

Leadership Immersion Experience

The Leadership Immersion Experience is an exclusive opportunity for young professionals to participate in a mentoring program with the industry's best in class retailers.

In our unwavering commitment to provide unique and value driven programs to our next generation retailers, HFA has created a two and one-half day program of intense observation and exclusive access to executives and key staff members of some of the most successful retailers in the country. With visits to distribution centers, corporate headquarters and local retail storefronts attendees will gain insight into operational familiarization, management training and leadership networking.

Why apply?

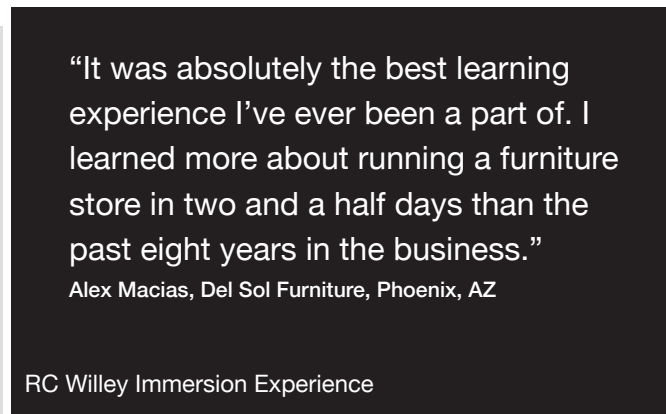
- Learn firsthand why Best-in-Class retail operations work so successfully.
- Gain insights into efficiencies and apply them to your operation.
- Network with other young professionals to build your circle of influence.
- Get on the fast track to your next level of success.

To Qualify:

- Applicants chosen to participate must work in a home furnishings retail store.
- Applicants must be a member of Home Furnishings Association (HFA).
- Applicants must have a minimum of two years management experience.
- A registration fee of \$199 must be submitted with your application.
- Participants are expected to pay their travel and accommodation expenses.



Retailers from El Dorado Immersion Experience



“It was absolutely the best learning experience I’ve ever been a part of. I learned more about running a furniture store in two and a half days than the past eight years in the business.”

Alex Macias, Del Sol Furniture, Phoenix, AZ

RC Willey Immersion Experience



American Furniture Warehouse Immersion Experience logistics education



Sales philosophies with Josh & Adam Hudson, Hudson's Immersion Experience

SECTION ONE: About you and your company

First name	MI	Last Name		
Title		Company Name		
Work address		City	State	Zip
Work phone	Mobile phone	<input type="checkbox"/> Yes you may send me text messages		
Email address	Birthdate			
Twitter Handle (@username)	Facebook	Instagram Handle (@username)	Linkedin:	

Please check the boxes that describe your company:

Type of Store

- Full line store
- Mattress store
- Other _____

Size of company: Number of locations_____

- Volume:
- Under \$1m
 - \$1m to \$3m
 - \$3m to \$5m
 - \$5m to \$10m
 - \$10m to 20m
 - \$20m to 50m
 - \$50m to \$100m
 - over \$100m

1. Your current role and experience in the home furnishings industry (add additional pages if needed)

SECTION TWO: Please share your story and why you would be a good candidate

Please answer the following questions to help us consider how you will gain and add value to the program *(Up to 500 words per question)*

1. *What do you hope to gain from attending this program that you will use for your professional development?*

2. *How will your experience add richness and value to the conversations at the event?*

3. *Why do you believe you should be considered for this opportunity?*

REQUIRED

4. **OWNER/DIRECT SUPERVISOR:** Please provide a letter of recommendation stating why you support the applicant in the program outlined above. Please sign and date the letter. By signing you are agreeing that if the applicant is selected you will provide the necessary time and funds for full participation in this program.

SECTION THREE: Availability and intent to participate

If selected I will meet program deadlines, including submission of request to participate, travel arrangements made to accommodate full program participation. I understand that the failure to fulfill this obligation may result in the ineligibility of future programs.

- We are members of the Home Furnishings Association (HFA)
- I have two or more years of work experience in a leadership role in my store and will be 21-39 years of age at the time of the event.
- I commit to travel to the event location and be fully able to participate throughout the program.
- I have the support of my company's chief executive to participate, (Letter submitted)
- I have completed this application profile including demographic information and my birthdate.
- I agree to participate in a post event evaluation and to provide a written summary of my experience, what I learned and what I will implement in my business.
- I have paid my \$199 registration fee.
- YES, I would like to be considered for a **Retail Home Furnishings Foundation Scholarship.**

Applicant's Signature _____ Print Name _____ Date _____

The application deadline is 4 weeks prior to the event.

Please submit application to:

Home Furnishings Association

Attention: Kaprice Crawford

Email: kcrawford@nahfa.org

or complete online at:

www.myhfa.org/ngnimmersion

Applications will be reviewed by the selection committee and you will be notified by an HFA coordinator as to whether you have been selected.

Retail Home Furnishings Foundation Scholarship

The Retail Home Furnishings Foundation (RHFF) is an organization created by retailers with the goal of bettering the industry. RHFF was created more than 25 years ago and funded in large part by a group of concerned, caring individuals with a proven track record of giving back to the industry and investing in the next generation of retailers.

The Retail Home Furnishings Foundation provides a sponsored opportunity for young home furnishings professionals to attend Home Furnishings Association and Furniture Today educational events. Criteria: Must be a home furnishings retailer between the ages of 21-30.

Scholarship funds up to \$750 per person.