

GIFT & HOME

Interactive

June 2010 | Issue 7



**GFL President
Jenny Hammons**
Talks Past, Present & Future

Just for
Seniors

Man
Talk

Summer
Markets

Mike &
Mary Liz

baptism gowns, First Communion dresses and formal wear for girls. KidsWorld Studio will also host a party for buyers with hors d'oeuvres and beverages from 6 to 8 p.m. on Friday, June 25.

Outdoor Living, the 20,000-square-foot shared showroom on the 6th floor of the World Trade Center, offers buyers a wide range of merchandise for outdoor spaces from furniture, lighting and outdoor flooring, to fountains, pottery and garden accessories. Zaer Ltd., French-inspired, wrought-iron furniture and accessories for the garden, will make its debut in June along with several other lines. Outdoor Living will continue its 10th anniversary celebration at Dallas Market Center during June Total Home & Gift Market with champagne, hors d'oeuvres and live entertainment on Friday, June 25 from 5:30 to 7 p.m. There will also be a special grand prize drawing as a thank you to buyers for shopping Outdoor Living (more details will be available at Market).

Showrooms will be open 8:30 a.m. to 6 p.m., with participating showrooms offering extended hours until 8 p.m. on Friday. Visit www.dallasmarketcenter.com for the most up-to-date special events and market information.

Dallas Total Home & Gift Market (June 23-39) features multiple

markets held simultaneously so that buyers may select from a wide range of product categories: Dallas Holiday & Home Expo (June 23-29), Dallas International Lighting Market (June 24-27), Dallas Hospitality & Contract Design Show (June 24-27) and FINDS Dallas Temp Show (June 25-28). The Total Home & Gift Market will offer more than 25,000 lines of products. Attendees may contact the Dallas Market Center's in-house travel agency, Market Travel, for substantial travel and hotel discounts by calling 1-800-DAL-MKTS.

Transworld's Variety and General Merchandise Show

www.vgmshow.com

Seminars lead the way at Transworld's Variety and General Merchandise Show

Saturday, July 10th

11:00 AM – 12:30 PM 9 Steps to Planning a Profitable Website
Learn all 9 steps to planning a profitable web site and receive all the best tips about launching a site that sells.

Presented by C.S. Wurzberger, Internet Marketing Specialist

1:00 PM – 2:30 PM 20 Top Specialty Retail Trends
What you need to know to make

better buying decisions for more sales and profits.

Presented by Patricia Norins, Publisher of *Gift Shop Magazine & Green Retailer*

3:00 PM – 4:30 PM Website Make-over Strategy Session and Workshop

This program will help attendees identify their site's problem areas and develop a plan to turn their sites into a profitable marketing tool.

Presented by C.S. Wurzberger, Internet Marketing Specialist

You and your colleagues are invited to TransWorld's exciting & entertaining Gala Cocktail Event

5:30 pm – 7:30 pm

Enjoy free hors d'oeuvres, drinks and a three-piece band.

Sunday, July 11th

11:00 AM – 12:30 PM 9 Steps to Planning a Profitable Website
Learn all 9 steps to planning a profitable web site and receive all the best tips about launching a site that sells.

Presented by C.S. Wurzberger, Internet Marketing Specialist

1:00 PM – 2:30 PM How to Thrive in Today's Economy
Move forward in this "new economy" with a reinvigorated strategy

that will give you a maximum return for a minimal investment.

Presented by Patricia Norins, Publisher of *Gift Shop Magazine & Green Retailer*

3:00 PM – 4:00 PM Networking and Social Media

Learn how to make the most of your online networking and online social networking skills to grow your businesses.

Presented by C.S. Wurzberger, Internet Marketing Specialist

California Gift Show

www.lamartgift.com

The California Gift Show announced that Gordon Segal, chairman and co-founder of Crate and Barrel will present the keynote presentation, "It All Begins With The Merchandise," at the July Market, from 11 AM – 12 Noon on Friday, July 16, 2010.

Segal will offer insights on the home decor business, providing specific methods and strategies on how retailers can identify unique products in order to differentiate their stores, how to use products to establish a point of view or brand position, and ways to educate employees in order to get customers excited about product offerings. Segal will also share the story of how he and his wife Carole conceived Crate and Barrel out of a

desire to provide tasteful, well designed products to consumers at a good value.

“We will explore the importance of creative retailing and the many ways to think about your store’s environment,” said Gordon Segal, chairman and co-founder of Crate and Barrel.

“We are pleased to be able to connect retailers with a powerful leader in the industry like Gordon Segal,” stated Peggy Coleman, vice president of marketing California Gift Show and L.A. Mart. “We feel it is very important to provide buyers attending the California Gift Show with access to exceptional resources for succeeding in the changing economy.”

