

# GIFT & HOME

*Interactive*

June 2010 | Issue 7



**GFL President  
Jenny Hammons**  
Talks Past, Present & Future

Just for  
Seniors

Man  
Talk

Summer  
Markets

Mike &  
Mary Liz

nity. AmericasMart is showcasing this complete presentation by expanding the corridor on floor 6 in Building 2 to advance the visibility, accessibility and synergy between Building 2 and 2 WestWing. With this, several new showrooms on floor 6 in Building 2 will take new, enlivened spaces. Additionally, the Market Club, formerly on floor 9 in Building 2, will move to floor 6 in Building 2 WestWing, 684A/686A. The Market Club's move creates a convenient buyer center and enhanced member program.

Moreover, the recently redesigned and renamed Living and Entertaining: Gifts, Tabletop & Accessories on floors 8 and 9 in Building 2 continues to gain momentum and strengthen its resources with new product offerings and educational seminars. The 9th floor will welcome renowned lifestyle expert and blogger Eddie Ross to share 15 stylists' secrets to easy entertaining on Saturday, July 17 at 1 p.m.

In addition to Ross' presentation, the floors in Building 2 and 2 WestWing will feature a host of special events, guests and seminars, including new product introduction galleries on floors 6, 8 and 9 in Building 2 and on floor 6 in Building 2 WestWing, classes and hands-on training for personalizing product, discussions on how to boost sales and a Polynesian Par-

ty on 6, sponsored by the floor's showrooms.

The increased harmony of the product, supported by the seminars, workshops and special events in Building 2 and 2 WestWing produces an all-encompassing Gift and Home Accents center, ready to be discovered this July.

**CHA's Craft SuperShow to Debut in Chicagoland**  
[www.craftsupershow.com](http://www.craftsupershow.com)

Following successful debuts in Orlando and Anaheim, the Craft & Hobby Association (CHA) Craft SuperShow consumer event will come to Illinois and the Chicagoland area for the first time this summer. The Show, to be held at the Donald E. Stephens Convention Center in Rosemont, IL from July 30-31, will draw over 8,000 crafters from across the country and feature industry-leading exhibitors showcasing unique craft products and supplies.

Billed as the ultimate craft shopping experience, expert crafters will assist attendees with hands-on projects and make-n-take demonstrations both on and off the Show floor. Dozens of workshops from across multiple sectors of the craft industry will inspire consumers to try new crafts and learn advanced techniques at the Show. The Craft SuperShow will feature the Super-

Crop, a large group scrapbooking event, and the Kids Zone, a child-friendly activity and crafting area, among other fun and exciting craft exhibits and Show floor activities.

"We launched the Craft SuperShow to promote the benefits of crafting, such as the value proposition, quality time with family, stress-relief and to introduce and remind consumers of the pleasure of crafting," explained Steve Berger, CEO of CHA. "We are very excited to bring this fun and informative event to Illinois and Chicagoland."

For more information on the CHA Craft SuperShow including workshop details, Show floor events and celebrity attendees, visit [www.craftsupershow.com](http://www.craftsupershow.com), [twitter.com/CraftSuperShow](https://twitter.com/CraftSuperShow), and [www.facebook.com/CraftSuperShow](https://www.facebook.com/CraftSuperShow). Tickets for the Show and workshops went on sale June 1.

**Chicago Show Announces Speakers and Events for July Market**  
[www.shopchicagomarket.com](http://www.shopchicagomarket.com)

The Chicago Market: Living and Giving, July 22-28, promises to be action packed with an exciting calendar of business and retailer seminars and special events. The Market's highlights include an exciting keynote presentation from Jerry Greenfield, Co-founder of

Ben & Jerry's Homemade Inc. and The Power Lunch Seminar Series, where buyers will learn from leading retail consultants.

**Keynote Presentation**

Jerry Greenfield, Co-founder of Ben & Jerry's Homemade, Inc. Monday, July 26, 4:30 p.m.-5:30 p.m. *An Afternoon of Social Responsibility, Radical Business Philosophy and Free Ice Cream*  
*Holiday Inn Chicago Mart Plaza, Sauganash Ballroom, 14th floor.*

Jerry Greenfield delivers a rousing tribute to America's entrepreneurial spirit. His presentation is full of anecdotes and radical business philosophy illustrating one of today's successful business models. Retailers will learn how Jerry and Ben built their store front venture into a \$300 million ice cream empire, covering the promise and pitfalls of a "value-led" business strategy along the way. The presentation includes an inspiring wake-up call about the growing international influence of being a "socially conscience" or "mission driven" corporation. A Ben & Jerry's ice cream reception will follow the presentation. Seats are limited so register early.

RSVP Required: go to [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events), print out and present your auto confirmation for admission.

