

Top Guns

This year, NRHA has selected four women as examples of high-achieving retailers who are pushing the industry forward.

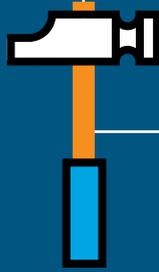
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National Hardware Show®

Check out thousands of products from hundreds of vendors just steps away from the conference.

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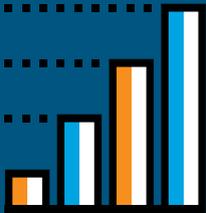
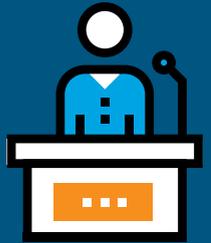


Keynote Speakers

Read up on "Good Bones" and TreeHouse for a keynote preview. For insight into our third keynote visit TheRedT.com/the-grommet.

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DISCOVER, CONNECT, THRIVE



The NRHA All-Industry Conference at the National Hardware Show® Brings the Industry Together

Insights

The industry experts and retailers who will take the NRHA Village stage during the conference will share their stories. Attend these sessions to take back new information and ideas to implement in your operation.

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Association

The North American Retail Hardware Association (NRHA) All-Industry Conference is the only event tailored to independent retailers, regardless of wholesaler. Find out what your association can do for you.

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Social Media

You won't miss a minute from the NRHA Village or the show floor with all the coverage NRHA has planned.

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What's This Conference About?

Every program and event the North American Retail Hardware Association (NRHA) develops is specifically for independent retailers. The association is committed to providing tools and resources to help business owners grow their operations and adapt to a changing marketplace, regardless of wholesale affiliation.

The NRHA All-Industry Conference displays this mission on a large scale. NRHA is hosting its annual conference in conjunction with the National Hardware Show® in Las Vegas, May 8-10. The lineup of speakers, panelists and presentations at the free event are all focused on giving retailers information that they can apply to their businesses as soon as they return home.

Along with valuable presentations, the conference takes place in conjunction with one of the home improvement industry's largest product showcases. The National Hardware Show features thousands of industry vendors that are all ready to

introduce the latest products to boost your bottom line and increase your foot traffic.

The following guide to the NRHA All-Industry Conference is a preview of what you can expect to see in the NRHA Village, where the conference happens, right outside the show floor in the Main Hall. Plan to attend the three keynote sessions this year and hear from other valuable speakers and retailer panels in between. Find the complete conference schedule on Page 90.

For those who aren't able to attend this year's event, you can follow all the excitement on social media. Check out the social media guide on Page 96 and get ready to like, comment and share.

Find even more information about the conference, the speakers and how to attend (it's not too late, and retailers attend for free!) at nrhaconference.com.

What's the Benefit of Attending?



Ideas and Inspiration

The diverse group of presenters at this year's conference will provide key insights and actionable takeaways suitable for all retailers. Grab a front-row seat to learn something new from industry experts and retailer panelists. Be sure to be in the NRHA Village to celebrate this year's all-female Top Gun honorees and attend their panel discussion.



