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## ***ASTRA ANNOUNCES KEYNOTE SPEAKER FOR 2018 MARKETPLACE & ACADEMY***

### ***FL!P AUTHOR PETER SHEAHAN TO OFFER INSIGHTS ON OPPORTUNITIES THAT RESULT FROM CHANGE AND DISRUPTION***



**Chicago, Illinois** (February 5, 2018) –The American Specialty Toy Retailing Association (ASTRA) announced today that award-winning thought leader, best-selling author, and advisor to leading companies Peter Sheahan will headline ASTRA’s [2018 Marketplace & Academy](#). This year’s event, themed ***Mighty Together: Inspired by the Power of Play***, will take place June 10-13, 2018 in New Orleans, Louisiana.

Sheahan will open the third day of the Marketplace exhibit hall with a timely keynote titled ***FL!P: Proven Strategies for Turning Challenge into Opportunity, and Change into Competitive Advantage!*** He will draw on his experience as CEO of global consulting firm with employees in 23 cities across 7 countries to explore best practices from multiple industries that have experienced transformative change, and unpack the key insights from those who profited from the change compared to those that became victims to it.

“Like Peter Sheahan, many ASTRA members share the experience of starting or building businesses at a young age and weathering many cycles of change in their careers,” said Kimberly Mosley, President of ASTRA. “We are eager to hear Peter’s message about embracing change and breaking free from thinking that made us successful in the past, but could undermine our future success.”

Sheahan’s keynote will be delivered on Wednesday, June 13, 2018 from 8:30 AM to 10:00 AM. Following the keynote, ASTRA Marketplace attendees will have a third day on the exhibit floor to find new products that will differentiate their stores and to take advantage of show-only discounts.

Deeply discounted Early Bird registration rates for ASTRA’s [Marketplace & Academy](#) are available through Tuesday, February 20<sup>th</sup>. Register [online](#) or at the ASTRA Booth at Toy Fair at [Javits booth 6415](#).

#### **About the American Specialty Toy Retailing Association (ASTRA)**

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit [www.astratoy.org/](http://www.astratoy.org/).

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