### Power Breakfast and Lunch Seminars

Fuel your business and your body through our complimentary Power Lunch Seminar Series.

RSVP is required. Visit [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events) to RSVP. Please print out and present your auto confirmation for admission.

### Saturday, July 24

8:00 a.m. – 9:00 a.m., Temporary Suites, FL 8th Room 8  
*Carmen K. Iezzi, Executive Director of the Fair Trade Federation*  
*Great Products, Tremendous Impact: Introduction To Fair Trade And The Fair Trade Federation*

For more than sixty years, Fair Trade Organizations have offered high quality products that create tremendous, sustainable, and positive change among the poorest of the poor. The Fair Trade Federation (FTF) is the trade association that strengthens and promotes North American organizations fully committed to that process. During this presentation, Carmen K. Iezzi, FTF's Executive Director, will introduce the Principles of What Fair Trade is, ways to identify Fair Trade Organizations, and outline how to easily source these great products that can create a tremendous impact on your business and for the poor.

RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events)

[cagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A

*Mick Santiago, Interior and Commercial Designer, Mick Santiago Designs*  
*Merchandising Methods: Timeless Tricks for Building & Revitalizing Eye-Catching & Enticing Product Displays*

Mick Santiago, one of Chicago's top interior designers, will entertain you with great tips and fun ideas for creating eye-catching displays throughout your store and in your windows to keep customers wanting more as you hear the cash register ring! Santiago will demonstrate how you

can revitalize product displays and merchandise without spending money and making your store look brand new. RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

### Sunday, July 25

12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A

*Bruce Baker, Sales and Visual Merchandising Consultant*  
*Thrive Not Merely Survive In The Current Economic Climate: Merchandising And Sales Are The Key*

Bruce Baker delivers a lively, entertaining and motivational semi-

nar full of great ideas and examples of how to drive the customers off the street and into your store to spend money! Baker discusses how to turn those customers into repeat, loyal buyers by training your front line staff, merchandising displays, reading buyer body language, avoiding customer "turnoffs" and never say "thank you" until a sale is transacted. Following the seminar, Country Business editor Susan Wagner and Bruce Baker will be announcing the Country Business Retailer and Country Business Vendor of the Year winners. Seminar sponsored by Country Business.

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### Monday, July 26

12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A

*Krissa Rossbund, Senior Style Editor, Traditional Home Magazine, and Frank Ponterio, Interior Designer, Frank Ponterio Design*  
*Traditional Now*

Celebrate Designer Day with Krissa Rossbund, senior style editor, Traditional Home and Frank Ponterio, Frank Ponterio Design as they dissect the new "Traditional" in 2010. It's all in the interpretation, and Traditional Home magazine

has widened the definition of what traditional means now. Graceful silhouettes and beautiful embellishment are the linchpins of a transitioning style whose breadth starts at classic and storied, then cascades into varied aesthetics that celebrate traditional in a way that's not modern, but modern day. A dessert champagne reception will follow in the Temporary HOME section.

RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

### Tuesday July 27

12:00 Noon – 1:00 p.m.  
*Eshwar Noojibail, Chapter Chair, S.C.O.R.E*  
*Image Building 101: The Power Of Marketing In The 21st Century*  
*Presentation: 12:00 noon – 1:00 PM, Suite 13-107*  
*Lunch: 1:00 – 2:00 PM, Sarm & Navtovski Showroom, Suite 13-203*

SCORE, The National Counselors to America's Small Business, will show you how a little marketing can go a long way into creating a business image that drives the customer right into your store. The power of marketing has changed significantly with many tools, traditional and new, that can make a huge impact on your business. Presented by SCORE and sponsored by Sarm & Navtovski, LLC.

RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

**Show Hours**

Thursday, July 22 – Wednesday, July 28

Showrooms:

Thursday – Tuesday 9 am – 6 pm  
Floors 13, 14 & 15

Saturday 9 am – 8 pm (Shop Late Night)

Wednesday 9 am – 5 pm

Temporaries & Beckman’s Handcrafted Show:

Saturday, July 24 – Tuesday, July 27 Floor 8

Saturday – Monday 9 am – 6 pm

Tuesday 9 am – 3 pm

**Shop Late Night Charity Event**

*Saturday, July 24*

*6 – 8pm*

*Floors 13, 14, 15*

Join The Chicago Market’s “Shop Late Night” charity event for an international wine and culinary “tasting” featuring 16 of Chicago’s best celebrity chefs serving up their signature dishes along side a presentation of international wines, in-showroom hospitality, music and late night shopping all in the name of charity. Proceeds will benefit GiftForLife / DIFFA a charitable organization that funds life-saving AIDS research and education.

Check the website to see which of your favorite chefs and restaurants’ will be feature this Market at [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events).

For more information on The Chicago Market: Living and Giving, visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com) or call 800.677.6278 (MART).