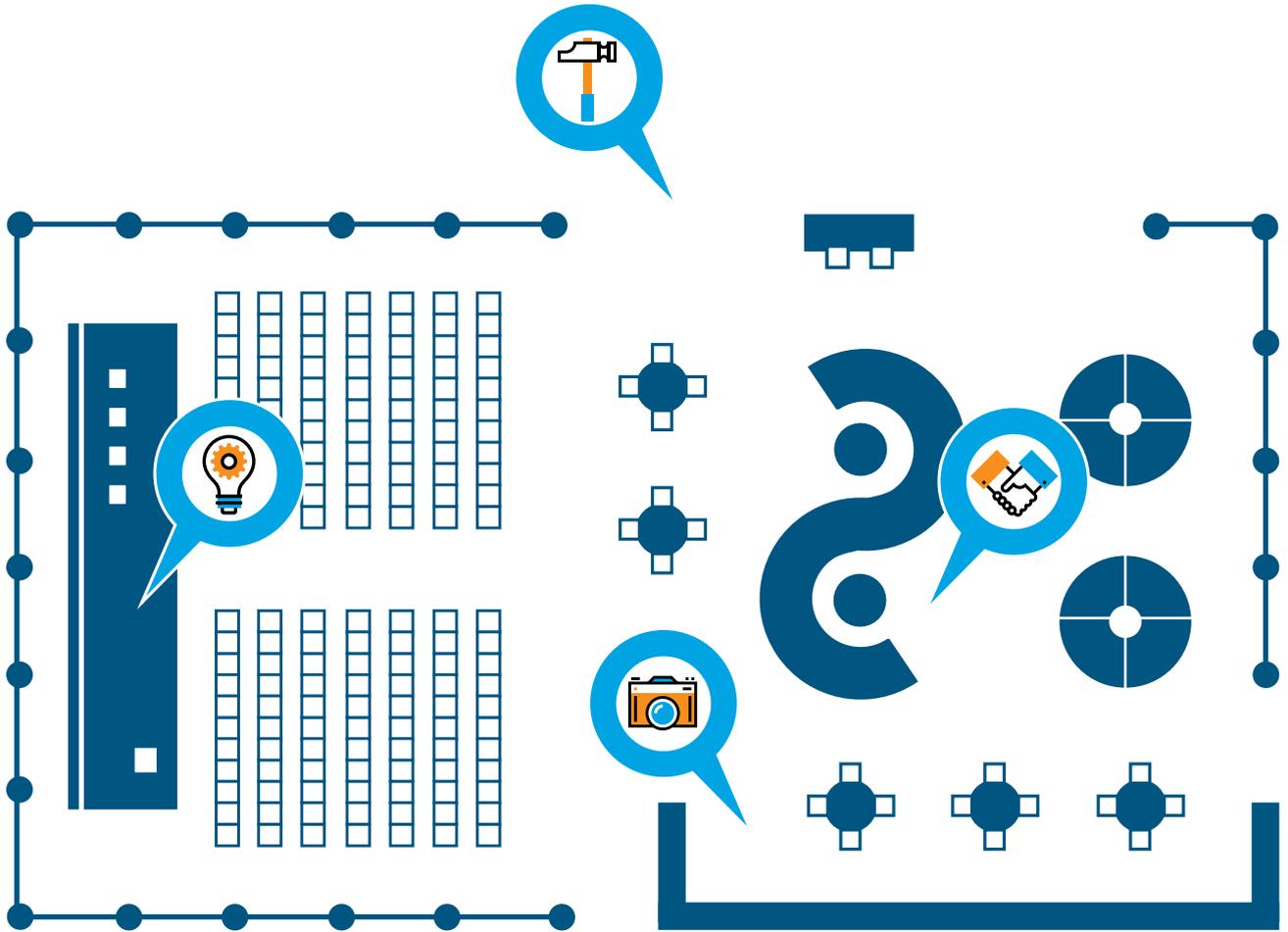
Networking

The association strives to create opportunities for retailers to make meaningful connections with each other. Retailers should plan to attend the Independent Retailer Reception for free on Tuesday, May 8 to meet other retailers in a casual environment. The event is exclusively for independent retailers. RSVP at nrhaconference.com/reception.



Products

In between retailer panels and expert speakers, take time to walk the floor of the National Hardware Show® to explore products, talk to vendors and discover something new for your operation. There are thousands of opportunities right on the other side of the convention center doors to find your business' next top seller or innovative niche.



What's New?

This year's conference features three new components to feed your need for insightful content, actionable industry-specific research and a way to unite with retailers across wholesale affiliations.

- **Three keynote speakers.** That's right, this year we have three impactful keynote presentations on the NRHA Village stage. Karen E Laine and Mina Starsiak Hawk, stars of HGTV's "Good Bones;" Jason Ballard, CEO of TreeHouse; and Jules Pieri, CEO of The Grommet will all tell their stories of entrepreneurship.
- **The latest data.** *Home Sweet Home: Amazon Edition* focuses on the benefit to communities when consumers choose to shop online with independent retail outlets instead of on Amazon.
- **Social media.** Ensure you don't miss a beat, no matter where you are. Check out the details of where to follow us and how we're highlighting the event of the year on Page 96.



