



SESSION TWO: TAMPA, FL
February 15-17, 2012
Embassy Suites
513 South Florida Ave, Tampa, FL 33602
813-769-8300

WEDNESDAY, FEBRUARY 15, 2012

Attire: Business Casual

Lunch Meeting Room: Atrium

Meeting Room: Skyway I

11:30 am – 12:30 pm **Welcome Lunch**

12:30 – 1:00 pm **@ Home Team Update (5 min)**
Florida Retail Masters Class

Detox Team (15 min)
Florida Retail Masters Class

Review Tampa Agenda (10 min)
Catch Your Limit Consulting

1:00 – 1:30 pm **Operation Grow Your Own – Presentation 1 (15 min) & Discussion**
Jennifer Short, Winn-Dixie

1:30 – 2:00 pm **Operation Grow Your Own – Presentation 2 (15 min) & Discussion**
Jackie Lenz, Publix

2:00 – 2:20 pm **Break**

2:20 – 4:15 pm **Personal/Professional Development: Catch Your Limit ><("> Challenge
Teaming Exercise & Discussion**
Catch Your Limit Consulting

4:15 – 5:00 pm **><("> Challenge – Your Retail Masters Action Plan & Leadership Discussion**
Catch Your Limit Consulting

5:00 – 6:00 pm **Retail Masters Leadership Challenge Team Assignments & Presentation Skills**

6:00 pm **Announcements/Adjourn**

Dinner & Networking (*on your own*)

THURSDAY, FEBRUARY 16, 2012

Attire: Business Casual

Meeting Room: Skyway I

- 8:00 – 8:30 am** **Breakfast TBD**
- 8:30 – 9:00 pm** **Operation Grow Your Own – Presentation 3 (15 min) & Discussion**
Theresa Riha, Hard Rock
- 9:00 – 9:15 am** **InspirationTeam**
Florida Retail Masters Class
- 9:15 – 10:40 am** **Personal/Professional Development: Catch Your Limit ><(("> Challenge
Big Ideas, Creativity & Innovation**
Catch Your Limit Consulting
- 10:40 – 11:00 am** **Break**
- 11:00 – 1:00 pm** **Tampa Road Trip – Columbia Restaurant in Ybor**

Richard Gonzmart, President, The Columbia Restaurant
Lauren Gonzmart, The Columbia Restaurant and Florida Retail Masters Alumni
- 1:00 – 2:00 pm** **Retail Masters Leadership Challenge Briefing**
- 2:00 – 2:30 pm** **Return to Hotel**
- 2:30 – ???** **Retail Masters Leadership Challenge**
Note: Part of your leadership challenge is deciding how much time you want/need to invest
- Dinner & Networking (on your own)**

FRIDAY, FEBRUARY 17, 2012

Attire: Business

Meeting Room: Skyway I

- 8:00 – 8:30 am** **Breakfast TBD**
- 8:30 – 9:30 am** **Retail Masters Leadership Challenge Presentation**
- 9:30 – 9:40 am** **Break**
- 9:40 – 10:30 am** **Retail Masters Leadership Challenge Winner Announced & Leadership Debrief**
- 10:30 – 12:00 pm** **Retail Trends to 2020***
Al Meyers, Director Retail and Consumer, PwC
- 12:00 –12:30 pm** **Take-a-ways, Pay It Forward
Closing/Jacksonville Preview/Next Steps**

Adjourn to March 21-23, 2012, Jacksonville, FL
- * indicates Tampa’s VIP session**