

AHFA ANNUAL MEETING AND CEO CONFERENCE



NOVEMBER 7-10, 2024
THE ESTATE YOUNTVILLE
YOUNTVILLE, CALIFORNIA

SHAPING THE FUTURE: TRENDS AND INSIGHTS FOR TOMORROW

November 7 - 10, 2024 ♦ The Estate Yountville ♦ Yountville, California

THURSDAY, NOVEMBER 7

3:00 p.m. - 4:00 p.m. **Registration** – Cypress Foyer

4:00 p.m. - 6:00 p.m. **AHFA Board of Directors Meeting**
Cyprus

7:00 p.m. - 8:00 p.m. **Reception** – Barrel Room Lawn

Sponsored by



8:00 p.m. - 9:30 p.m. **Dinner** – Barrel Room

FRIDAY, NOVEMBER 8

7:00 a.m. - 8:00 a.m. **Breakfast Buffet** – Social Lawn

8:00 a.m. - 8:05 a.m. **Meeting Welcome** – Social
*Nathan Cressman, AHFA Chair 2024,
Magnussen Home*



Nathan Cressman is the entrepreneurial spirit and the power source behind furniture industry giant Magnussen Home Furnishings. He has served the company for 27 years, first joining in 1997 as product development manager. He became vice president of sales, marketing and product development in 2009, before succeeding Richard Magnussen as president in 2013 and later was named the CEO. Nathan is the engine of the company his grandfather-in-law started in 1931. He's changing the approach of the 93-year-old company, helping it expand and leverage its strengths in new ways.

8:05 a.m. - 9:00 a.m. **Global Economic Report and Outlook for 2024**

*Mark Vitner
Piedmont Crescent Capital*



In October 2022, Mark Vitner capped a 30-year career as managing director and senior economist for Wells Fargo's Corporate and Investment Bank and formed the consultancy Piedmont Crescent Capital where he tracks U.S. and regional economic conditions. He is highly regarded for his expertise in residential and commercial construction, regional economies and issues affecting small business.

Mark earned a B.B.A. in economics from the University of Georgia and an M.B.A. from the University of North Florida. He completed further graduate work in economics at the University of Florida and completed the National Association for Business Economics Advanced Training in Economics program at Carnegie Mellon University.

9:00 a.m. - 11:00 a.m. **Spouse and Guest Breakfast**
Social Courtyard

Enjoy the opportunity to reconnect with old friends and make new acquaintances at a buffet breakfast.

9:00 a.m. - 9:15 a.m. **Break**

9:15 a.m. - 10:15 a.m. **Emerging Technology: A Futurist's View of Using AI to Transform Business**
Tom Edwards, Ernst & Young

Tom Edwards serves as a Generative AI leader within EY, with a wealth of experience that covers various C-Suite positions such as Chief Marketing Officer, Chief Digital Officer, Chief Data Officer and Chief Innovation Officer. His multifaceted background uniquely qualifies him to provide insights that connect the dots in the realms of digital and data transformation, AI and innovation.



Today Tom is helping Fortune 10 companies define their AI strategy and how to scale generative AI. Companies like Nike, McKesson, Mondelez, Keurig, Dr. Pepper, Kellogg's, Starbucks, Apple, Amazon and Google have trusted Tom for years to get them in the right position to win in their industries and markets by using emerging technologies.

Apple calls Tom "bold and fearless," Nintendo states "Tom has a level of expertise I've rarely seen in my career," Hulu called Tom "a leader in the digital realm," Southwest Airlines states Tom "is a forward thinker who pushes the convention" and c-Suite states Tom "is insightful in what leaders need to know so they stay ahead of the competition."

Tom has numerous recognitions as the 2022 DFWIMA Marketer Of The Year, Top 10 Inspiring Tech Leaders to Watch (2022), 2x OnCon Icon Top 10 Global Marketer Award Winner (2022 & 2021), Marketing 2.0 Outstanding Leadership Award (2022), Top 50 Most Influential Business Leader in Tech (2021), CX Summit Digital Marketing Professional of the Year (2020), 2x Professional of the Year for Marketing & Emerging Technology (2020 & 2019), Tech Titan Technology Advocate award winner (2019), OnCon Icon Marketing Trailblazer Award Winner (2019), OnCon Icon Marketing Contributor award winner (2019) and named by Advertising Age as a Marketing Technology Trailblazer (2017).

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10:15 a.m. - 10:45 a.m. **High Point Market Authority:
Structured for Today and Tomorrow**
*Tammy Covington, High Point
Market Authority*



Tammy Covington was named president and chief executive officer of the High Point Market Authority in 2023, overseeing the strategic business development, marketing communications and operations for High Point Market, the world's largest home furnishings trade show. Tammy and her 12-person team manage onsite logistics for nearly 75,000 domestic and international visitors to High Point Market each spring and fall, along with educational programming, wayfinding, large-scale entertainment events and hospitality.

Tammy assumed the top position after serving as chief operating officer at HPMA, during which she is credited with making strategic and functional improvements to transportation, security, entertainment, registration and other guest services for the biannual event. Beginning her career with HPMA at its inception in 2001, Tammy was in place when the 501(c)(6) corporation was established to support the furniture industry's most significant trade event, which generates \$6.7 billion in economic impact annually. In 2023, she played a key role securing \$9 million in infrastructure investment from the North Carolina State Legislature.