Snap, Share, See

New in the NRHA Village is SharingBox, a collaborative connected photo booth. Grab a friend or make a new one in front of the camera that has a digital frame designed to look like the cover of *Hardware Retailing*. You'll get the photos in an email and can share them to social media with just one click. Strike a pose for a chance to be in a future issue of the magazine!

Speakers in the Spotlight

NRHA finds speakers who will deliver compelling insights and actionable feedback that you can take home to your business. The conference features three keynote speakers

this year, bolstered by several other expert presenters. Check the conference schedule on Page 90 so you're on time for each speaker's presentation and the retailer panels.

Keynote



Jason Ballard

Ballard is co-founder and president of TreeHouse, the world's first eco-conscious home upgrade company. TreeHouse's third location in Dallas, Texas, is the first energy-positive home improvement retail store, producing more energy than it consumes.



Bill Brunelle

Brunelle is co-founder of Independent We Stand, a movement that supports local businesses. Along with NRHA's Dan Tratensek, Brunelle will discuss the impact on local communities when consumers choose to shop online with independents instead of on Amazon.



Daniel Duty

In his former executive role at Target, Duty formed the business development and negotiations team. His presentation will discuss how to engage in collaborative forms of negotiation and successful strategic partnerships to drive growth.

Keynote



Karen E Laine & Mina Starsiak Hawk

On their HGTV show "Good Bones," Laine and Starsiak Hawk revitalize old homes in Indianapolis. Hear their story about creating their renovation business and their passion for their hometown.

Keynote



Jules Pieri

A decade ago, Pieri co-founded The Grommet, a company that discovers artisans with innovative, problem-solving products and sells their wares on its online platform. Find out how you can spot up-and-coming niches and products.



Scott Reynolds

Small businesses aren't immune to hacking. Cybersecurity is a large-scale concern that can dramatically impact your operation. Learn from Reynolds, CEO of Member Insurance, how to be proactive against cyberthreats to your business.



Andrea Ridout

Ridout is a former independent retailer who has successfully grown and then sold three home improvement businesses. Hear how a rooster helped her make the right choices to put her hardware store into the best hands.



Jim Robisch

Robisch, senior partner of home improvement research firm The Farnsworth Group, keeps his eye on the data. In his presentation, he will overview how independents can appeal to a wide range of customers: young and old, DIY and pro.

Check the Time

Keep this schedule on hand as you make your way around the show floor at the National Hardware Show®. Set reminders so you don't miss the valuable content on the NRHA Village Stage.

Tuesday, May 8

8:45 – 9:00 a.m.

NRHA Village Stage Opening

9:30 – 10:15 a.m.

Rooster Economics — Understanding Your Flock Can Help You Sell Your Business

Speaker: *Andrea Ridout, author*

In her presentation, former independent home retailer Andrea Ridout will share how her own company was challenged and how she turned it around, saved the business and eventually sold it—with a little help from her company's mascot, George the rooster. Ridout will talk about the cock-a-doodle-dos and cock-a-doodle-don'ts that every business owner needs to know.

10:30 – 11:15 a.m.

NRHA Young Retailer Panel

Moderator: *Scott Wright, NRHA's Retail Leadership Institute*
Hear how yesterday's young retailers have continued to excel in their careers and the industry, and find out what's on the horizon for those from the two newest classes.

11:30 a.m. – 12:15 p.m.

KEYNOTE: Small Business Management: Turning a Hobby Into Something More

Speakers: *Karen E Laine and Mina Starsiak Hawk, Stars of HGTV's "Good Bones"*

Lawyer Karen E Laine and real estate agent Mina Starsiak Hawk started rehabbing houses in Indianapolis in 2007. The mother-daughter duo's hobby became a business, which then became "Good Bones," a hit show on HGTV. Their mission is to revitalize Indianapolis, one property at a time. Laine and Starsiak Hawk will share stories of how their passion led to a successful home renovation company and a television show, and how their work has revitalized the neighborhoods around them.

12:15 – 12:45 p.m.

Meet and Greet With the Stars of "Good Bones"

Speakers: *Stars of HGTV's "Good Bones" Karen E Laine and Mina Starsiak Hawk*

1:00 – 1:45 p.m.

