

FOR IMMEDIATE RELEASE

## **PACIFIC MARKET CENTER ANNOUNCES SPEAKER LINE-UP FOR WINTER 2007 GIFT & HOME ACCESSORIES SHOW**

### **Nationally-recognized speakers to address current trends and best practices**

**SEATTLE** – Pacific Market Center announces a diverse, compelling and informative speaker line-up for the upcoming Winter Market = January Gift & Home Accessories Show, the Pacific Northwest's premier week-long buying event. Speakers will conduct seminars that will allow buyers to take advantage of their expertise and professional insights to sharpen competitive skills, improve retail marketing strategies and learn to utilize new technologies that better serve customers.

Featured Speakers include:

- **Lisa Johnson**, CEO of The Reach Group / Author / Brand Consultant - Wednesday, Jan 24th
- **Maria Weiskott**, Editorial Director - *Gifts & Decorative Accessories* - Thursday, Jan 25th
- **Chris Nielsen**, Vice President, Home and Garden - AMAZON.com - Friday, Jan 26th
- **Jennifer Polanz**, Managing Editor - *Today's Garden Center* - Saturday, Jan 27th
- **Steve Crandall**, Founder and Managing Director - ProMotion Arts - Sunday, Jan 28th
- **Karen Martin**, Managing Editor - *Kitchenware News & Housewares Review* - Monday, Jan 29th
- **Greg O'Neal**, Founder - Philosophy Design - Tuesday, Jan 30th

Limited seating is available to attend the seminars and advance registration is required. Held in the Third Floor Learning Forum, each one hour session begins promptly at 8:30 a.m. with complimentary coffee, pastries and networking beforehand at 8:00. For the first time, Pacific Market Center has announced that all seminars will be available through live streaming video as well as pod-casts for buyers unable to attend. All seminars are complimentary.

"We are excited to offer such an inspirational line-up of speakers for this year's Show," said Lisa Goodman, director of marketing at Pacific Market Center. "They will share their expertise and knowledge allowing buyers to walk away with practical examples and fresh ideas on how to best market their products using new media, best practices and trends."

Wednesday's featured speaker, Lisa Johnson, is the CEO of The Reach Group; author of *Mind Your X's and Y's* and co-author of *Don't Think Pink*. A leading corporate trainer, researcher and brand consultant, Johnson has worked with a wide variety of top companies nationwide including Nike, Motorola, Kohler, Giant Bicycles, Intel, and Meredith Publishing Group. Johnson's seminar titled "Minding your X's and Y's – Satisfying the 10 Cravings of a New Generation of Consumers" will educate buyers on how to market to the lucrative and savvy 18 – 40 year-olds often considered immune to conventional marketing strategies.

Maria Weiskott, editorial director of *Gifts & Decorative Accessories* and *Playthings Magazine*, will lead Thursday's seminar titled "The Not-So-New Millennium". An award-winning journalist, Weiskott's career includes editorial positions at a number of business publications and is often called upon as a retail expert by the consumer media. During her seminar she will take a closer look at the forces impacting the marketplace and the trends taking shape as we move past the halfway point of the millennium's first decade.

Friday's seminar "Amazon.com: Changing the Way We Shop for Home and Garden Products" features Chris Nielsen, vice president, Home and Garden - Amazon.com. Nielsen is responsible for merchandising, marketing, and customer service for all Home and Garden - Amazon.com categories. Amazon.com seeks to be Earth's most customer-centric company and Nielsen will inform buyers about the latest developments and trends for 2007. Nielsen's seminar is co-sponsored by Bettencourt.

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Jennifer Polanz, managing editor of *Today's Garden Center* magazine, will lead Saturday's seminar detailing best practices for garden retailers as gleaned from several sources including the magazine's annual garden center survey, plus extensive travel in the U.S. and overseas. Her talk, "Today's Garden Center", will advise attendees on how to appeal to multiple generations of shoppers, ranging from the latest in marketing and display to sales strategies, seasonal events, and customer service.

Named Business Man of the Year in 2005 by the Greater Seattle Business Association, Steve Crandall, founder and managing director of ProMotion Arts will lead Sunday's seminar titled "Up the Digital Creek Without a Paddle? De-mystifying Web Media & Online Marketing". ProMotion Arts was founded to capture the opportunities being created by the rapid technological advances occurring in visual and new media communications. Buyers attending Crandall's seminar will learn how to utilize blogs, pod casts, interactive CD-ROMs, and keywords to position and promote their business and brand.

Karen Martin, managing editor of *Kitchenware News & Housewares Review*, will share her knowledge about picking the right product for individual markets. Martin sifts through thousands of product submissions yearly to select the ones featured in the magazine each month. Monday's seminar titled "A Retailer's Guide to New Products: Interpreting Color, Design, Quality, and the Economy in Choosing Product for Your Customer Base" will give buyers a comprehensive overview of new product trends for 2007. Martin's seminar is co-sponsored by Hazen & Associates.

The founder of Philosophy Design, Greg O'Neal, will lead Tuesday's seminar "Visual Merchandising Botox – Merchandising and Branding on a Budget". O'Neal is an award winning visual merchandiser who has worked with top retailers including Anthropology, Bloomingdales, Crate & Barrel, and Urban Outfitters. O'Neal will advise attendees on how to attract clientele, source products and visually create a "market signature" and brand. O'Neal's seminar is co-sponsored by OneCoast.

Seattle Market Week and Winter Gift & Home Accessories Show will take place from January 24 to January 30, 2007 from 9 a.m. to 6 p.m. daily, with late night buying until 8pm on Friday and closing on Tuesday at 4 pm at Pacific Market Center. For complete seminar information and to register, please visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com) or call (800) 433-1014.

### **About Pacific Market Center**

The industry destination for buyers in the Western United States, Canada and beyond, Pacific Market Center offers 100 permanent showrooms on five floors featuring thousands of product lines for a wide selection of merchandise to help buyers keep up with every trend affecting their consumers. Pacific Market Center draws thousands of buyers from more than 30 channels of distribution including high-end department stores, corporate, specialty retailers, home furnishings, kitchenware, events, gourmet food, hospitality, garden/outdoor living, salons & spas, wineries, Internet, and regional chain outlets. Located in Seattle's Design District, Pacific Market Center is open to the trade only. For more information, visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com). Pacific Market Center is owned and managed by The Benaroya Companies.

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