



DUCT TAPE MARKETING

As most men will tell you, duct tape is great for everything — patching up torn shoes, covering holes in the wall, and even marketing, thanks to Duct Tape Marketing (www.ducttapemarketing.com/blog). John Jantsch, author of *Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide*, is the guru behind this can't-miss blog that's filled with practical solutions and real-world advice on everything from marketing strategies to plans or tools. Check out the site next time you're stuck without a great marketing idea — you're bound to find ideas that stick.

RETAIL CONTRARIAN

If you want to differentiate yourself from the competition, you must start thinking and acting, well, differently. Get your weekly dose of unconventional wisdom from Doug Fleener and Matt Norcia, a duo of retail experts from the consulting firm Dynamic Experience Group. Built on the belief that retail success happens only when you create a superior customer experience, the Retail Contrarian blog (www.retailcontrarian.com) is packed full of ideas on topics such as hiring, training, sales development, retail strategy, marketing and promotions, and customer experience. And contrary to popular belief, many of these time-proven ideas are actually easy to implement.



REMARKABLE LEARNING

Whether they have multiple locations with hundreds of employees or small shops with a few salespeople, successful retailers have one thing in common: remarkable leadership. Without a competent captain at the helm, it's easy to stray off course. Reach your leadership potential with tips from Kevin Eikenberry, author of *Remarkable Leadership: Unleashing Your Leadership Potential One Skill at a Time*. His Remarkable Learning blog (www.kevineikenberry.com/blogs) offers insight into training to successfully develop your skills as a leader — no matter what size of organization you guide.

dallas market calendar

JANUARY

- 14–20 Dallas Total Home & Gift Market
- 14–20 Dallas Holiday & Home Expo
- 15–19 Dallas International Lighting Market
- 16–19 FINDS Dallas Temp Show
- 22–25 Dallas Apparel & Accessories Market:
Women's • Children's • Men's
• Southwest Shoe Expo
- 26–27 Dallas Fabric Show

FEBRUARY

- 2–3 First Monday & Tuesday Mini-Market
- 7–9 The Men's Show–Dallas Collective

MARCH

- 2–3 First Monday & Tuesday Mini-Market
- 12–15 Dallas Apparel & Accessories Market:
Women's • Children's • Men's • Western
• Bridal • Special Occasion • Southwest Shoe Expo
- 12-15 Dallas Total Home & Gift Market

All dates tentative and subject to change.
Call (800) DAL-MKTS to confirm dates before booking travel.