Reimagine Retail Panel

Presented by: *The National Hardware Show*

Thank You to Our Sponsors!



2:00 – 2:45 p.m.

Competing Online: Appealing to Multiple Consumer Generations and Pros

Speaker: *Jim Robisch, The Farnsworth Group*

More and more shoppers across all market segments and all generations are going online in pursuit of a better shopping experience. This session will present recently released industry research conducted by The Farnsworth Group and NRHA on what consumers and pros expect online. Learn how often customers are shopping online for home improvement products, how websites are used and how expectations differ among generations and market segments. This session is a must for anyone addressing the challenges of going online.

3:00 – 3:45 p.m.

KEYNOTE: How to Discover the Next Big Thing

Speaker: *Jules Pieri, Co-founder and CEO of The Grommet*

The Grommet is a product discovery platform that supports makers and launches innovative products—but how does The Grommet discover them? Since 2008, The Grommet has launched more than 2,800 products in 16 categories, many of which have become household names, including FitBit, GoldieBlox, IdeaPaint, OtterBox, PopSockets and others. With Ace Hardware's acquisition of a majority stake in The Grommet in October 2017, Pieri will share how The Grommet succeeds and how being part of the Ace family will help to further change product discovery across the U.S.

4:00 – 4:45 p.m.

Collaborating to Win: New Approaches to Retailer-Supplier Engagement

Speaker: *Daniel Duty, Founder and CEO of Conlego*

Retail market dynamics are causing increased tension between retailers and their suppliers as both look for ways to innovate, while cutting costs and growing profit. Learn from Daniel Duty, who is a former Target executive, how to engage in collaborative forms of negotiation, successful strategic partnerships and joint business planning to drive growth and success.

5:00 – 6:30 p.m.

NRHA Independent Retailer Reception

Presented by: *NRHA and Hardware Retailing*

NRHA invites all independent retailers attending the show to stop by the NRHA Village for a networking reception upon close of the show floor. Mix and mingle with fellow independent hardware store, home center and lumberyard owners and NRHA staff in a casual and welcoming setting.

Wednesday, May 9

9:00 – 9:45 a.m.

How to Address Cybersecurity as a Small Business

Speaker: Scott Reynolds, CEO of Member Insurance

According to Small Business Trends, 43 percent of cyberattacks target small businesses. Cyberattacks are on the rise, and the hackers continue to get bolder and more creative. The cost of being hacked can be substantial and can disrupt your operation. What should you do? Scott Reynolds, CEO of Member Insurance, will discuss where attacks have come from recently and where they may be headed. He will outline measures you should be taking to avoid being a victim and how to limit the damage from an attack.

10:00 – 10:45 a.m.

KEYNOTE: How TreeHouse Grew Its Roots and Where It's Headed

Speaker: TreeHouse Co-founder and CEO, Jason Ballard

Jason Ballard, co-founder and president of TreeHouse, the world's first eco-conscious home upgrade company, will offer a glimpse into what he sees as the "Future of the Home." In his presentation, Ballard will discuss how we can build healthier, more sustainable and more beautiful spaces while keeping an eye on our carbon footprints. Learn how you too can build sustainably and make a difference.

11:00 – 11:45 a.m.

Home Sweet Home: Amazon Edition

Speakers: Bill Brunelle, Independent We Stand and Dan Tratensek, NRHA

In this update to the initial *Home Sweet Home Study*, launched in 2015, Bill Brunelle and Dan Tratensek explore the impact on local communities when consumers choose to purchase home improvement products online through local businesses instead of on Amazon. Discover how much money remains in a community when consumers choose bricks over clicks.

1:00 – 1:45 p.m.

NRHA Top Gun Awards

Presented by: NRHA and Hardware Retailing

Moderator: Melanie Moul, NRHA

Each year, NRHA honors some of the industry's top performers with the Top Gun Award. This year, join us for the first-ever all-female group of honorees and hear how these retailers are innovating their businesses to continually rise to the top.

2:00 – 2:45 p.m.

Reimagine Retail

Presented by: The National Hardware Show

The National Hardware Show will award the grand prize of \$100,000 to the winner of its Reimagine Retail promotion, which will give one independent home improvement retailer the funds for a business improvement project.

