

JUNE 14, 2018 / 12-8PM

12-2PM Optional DTLA Tour or Sales/Social Media Master Class / **2PM-8PM** Panels, Street Art and Emerging Brands Showcase / **City Market Social House** @ the intersection of Skid Row and Commerce / 1145 South San Pedro Street, DTLA

AGENDA:

12PM: (OPTIONAL) Branding & Social Media Master Class (Box Lunch included) **OR**

12PM: (OPTIONAL) Taste of DTLA / Chauffeured Trip to Grand Central Market (Lunch included from 3 Grand Central Market stands)

2:00 – 2:45PM: Summit Registration and Networking

2:45PM: Welcome Remarks –City of Los Angeles, Mayor’s Office and ACG LA President

3:00 – 3:30PM: Keynote – But Do They Love It? The Customer Experience Imperative- Tiffani Bova, Salesforce Global Customer Growth and Innovation Evangelist.

A positive customer experience is critical to a company’s brand and, ultimately, its bottom line. With the proliferation of technology and devices, the customer has become smarter and more powerful. Customers now decide when and how they want to interact with brands, which has had a direct impact on the way companies sell to their customers

3:30 - 4:15PM: Panel #1 / The Agility Test for Retail and Consumer Products

In today’s competitive landscape, brands are pressured to compete at new levels. How do emerging brands create scalability fast, well and with great products? How do brands go from zero to thriving businesses in today’s competitive landscape? Is social media really a growth tool for brands and if so, how are brands taking advantage of these platforms to create value and growth? How are some of the fastest growing brands creating “break away” strategies to stay relevant, fresh and enticing not only to their current base of consumers but also to new ones? And how is the C-Suite aligning with the founders and brand builders to create value, strategy and synergies that everyone can align with?

PANELISTS:

Don DiCostanzo, Founder, Pedego Electric Bikes

Rose Fernandez, CEO, Algenist

Sharleen Ernster, Founder and CEO, Hot as Hell

Ashumi Shippee, Vice President of Finance & Corporate Development, Hatch Beauty

Moderator: Suzie Doran, Partner, SingerLewak & ACG LA President

4:15 PM: Recharge Break – Courtesy of Califia Farms – flavored energy milks and iced coffees and **Sugarfina** gourmet candies



4:30 – 5:15 PM: Panel #2 / The Art of the Deal: Getting the Deal Done in a Fast-Changing Capital Markets Environment

Reality or Speculation: Pipelines are bursting at the seams, capital is readily available and no shortage of viable targets? In an era of increased demands from Wall Street to Main Street how is capital being deployed, what is the reality of transactions and transactional value in the current environment? What is the state of fundraising and how are brands aligning with capital providers? We will also hear from our expert panelists on the triggers that can be expected the balance of this year and their Crystal Ball assessment of the transaction landscape in the next 1-2 years.

PANELISTS:

Kelly Anderson, CFO, Partner, CSuite Financial Partners

David Baram, Co-Founder, VMG Partners

Jonathan Zucker, Head of Capital Markets, Intrepid Investment Bankers

Moderator: Zac Turke, Partner, Sheppard Mullin

5:15 – 6:00 PM: Panel #3 / Merchandising the Future: It's an Amazon World and We Just Live in It

David vs. Goliath, fickle consumers, business (un)usual, the demand on brands to pull back the curtain on supply chain information, industry consolidation, consumer scorecards and the millennial workforce. The list goes on and so does the constant outside pressures on brands to keep delivering experiences, A+ service among many other things. Oh, and by the way, there's also the giant "A" to deal with in terms of service, delivery times and cutting-edge technology. How are consumer packaged goods and retail establishments inventing the future to stay ahead? How are brands managing the demise of malls as a shopping experience, customer service at the tap of a button and new experiential platforms?

PANELISTS:

Maddy Alfano, Founder and CEO, Maria's Italian Kitchen

Crisanta German, Marketing Director, Sugarfina

Jesse Laflamme, CEO, Pete and Gerry's Organic Eggs

Lupillo Ramirez, Director, Innovation and Private Label, Northgate Gonzalez Markets

Rebecca Remley, CEO, Wedderspoon Organics, Inc.

Moderator: Adam Wieden, Director, Lazard Middle Market LLC

6:00-6:30 PM: Closing Keynote - David Tyreman, Speaker, Entrepreneur and Author, World Famous: WARNING: Kickass keynote speaker and award-winning author David Tyreman will use humor, wit and charm to reveal what you may have not known: You're NOT in the business YOU THOUGHT you were. So, listen up and build a brand or company that will CRUSH the competition!!

6:30 – 8:00PM: DJ + Art Exhibit + Networking + Craft Cocktail Reception + Emerging Brands Exhibit / Good bye and good night. See you in 2019!