, hot sounds, cool libations and fabulous food – in a humanitarian effort to help those living with HIV and AIDS.

Another highlight to the evening will be the presentation of the proclamation of "Independent Retailers Day" by a representative of the Mayor's office of the city of Los Angeles. This will honor the industry's independent retailer and all independent retailers in Los Angeles.

For a full listing of special presentations, events and market week amenities, visit www.lamart.com.

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