WEDNESDAY, MAY 13TH
12:30 pm Golf Scramble - Sponsored by PureCare® (optional/additional)
2:30 pm Industry Charity Event: Details TBA Sponsored by King Koil
4:00-6:00 pm Registration - Sponsored by Therapedic International
6:00-7:30 pm Cocktail Reception - Sponsored by Leggett & Platt
7:30 pm Dinner on your own

THURSDAY, MAY 14TH
7:30-8:30 am Breakfast
8:30-8:45 am Welcome - Dave Perry, Furniture Today
- Mark Jones, Hickory Springs
8:45-9:45 am Keynote Speaker: Doug Lipp - Sponsored by King Koil
Lessons from Disney U: The Wonderful World of an Enduring Brand
Doug Lipp, an international consultant and eight-time author, was the former head of the Disney University training team at Disney’s corporate headquarters. Lipp will talk about how Disney University’s successes can help bedding leaders adapt and thrive in today’s rapidly changing mattress world.
9:45-10:15 am Break
10:15-11:00 am It’s Time For More Out Of The Box Thinking - Warren Kornblum
11:00-11:30 am Exclusive Industry Research
11:30 am-12:00 pm CBD: Fad or Big Opportunity? - Scott Carr, Malouf
- Susan Mathes, Therapedic International
- Shane Mutter, Seed2System
12:00-1:15 pm Lunch - Sponsored by Englander
1:20-1:25 pm Announcement of Golf Scramble Winners - Sponsored by PureCare®
1:25-1:30 pm Industry Charity Event Recap - Sponsored by King Koil
Welcome to the Omni-Channel World: The New Rules of Engagement
Mike Magnuson, GoodBed.com
Online mattress guru Mike Magnuson will present an overview of the rapidly developing online mattress arena, where some 175 D2C brands, by his careful count, are competing for business. Magnuson, the CEO of leading independent mattress review site GoodBed.com, will take a close look at the ongoing transformation of the mattress industry, identifying key challenges and opportunities facing online retailers and brick-and-mortar retailers alike.

The Changing Face of eCommerce
- Bob Muenkel, Nectar

FRIDAY, MAY 15TH
7:30-8:30 am Breakfast - Sponsored by Spring Air
8:30-9:15 am Featured Speaker: Gene Marks
2020 & Beyond: The Key Political & Tech Issues Every Retailer Should Know This Election Year
During this entertaining and fast-paced discussion, Gene will review the positions of the current presidential candidates on the issues affecting your business and what smart leaders are doing to prepare for the future, regardless of which candidate wins. He will also discuss the hottest trends affecting the retail industry - from AI and augmented reality to beacons, robots and chatbots.

9:15-10:00 am Bedding Producer Panel
- David Binke, King Koil
- Gerry Borreggine, Therapedic International
- Melanie Huet, Serta Simmons Bedding

10:00-10:15 am Break
10:15-11:00 am Where Do We Go From Here?
Mark Kinsley, Englander
Mark Kinsley will lead a lively wrap-up discussion of the key themes and issues addressed at the Bedding Conference, with comments from conference speakers, and will identify key takeaways for attendees.

11:00 am Wrap Up & Adjourn: Dave Perry, Furniture Today