Reserve a Seat Now

Gordon Segal, Chairman and Co-Founder of Crate and Barrel
It All Begins With The Merchandise
Friday, July 16, 2010
11:00 a.m. – Los Angeles Convention Center
RSVP is required. Please send reservation requests to: info@lamart.com. Visit www.californiagifts-how.com for more information.

Show Hours

Los Angeles Convention Center
9 a.m.–6 p.m. Friday, July 16–Sunday, July 18

9 a.m.–4 p.m. Monday, July 19

L.A. MART

9 a.m.–6 p.m. Tuesday, July 13–Thursday, July 15

9 a.m.–8 p.m. Friday, July 16. Late night!

9 a.m.–6 p.m. Saturday, July 17–Monday, July 19

Atlanta Gift & Home
www.americasmart.com

The July 2010 Atlanta International Gift & Home Furnishings Market and Atlanta International Area Rug Market are set to give buyers and sellers from around the globe a universal experience powered by the world’s largest product collection and loaded with new business ideas and opportunities.

AmericasMart’s four-building campus will showcase 13 permanent product centers, supported by 29 temporary collections, together featuring tens of thousands of lines rich in diversity, quality and innovation. These resources open the door to unmatched potential for new product discoveries and cross-merchandising profits.

Additionally, the Area Rug Market—four full floors of merchandise with new lines and designs—creates energy and excitement with expanded product offerings and opportunities for crossover buying with the Home category. Special

events staged on these floors, industry-specific educational programming, in partnership with Oriental Rug Retailers of America (ORRA), and renowned designer guests further enliven the Market.

Headlining the Markets and supporting the product centers is an impressive lineup of celebrity tastemakers, designers and chefs, including Tyler Florence, Olivier Blanchard and others appearing in feature events across the Market.

Enhancing the experience is a comprehensive schedule of educational seminars, events and workshops—featuring more hands-on business-building solutions than ever. Setting the stage for education is AmericasMart University (AMU), the industry’s premier educational program, offering business classes taught by business professionals. In addition to the 12 courses in the curriculum, AMU will spotlight two keynote addresses on Saturday, July 17 and Sunday, July 18 that discuss how social media can increase customer interaction and loyalty and how retail can survive in a post-recession world.

Outside of AMU, but still extremely relevant to business education, are nearly 30 classes, seminars and workshops designed to further inspire and ignite thought-provoking discussion on methods

to attack and solve challenges and strengthen business, while helping directly link AmericasMart product to store profits. Many of these offerings are category-specific, enabling retailers to grow in their niche arena or learn more about pursuing new options for cross-merchandising and attracting new customers.

The product, coupled with the education and experience offered only at AmericasMart, creates a complete business package for retailers looking to increase sales and profits in 2010 and beyond. The destination comes to life on July 14, 2010.

The market runs from July 14 through July 21, with temporaries open July 16-20.

2 WestWing Set for Second Summer

AmericasMart’s Building 2 WestWing is gearing up for its second summer show with new floor plans, category-specific events and seminars and an exclusive new Market Club location, all designed to strengthen its growing role as a must-see destination for buyers and further aligning its product centers with Building 2.

In Building 2 and 2 WestWing, the Gift and Home Accents collections unite to offer more than two million square feet of product rich in diversity, quality and opportu-

July 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8 Transworld Jewelry, Fashion and Accessories Show	9 Transworld Jewelry, Fashion and Accessories Show Variety and General Merchandise Show	10 Transworld Jewelry, Fashion and Accessories Show Variety and General Merchandise Show
11 Transworld Jewelry, Fashion and Accessories Show Variety and General Merchandise Show	12 Variety and General Merchandise Show	13 California Gift Show California Market Ctr.	14 Atlanta Gift Show California Gift Show California Market Ctr.	15 Atlanta Gift Show California Gift Show California Market Ctr.	16 Atlanta Gift Show California Gift Show California Market Ctr.	17 Atlanta Gift Show California Gift Show California Market Ctr.
18 Atlanta Gift Show California Gift Show California Market Ctr.	19 Atlanta Gift Show California Gift Show California Market Ctr.	20 Atlanta Gift Show	21 Atlanta Gift Show	22 The Chicago Market OASIS Gift Show	23 The Chicago Market OASIS Gift Show	24 The Chicago Market OASIS Gift Show Western NY Gift Show
25 The Chicago Market Western NY Gift Show	26 The Chicago Market Western NY Gift Show Philadelphia Gift Show	27 The Chicago Market Philadelphia Gift Show CHA Show	28 The Chicago Market Philadelphia Gift Show CHA Show	29 CHA Show	30 Kansas City Gift	31 Kansas City Gift (to Aug. 3) San Francisco Gift Fair (to Aug. 3) Orlando Gift Show (to Aug. 3)
						•All shows are linked!