



News Release

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FOR IMMEDIATE RELEASE

Spaces Filling Fast for HFA's Leadership Immersion Experience at Badcock Home Furniture & More

January 22, 2018 Roseville, Calif.—The Home Furnishings Association's (HFA) Leadership Immersion Experience at Badcock Home Furniture & More in Mulberry, Fla., August 6-9th, 2018 is filling up fast.

This boot camp experience offers young professionals exclusive access to one of the furniture industry's top 100 retailers. The two-and-a half-day program showcases the finely-tuned operations of this fifth-generation, family-owned, top-100 retailer with visits to the distribution center, corporate campus, and a local retail storefront. Attendees will meet with and learn from Badcock's executives and key staff members.

Attendance is limited to a small group to encourage and promote interaction with peers and allow for more in-depth discussions with the host. "By limiting attendance the groups get to know each other and the retailers they're visiting on a more personal level," says Kaprice Crawford, HFA's education director. "We're also thrilled once again to have STORIS as an exclusive sponsor of the program. They're a big supporter of the HFA's NGN group."

"We are thrilled to be partnering with the HFA on this project and are excited to host some of the industry's emerging leaders. This program serves as a spring board for these individuals and we are humbled to have a hand in their development." says Mitchell Stiles, vice president of dealer retail operations at Badcock. "At the end of the day we will be learning from them."

The HFA's Leadership Immersion Experience is one of the best ways to give yourself or the young professionals in your company unmatched training and exposure to some of the best retail operations in the industry.

A recent Louis Harris and Associates poll reports among employees with poor training opportunities, 41 percent planned to leave within a year, while only 12 percent planned to leave among those who considered their company's training opportunities to be excellent, resulting in a retention rate more than two-thirds higher. Trained staff are happier and more likely to stay put.

Top 100 companies can spend in excess of \$1 million a year on employee training programs. Many small- to mid-sized retailer don't have that kind of budget but HFA's Leadership Immersion Experience provides a solution.

Sign up now, application deadline is four weeks prior to the event. Please submit application to: Home Furnishings Association Attention: Kaprice Crawford Email: kcrawford@myhfa.org or complete online at: <http://www.myhfa.org/ngnimmersion>

STORIS is the exclusive sponsor of HFA's Leadership Immersion Experience.

Scholarship opportunities are available through the Retail Home Furnishings Foundation (RHFF), an organization created by retailers with the goal of bettering the industry. Applicants must be a home furnishings retailer between the ages of 21-30. Scholarship funds up to \$750 per person.

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About the Home Furnishings Association:

The Home Furnishings Association (HFA), with roots dating back to 1920, is North America's largest organization devoted specifically to the needs and interests of home furnishings retailers, with more than 1,800 members representing more than 7,000 storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by collaborating with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more information on the HFA visit www.myhfa.org.

About Next Generation Now:

Next Generation Now is a Home Furnishing Association sponsored community, which provides a platform for young professionals to be surrounded by the most successful people and companies in our industry. Our purpose is to supply education, leadership, and networking opportunities to enhance success and longevity in the Furniture Industry.