**The Chicago Market: Living and Giving Welcomes New and Returning Exhibitors in July**

This July, The Chicago Market: Living and Giving® has already sold 80% of its temporary exhibit space, which is well ahead of schedule for its July Market. This past January, 44% of the temporaries were new to The Chicago Market and most of these exhibitors are taking advantage of the momentum and joining the July Market.

Of the exhibitors the July Chicago Market has booked to date, an incredible 25% of them are new to the show, making good on the promise to provide more new, on trend and comprehensive resources for attendees for July.

Be sure to check out The Chicago Market’s new product locator for a complete listing of lines, brand names, product categories and more. The

product locator makes it easy to search for product in a variety of ways. Click on the website at [www.shopchicagomarket.com](http://www.shopchicagomarket.com) and go to the product locator.

**New Chicago Market exhibitors include:**

Beckman’s Handcrafted Show

- Alexia Designs
- Arcadia Home
- Avatar Imports /Harvest Hemp Co/ Santa Cruz Hemp
- Clutterbug Creations
- CoGo Glass
- CooperSong
- Darla Kirchner Designs LLC
- Eternal Threads
- Faces of Siberia
- Global Goods Partners
- Hila
- Inter-American Trading
- Isaacware
- It’s your season!! LLC
- Judy Crumrine Stained Glass
- Kamibashi Asian Art
- Kazuri
- Kitras Art Glass, Inc.
- Lucuma Designs
- Studio Picea
- Symmetry
- That’s My Drink
- Tommi Crystal Designs
- Will Schueler

Gift & Accessories

- Art of the Spirit

- B. Shackman Company
- C & I Collectables
- CBE, Inc.,
- Christina’s World – CW Productions, Inc.
- Doodle & Juju
- Elegant Décor, Ltd
- Eye Think Inc.
- Gift Bliss Enterprises
- High Concepts
- Keep In Touch
- Kel Toy Inc
- KidKraft,
- Laughing Elephant,
- Lion Ribbon Co. / Berwick Offray LLC
- The Naked Bee,
- New World Arts and Mountain Flowers Inc.
- Northridge Gardens, Inc.
- Private Label Products
- Seda France Candles
- The Dis
- Trend Lab

Gourmet

- Country Manor Mixes LLC
- Cherith Valley Gardens
- Forever Herbs,
- The French Farm

What A Girl Wants

- Betmar
- Connie Mills Imports
- Frankie & Johnny
- Jell-E-Bath
- Tabask
- Uncommon Threads
- Wear I Am

# July 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8 <a href="#">Transworld Jewelry, Fashion and Accessories Show</a>	9 <a href="#">Transworld Jewelry, Fashion and Accessories Show</a> <a href="#">Variety and General Merchandise Show</a>	10 <a href="#">Transworld Jewelry, Fashion and Accessories Show</a> <a href="#">Variety and General Merchandise Show</a>
11 <a href="#">Transworld Jewelry, Fashion and Accessories Show</a> <a href="#">Variety and General Merchandise Show</a>	12 <a href="#">Variety and General Merchandise Show</a>	13 <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>	14 <a href="#">Atlanta Gift Show</a> <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>	15 <a href="#">Atlanta Gift Show</a> <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>	16 <a href="#">Atlanta Gift Show</a> <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>	17 <a href="#">Atlanta Gift Show</a> <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>
18 <a href="#">Atlanta Gift Show</a> <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>	19 <a href="#">Atlanta Gift Show</a> <a href="#">California Gift Show</a> <a href="#">California Market Ctr.</a>	20 <a href="#">Atlanta Gift Show</a>	21 <a href="#">Atlanta Gift Show</a>	22 <a href="#">The Chicago Market</a> <a href="#">OASIS Gift Show</a>	23 <a href="#">The Chicago Market</a> <a href="#">OASIS Gift Show</a>	24 <a href="#">The Chicago Market</a> <a href="#">OASIS Gift Show</a> <a href="#">Western NY Gift Show</a>
25 <a href="#">The Chicago Market</a> <a href="#">Western NY Gift Show</a>	26 <a href="#">The Chicago Market</a> <a href="#">Western NY Gift Show</a> <a href="#">Philadelphia Gift Show</a>	27 <a href="#">The Chicago Market</a> <a href="#">Philadelphia Gift Show</a> <a href="#">CHA Show</a>	28 <a href="#">The Chicago Market</a> <a href="#">Philadelphia Gift Show</a> <a href="#">CHA Show</a>	29 <a href="#">CHA Show</a>	30 <a href="#">Kansas City Gift</a>	31 <a href="#">Kansas City Gift</a> (to Aug. 3) <a href="#">San Francisco Gift Fair</a> (to Aug. 3) <a href="#">Orlando Gift Show</a> (to Aug. 3)
						•All shows are linked !