

Iconic:DC

CONFERENCE DAY – WEDNESDAY, NOVEMBER 11 – WARNER THEATRE

- 8 a.m. - 5 p.m. **Registration open**
- 8 a.m. **Theater doors open**
- 8:45 - 8:52 a.m. **Welcome to Iconic**
Remarks: **Tyler Mathisen**, co-anchor of CNBC's *Power Lunch* and *Nightly Business Report*; and **Eric Schurenberg**, president and editor-in-chief, *Inc.*
- 8:55 - 9:35 a.m. **Do What You Love, Love What You Do**
Speaker: **Bert Jacobs**, co-founder and chief executive optimist, The Life is Good Company
- 9:40 - 10:25 a.m. **Beyond Shark Tank—Kevin O'Leary on Everything**
Speaker: **Kevin O'Leary**, founder, O'Leary Financial Group; co-star *Shark Tank*
Interviewer: **Tyler Mathisen**, co-anchor of CNBC's *Power Lunch* and *Nightly Business Report*
- 10:25 - 10:45 a.m. **Networking Break**
- 10:50 - 11:25 a.m. **A View from the Top: How to Create a Billion Dollar Class Act**
Speaker: **Janice Bryant Howroyd**, founder, chairman and CEO, ACT-1 Group
- 11:30 a.m. - 12:10 p.m. **Brands YOU F**king Love**
Speakers: **Jenny Fleiss**, co-founder and head of business development, Rent the Runway; **Hilary Folger**, partner - brand strategy, Lippincott; **Daniel Lubetzky**, founder and CEO, KIND; and author, *Do the KIND Thing*; and **Bayard Winthrop**, founder and CEO, American Giant
Interviewer: **Eric Schurenberg**, president and editor-in-chief, *Inc.*
- 12:15 - 12:45 p.m. **Why Every Day You Have to Earn the Right to Be Chosen**
Speaker: **Kenneth Cole**, founder, Kenneth Cole Productions
Interviewer: **Tyler Mathisen**, co-anchor of CNBC's *Power Lunch* and *Nightly Business Report*
- 12:45 - 1:45 p.m. **Networking Lunch**
- 1:50 - 2:15 p.m. **Honest Tea's Not-Too-Sweet Disruption Story**
Speaker: **Seth Goldman**, co-founder and TeaEO, Honest Tea
- 2:20 - 2:45 p.m. **How to Disrupt an Industry and Build a \$100 Million Company**
Speaker: **Eric Ryan**, co-founder, Method
- 2:50 - 3:40 p.m. **GoDaddy Founder Bob Parsons Shares His Billion Dollar Formula for Success**
Speaker: **Robert "Bob" Parsons**, founder, GoDaddy; founder and CEO, YAM Worldwide; and co-founder, the Bob & Renee Parsons Foundation
- 3:40 - 4:05 p.m. **Networking Break (25 minutes)**
- 4:10 - 4:40 p.m. **Bikes, Branding, and Business: A Conversation with SoulCycle**
Speakers: **Elizabeth Cutler** and **Julie Rice**, co-founders, SoulCycle
Interviewer: **Eric Schurenberg**, president and editor-in-chief, *Inc.*
- 4:45 - 5:25 p.m. **How to Build a Billion Dollar Business From Sweat, Technology and Transparency**
Speaker: **Kevin Plank**, founder and CEO, Under Armour
Interviewer: **Scott Wapner**, anchor of CNBC's *Fast Money Halftime Report*
- 5:30 - 6:15 p.m. **Lessons From Business-Turnaround King Marcus Lemonis**
Speaker: **Marcus Lemonis**, entrepreneur and host of CNBC's *The Profit*
- 6:30 - 8 p.m. **Closing Cocktail Reception**

Please note: Programming is subject to change and may exceed scheduled time.