

Marketing/PR CONFERENCE 2025



February 19-20, 2025

Guilford Technical Community College Conference Center
7908 Leabourne Road, Colfax, North Carolina

Wednesday, February 19

8:00 a.m. – 8:30 a.m.

CHECK-IN/REGISTRATION

Light Breakfast Sponsored by ANDMORE

8:30 a.m. – 8:45 a.m.

OPENING REMARKS / WELCOME

Andy Bray, 2025 Chair of AHFA's Board of Directors
CEO/President
Vanguard Furniture, Conover, NC

8:45 a.m. – 9:45 a.m.

SESSION 1: Fashion Snoops Keynote

Living Ahead: 2025 Consumer Insights for the Evolving Home Industry

Jaye Anna Mize, Vice President Advisory & Partnerships
Fashion Snoops, New York

9:45 a.m. – 10:30 a.m.

SESSION 2: Google Insights to Turbocharge Your 2025 Marketing

Josh Banfield, Senior Business Lead
Shea Browning, Advertising Executive
Google, Chicago

10:30 a.m. – 11:00 a.m.

BREAK – Sponsored by Furnish Near Me

11:00 a.m. – 11:45 p.m.

SESSION 3: Sol Garay – From Aisles to Interiors: Applying CPG Branding to the Home Décor World

Sol Garay, President
BDI Furniture, Chantilly, VA

11:45 a.m. – 1:00 p.m.

LUNCH

1:00 p.m. – 1:45 p.m.

SESSION 4: Why We Need More Marketing in Ecommerce

Josh Walter, CEO
BrandJump, Los Angeles

1:45 p.m. – 2:30 p.m.

SESSION 5: The AI-Powered Marketing Era and Tools You Can Use Now

Matt Ritter, Assistant Professor of Strategic Communication
Nido R. Qubein School of Communication
High Point University, High Point, NC

2:30 – 3:00 p.m.

COOKIE BREAK – Sponsored by Steinreich Communications

3:00 p.m. – 3:45 p.m.	SESSION 6: Hack the Algorithm with AI – A Data-First Approach to Influencer Marketing Atul Singh , CEO & Co-Founder The Shelf, Atlanta
3:45 p.m. – 4:15 p.m.	SESSION 7: Gear Up for 2025 Furniture Safety Week! Pat Bowling , Vice President of Communications American Home Furnishings Alliance, High Point, NC

Thursday, February 20

8:00 a.m. – 8:30 a.m.	LIGHT BREAKFAST <i>Sponsored by FurnitureDealer.Net</i>
8:30 a.m. – 8:40 a.m.	WELCOME BACK – Pat Bowling
8:40 a.m. – 9:15 a.m.	SESSION 8: The Value of a Brand Kent Panther , President/CEO Wray Ward, Charlotte, NC
9:15 a.m. – 10:15 a.m.	SESSION 9: PANEL – Brand Storytelling Elise Gabrielson , Vice President of Marketing Crypton, Bloomfield Hills, Michigan Angela Kim , Senior Director, Global Licensing Hearst, New York Doug Bassett , President Vaughan-Bassett, Galax, VA
10:15 a.m. – 10:30 a.m.	BREAK
10:30 a.m. – 11:15 a.m.	SESSION 10: The Swiss Army Knife Marketer: From Overstretched to Indispensable Katie Brown , Director of Business Strategy Christina Rogers , Senior Director of Communications lūquire, Charlotte, NC
11:15 a.m. – 11:45 p.m.	SESSION 11: What’s Over the Horizon in the Fast-Changing World of Product Visualization Michal Stachowski , CCO and Co-Founder Intiario, Greensboro, NC
11:45 – 1:00 p.m.	GRAB-AND-GO LUNCH Brainstorming for next year’s conference! Box lunches and networking for those who can stay, or grab-and-go for early afternoon departures.