

For Immediate Release

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WHFA Announces 45th Annual Managerial Conference & Tradeshow in Mexico.

Roseville, CA – December, 14 2004 – Western Home Furnishings Association (WHFA), the industry advocate for the independent home furnishings retailer, today announces it's 45th Annual Conference & Tradeshow to be held Sunday May 15th through May 17, 2005 in Puerto Vallarta, Mexico. The three-day conference will offer a host of professional industry speakers, educational topics, networking opportunities and a tradeshow, all for the benefit of assisting retailers to more effectively manage their businesses. For more information or to register for the conference and tradeshow, visit www.whfa.org or call (800) 422-3778.

"We really expect this years conference to be the most information packed conference that we've developed in a number of years," said Taylor Ganz, WHFA Conference Chair. "We'll have great information for every type of retailer big or small." The conference will discuss topics in relation to recruiting & retention of staff, advertising and marketing, management tactics, e-commerce, image and branding, merchandising, planning, warehouse related issues, store layout, sales training, and finally a panel discussion on imports.

The cost for attendance to the show is \$395 for members if received before the "Early Bird" registration deadline of April 1, 2005, and \$445 if received thereafter. For non-members the cost is \$495 - \$545 respectively. After initial registration, an additional \$50 discount is given to all subsequent registrants.

In addition to the educational and networking benefits, this years Conference and Tradeshow will offer a wide array of entertainment activities as well. To open the event, the choice between three coordinated activities are offered to attendees which include: a golf tournament held at the Jack Nicklaus Golf Course, a city shopping tour at the Municipal Market, Gringo Gulch, or a canopy adventure through the Sierra Madre Mountains. For pricing, times and more information please visit www.whfa.org.

WHFA is 100% member owned and is dedicated to providing the membership essential resources needed to achieve and maintain long-term goals. WHFA has a growing membership base of over 1,100 independent home furnishings retailers representing more than 2,700 stores throughout 10 western states, and is the largest affiliate of the National Home Furnishings Association, www.nhfa.org. For more information contact Jeff Huber at jhuber@cwnet.com or dial 916-202-0490.

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