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eRetailer Advisory Committee Guides first-ever Home Improvement eRetailer Summit

TRUMBULL, CT, June 15, 2016 — Many of North America’s leading eRetailers are lining up to attend the first-ever Home Improvement eRetailer Summit, October 26 to 28, 2016 in Fort Lauderdale, Fla.

And no wonder. The event itself, which is geared to sellers of hardware, housewares, home storage and organization, furnishings, and building materials, is being guided and directed in part by some of the leading eRetailers in those categories. The Home Improvement eRetailer Summit is proud and pleased to have a world-class lineup of retail experts on its advisory committee.

They are: Deborah Shearer, Co-Founder & CEO, The Organizing Store; Chris Nysten, General Manager, Organizeit.com; Sandy Conrad, Senior Vice President, HSN.net; John Rij, Senior Category Manager, ShopRite –Wakefern Food Corporation; Mike Hargrave, Divisional Merchandise Manager – Online Tools, Sears.com & Kmart.com.

Taking time from their busy schedules to ensure the success of this event, these leaders in eRetailing are helping ensure that the first-ever Home Improvement eRetailer Summit shapes up to be a top-level conference for industry-leading companies doing business online.

“Developed directly from customer insights along the entire distribution channel, the Home Improvement eRetailer Summit fills a void in this industry that addresses the need to educate the suppliers on how to approach the online retail community,” said Sonya Ruff Jarvis, Manager, Jarvis Consultants, founder of the event.

The eRetailer Summit will provide a forum for these and other eRetail leaders to share their vision and objectives with a select group of vendors, who will get face time and the chance to share strategies. The intimate environment of the eRetailer Summit will help all sides work better together to optimize the Internet as a distribution channel. [Click here to see the full lineup](http://eretailersummit.com/) of eRetailers confirmed so far: <http://eretailersummit.com/>.

About the Home Improvement eRetailer Summit

The Home Improvement eRetailer Summit has been developed to connect home improvement manufacturers, distributors with pre-qualified online retailers who are interested in increasing online sales of home improvement products through collaboration and partnerships. It is an invitation-only event that will be held at the Hilton Fort Lauderdale Beach Resort, October 26 to 28, 2016 in Fort Lauderdale, Fla.

Home Improvement vendors specifically interested in exploring or expanding their online presence and learning more about how to optimize the Internet as a distribution channel can contact Sonya Ruff Jarvis: sonya@eretailersummit.com.