10:45 a.m. - 11:15 a.m. **Election of 2025 AHFA Officers
and Directors**
Gat Caperton, Gat Creek

12:00 p.m. **Departure for Eagle Vines Golf Club, B Cellars
Vineyard and Winery Tour and Kayaking with
Napa Valley Paddle**

7:00 p.m. - 8:00 p.m. **Reception** – Pavilion West
Sponsored by **HPMKT**
Authority

8:00 p.m. - 10:00 p.m. **Dinner** – Pavilion East

9:30 p.m. **AHFA Distinguished Service Award Presentation**
Farooq Kathwari, Ethan Allen

The American Home Furnishings Alliance traces its roots to one of the oldest trade associations in the United States, the North Carolina Case Workers Association. This organization was formed in 1905 with the help of James T. Ryan, who served as director for 54 years. When Ryan

retired in 1965, the Board of Directors of the then Southern Furniture Manufacturers Association created an honor in his name. The coveted accolade was known as the James T. Ryan Award for 20 years. In 1986, it was renamed the Distinguished Service Award. Its recipients are individuals who have contributed time and effort to improving the home furnishings industry and to advancing the mission and goals of the association. They are recognized leaders who have achieved excellence with their company and the industry while also contributing to their community.

SATURDAY, NOVEMBER 9

7:30 a.m. - 8:30 a.m. **Breakfast Buffet** – Social Lawn

8:30 a.m. - 8:35 a.m. **Meeting Welcome** – Social
Nathan Cressman

8:35 a.m. - 9:30 a.m. **Balancing Digital Innovation with
Brick-and-Mortar Strengths**
Larry Wu, GigaCloud Technology

Larry Wu is a prominent entrepreneur, best known for founding and leading GigaCloud Technology as Chairman of the Board and Chief Executive Officer. Under his leadership, the company went public on Nasdaq in August 2022 under the symbol GCT.



Prior to GigaCloud, Larry was the first CEO and general manager of the online education division of New Oriental Education & Technology Group before launching Oriental Standard Human Resources Holdings Limited in 2006. By 2010, he shifted the company's focus to e-commerce in Japan and in 2012, he expanded into the U.K. The following year, he acquired Comptree International Limited, an American e-commerce platform, and renamed it as GigaCloud Logistics.

In February 2021, the company rebranded to GigaCloud Technologies, reflecting its pivot toward advanced technology-based supply chain solutions for B2B wholesale buyers and seller of large-parcel merchandise. Larry will discuss how e-commerce has reshaped the global supply chain, transforming traditional roles and highlighting efficiency as a key competitive advantage. He will also discuss the evolving nature of competition, emphasizing the importance of product and operational excellence plus the enduring role of brick-and-mortar stores in the future of the furniture industry. In addition, Larry will address the need for companies to successfully integrate digital strategies with traditional business models for long-term success.

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9:30 a.m. - 10:00 a.m. **Break**

10:00 a.m. - 11:00 a.m. **From Doubt to Done: Guiding DIYers on the Home Project Journey**
Maura Ruane, Dotdash Meredith

Dotdash Meredith's new proprietary research offers a fresh, distinctive perspective on DIY consumers, shaped by cultural insights and real feedback from everyday DIYers. This presentation will explore the motivations, emotions, and challenges today's DIYers face, highlighting key drivers in the renovation space, as well as examine current home renovation trends and how consumers are making the most of their spaces.



Maura Ruane graduated with honors from The Max M. Fisher College of Business at The Ohio State University and has over 12 years of experience in market research, specializing in consumer insights. Currently, she leads the Home vertical on the primary research team at Dotdash Meredith, supporting the industry's top portfolio of home brands, including *Better Homes & Gardens*, *Real Simple*, *The Spruce*, and *Martha Stewart*. Her expertise in consumer behavior and brand insights drives impactful strategies for these iconic brands.

11:00 a.m. - 11:30 a.m. **2024 Election Impacts**
*Bill Simmons/Chris Andresen
Dutko GR*



Bill Simmons is a managing principal of Dutko GR and has led the government affairs counsel for AHFA since 2010. He started his career on Capitol Hill managing diverse issues including appropriations, transportation, higher education, energy, communications, taxes, banking, agriculture and the environment. Prior to joining the firm in 1999, Bill served as staff director for the House Resources' Subcommittee on Forests and Forest Health under Chairman of the Resources Committee Don Young (R-AK). Bill also served as a legislative aide to Chairman Jim Hansen (R-UT). In addition, he has been an economic staff member for the National Association of Realtors; a marketing associate for Ivory & Company; and a stockbroker for P.B. Jameson & Company. Bill holds a Ph.D. from Western Governors University and received his B.A. degree from the University of Utah.

Chris Andresen is senior vice president at Dutko GR. He joined the firm in 2006 and works extensively with clients to identify policy opportunities and threats in order to create detailed legislative and executive strategies. His broad experience includes working with companies, universities, non-profits and trade associations specializing in workforce development, consumer products, manufacturing, retail, biotechnology, renewable energy, criminal justice, mental health, technology and higher education. He graduated from the University of Virginia with a B.A. degree in history and holds an M.B.A. from the Robert H. Smith School of Business at the University of Maryland.



12:00 p.m. **Departure for Chardonnay Golf Club and Bike Tour to Laird Family Estate**

7:00 p.m. - 9:30 p.m. **Optional Group Dinner** – Bottega



BOTTEGA

SUNDAY, NOVEMBER 10 **Departures**



Scan to download meeting materials.
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Password: AHFA2024