



2008 GHTA Conference

Prospering in the Age of Globalization & the Internet

Nov 20-22, 2008
Sanibel Island, FL



GIFT AND HOME
Trade Association

“The Key to Prosperity in
these changing times is
Adaptability”

**-Max Carey
Keynote Speaker, GHTA 2007 Conference**



The Three Questions to Deliberate

- *What strategic direction should we take?*
- *What difficult decisions do we need to make?*
- *What skills/capabilities must we develop?*



Friday's Highlights

- State of the Industry (Distinguished Panel)
- Special Announcement from the Data Committee
- What we can learn from another industry that transformed (Terry Jones)
- How China is changing (George Kacic)
- Annual GHTA Business Meeting
- How you can adapt & prosper (Duane Cashin)
- Casino Night and Silent Auction!



Saturday's Highlights

- Gift and Home Channel Update (Craig Park)
- Public Policy (Robin Harvey)
- Breakouts (Ideas for adapting)
 - Guerilla Mktg
 - Target Mktg
 - E-commerce
 - Balancing Work & Family
- Change or Start Over (Randy Eller)
 - Pay for Performance
 - Retailer Branding
 - Sales Training
 - RAB Insights



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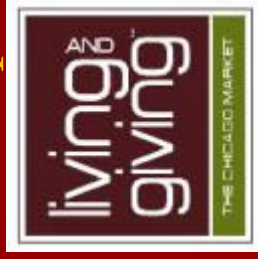


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Thanks to the Conference Team!

- Professional Marketing:

- Diane Carnevale Jones
- Jillian Lambert
- Gwen Vryhof
- Paul Bishop

- Volunteers

- Beth Lang
- George Kacic
- Cinda Baxter
- Kelly Dierke
- Marc Rice
- Kelli Kottenstette
- Darcie Townsend
- Brett Goldberg

- Kelly Gunn
- Doug Cofell
- Greg Lambert
- Betsy Harrington
- Trip Van Roden
- Linda Tomb
- John Keiser



And to all of the Presenters and Participants!

Save the Date!



2009 GH&A Conference

Nov 19-21, 2009
Scottsdale, Arizona
Sheraton Wild Horse Pass



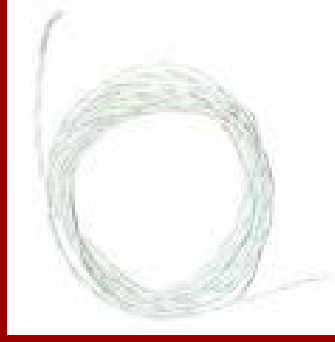
GHTA Code of Ethics

As a member of the GHTA, my company is committed to the following Code of Ethics:

- We won't say anything (in writing or verbally) that is not true
- We will honor our contractual commitments
- We will not steal the property (intellectual or physical) of another company
- We will not slander or libel our competition or anyone else
- We will strive to provide quality service for our customers
- We will strive to provide an excellent work environment for our employees



Fun with Strings



Questions & Answers

