

# SHOP/o8

a conference for independents

Monday, March 3, 2008  
Seattle, Washington

Monday, March 10, 2008  
Portland, Oregon

## CEO of Nau Chris Van Dyke to Keynote Crave Party's SHOP/08 Conference in Portland

*SHOP/08 – An All-Day Conference for Independent Business*

Crave Party is pleased to announce that Chris Van Dyke, President & CEO of Nau, Inc. will keynote **SHOP/08**, an all-day conference to honor, invigorate, and educate independent retailers and business owners of all stripes who seek knowledge and improvement. Nau is a Portland-based outdoor clothing company that focuses on performance and sustainability.

The only conference of its kind, **SHOP/08** teaches practical skills, offers wise encouragement, and builds camaraderie amongst small business professionals. Attendees will participate in panel discussions and group sessions geared to enhance all areas of business. Topics covered include how to attract new customers, predict future trends, effectively build your brand, and how to use the online marketplace to enhance your brick and mortar store. The **SHOP/08 mission** is to bring the community together to be inspired and educated while keeping the local small shop owner thriving.

Other featured experts include Andi Koegler, Publisher and Editor-in-Chief of The Changing Room Magazine, Carol Gardner of Zelda Wisdom, Kathi O'Neil of Portland Picks, Suzanne Hein of LexiDog Boutique & Social Club, Hallie Janssen of Anvil Media, Mark Hayes of Flowerbud.com, Melissa Shaw of What Counts, Craig Opfer of Magneto Works, Katherine Gray of Tweak Interactive, Lisa Radon of Ultra PDX, Doug Garnett of Atomic Direct, Laura Gunderson of The Oregonian, Richard Meeker of Willamette Week and Rob Smith of the Portland Business Journal – to name just a few.

**SHOP/08** is an all-day conference that takes place in Portland on **Monday, March 10<sup>th</sup>** from **9-5pm** at the Gerding Theater @ The Armory in Portland's Pearl District. Registration is \$100 for a full day pass, \$75 for a full day pass if you purchase two or more. Please visit <http://craveparty.com/shop08> for event information and [www.craveportland.com](http://www.craveportland.com) to purchase tickets online.

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