3:00 – 3:15 p.m.

Made in the USA Awards

Presented by: *Made in USA*

3:30 – 3:45 p.m.

PDR Scholarship Presentation

Presented by: *Paint and Decorating Retailers Association*

3:45 – 4:00 p.m.

Lawn, Garden & Outdoor Living Awards

Presented by: *Lawn & Garden Retailer*

4:00 – 4:15 p.m.

Homewares Awards

Presented by: *HomeWorld® Business*

5:00 – 6:30 p.m.

NRHA Retailers' Choice Awards

Presented by: *NRHA and Hardware Retailing*

Moderator: *Dan Tratensek, publisher, Hardware Retailing and executive vice president, NRHA*

For more than 50 years, *Hardware Retailing* has been highlighting the best of the best products at the National Hardware Show with its Retailers' Choice Awards. This program not only honors manufacturers for their innovations, but also helps retailers identify new products to check out at the show. *This event is invite-only.*

Thursday, May 10

9:00 – 9:45 a.m.

Last Chance Look From the Show Floor: NRHA Panel

Moderator: *NRHA*

Find out what caught the eyes of show attendees from this panel of showgoers for one more opportunity to experience the 2018 National Hardware Show.

10:00 – 10:45 a.m.

Inside NRHA's Social Media Strategy at Events

Presented by: *Hilary Welter and Renee Changnon, NRHA*

11:00 – 11:15 a.m.

New Product Launch Awards

Presented by: *Amazon*

11:15 – 11:30 a.m.

New Product World Awards

Presented by: *DIY Network*

1:00 p.m.

National Hardware Show Closes

Presentation times and topics are subject to change. Get the latest updates by connecting with NRHA on Facebook, Twitter and Instagram.

Stay in the Know

This year at the NRHA All-Industry Conference and the National Hardware Show®, NRHA is making it so nothing goes unshared. Whether you're in the seat next to us or enjoying the excitement from your store, be sure you're following along on social media to get the scoop in the moment.

NRHA and *Hardware Retailing* will keep you in the loop on all the action at the Las Vegas Convention Center on Facebook, Instagram and Twitter. From behind-the-scenes sneak peeks to front-row seats to the event's biggest moments, we've got you covered.

Tune in for opportunities to win NRHA swag!

Follow Us

Follow us now so you can count down to the main event!

 [@NorthAmericanRetailHardwareAssociation](#)

 [@nrha_official](#)

 [@nrha_official](#)

 [@HardwareRetailing](#)

 [@hardwareretail](#)

Be sure to follow [#NRHAConference](#) and [#NHShow](#) to see all the highlights.

Ideas and Inspiration

We have a solid lineup this year of expert speakers and retailer panelists who are eager to share their perspectives on the industry to help you better your operation. We'll capture the highlights, but check the schedule on Page 90 to make sure you don't miss a moment.

Social Cue For insights from our keynotes all year long, check out [@TheGrommet](#), [@TreeHouseOnline](#) and [@TwoChicksIndy](#) on Twitter.

Networking

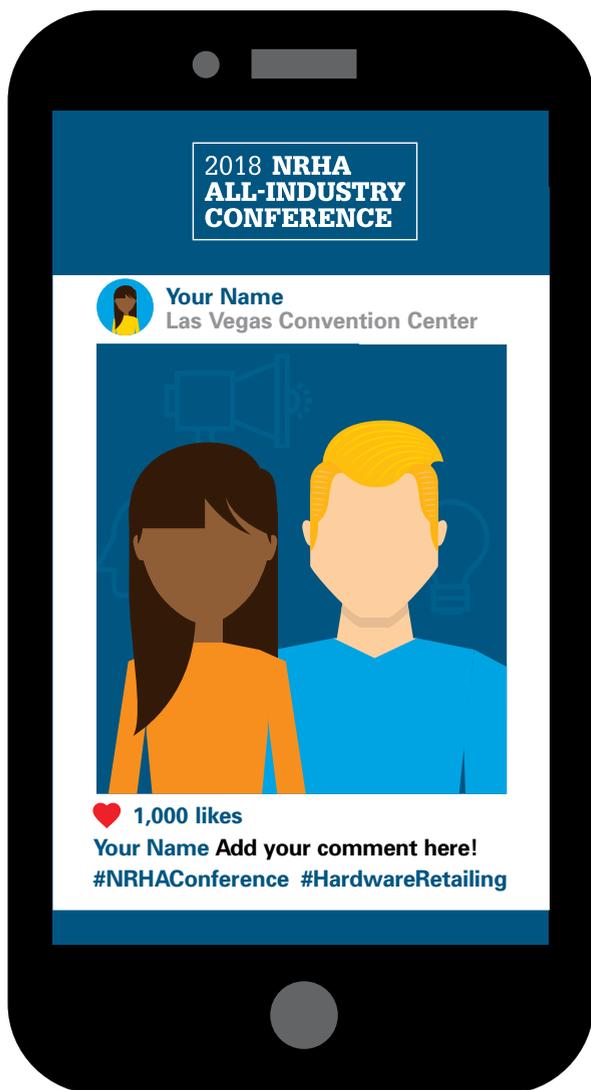
The NRHA Village is where you are sure to find a retailer peer to swap stories and best practices. Stay tuned to NRHA's Instagram Stories to see inside the Village, including highlights from the Independent Retailer Reception on Tuesday, May 8 at 5 p.m.

Social Cue When you're in the NRHA Village, grab a friend and check out the SharingBox photo booth. Your selfie could end up in a future issue of *Hardware Retailing*!

Products

We are always on the lookout for the latest items to hit the market that could help your business. Our social media team will be making its way around the National Hardware Show floor to check out the activity and see what's new, what's cool and what's about to break through.

Social Cue Tune in daily for our coverage of the coolest products we find on the show floor. Use and follow [#productpicks](#) to share what you find and see what retailers on the floor love.



The Show Is On

With a new logo and new tagline—the tool that powers your business—the National Hardware Show® is bringing a variety of updates this year. We've compiled a preview here of the new elements that you can't miss. Check out #EvolvingNHS or visit nationalhardwareshow.com for more information.



Exciting Experiences

The National Hardware Show knows the trends that are impacting your business, and this year, you will find new ways to explore everything your customers are asking for.

- **Get smart.** Featured Areas of the show floor are always at the top of the list for attendees. This year, the Smart Home Virtual Reality Experience will show users how smart home products integrate throughout a home in each different room.
- **Go outside.** After you've experienced a virtual home, it's probably time for some sunshine. The new Ultimate Backyard, sponsored by Adams USA, shows attendees what a real backyard can look like with the ultimate setup.
- **Think tiny.** Operation Tiny Home is hosting a daylong workshop on Tuesday, May 8 at the National Hardware Show. The workshop will end with a complete tiny home on-site. You must register to participate. Military veterans can participate for free.
- **Dream big.** Prior to the show floor opening, on Monday, May 7, the Home Shopping Network is hosting the American Dreams Academy for people who are looking for ways to grow their businesses. The free event features one-hour sessions throughout the day on lessons such as licensing requirements, marketing and quality assurance. You must preregister for each session you wish to attend.



Reimagine Retail 2.0

The Reimagine Retail program is back, with a technological twist. All entries for this year's program were from independent home improvement retailers who would use the award toward technology improvements for their business.

"We are thrilled to once again present \$100,000 to a small business owner through Reimagine Retail," says Rich Russo, vice president of the National Hardware Show. "Our goal is to empower retailers to decide the best way forward for their business and to support them every step of the way as they make their retail vision a reality."

Submissions could include improvements to a variety of business areas, including inventory management systems; checkout process; e-commerce platforms; training software; customer relationship management systems; marketing, advertising and public relations; or the in-store experience.

Five finalists will take the NRHA Village stage to talk about their projects on Tuesday, May 8 at 1 p.m., and the winner will be announced on Wednesday, May 9 at 2 p.m.

Last year, Robert Lau, owner of Caribou Jack's Trading Co. in Soda Springs, Idaho, won \$100,000 to invest in business improvements. Read his story at TheRedT.com/caribou-jacks.

Stay tuned to a future issue of *Hardware Retailing* to find out more about this year's award recipient and their plans. ➔