



April 14-16, 2010
Hyatt Regency Hill Country
Resort & Spa, San Antonio

RetailConnections

Fresh Item Management & Merchandising Conference & Store Tours

**Bolster profits and cut shrink in all your perishables departments
by leveraging technology, process and people.**

Meeting Duration

1 ½ Days (1/2 day optional retail visits afternoon prior to meeting)

Who Should Attend

CEO, COO, CFO, Store Operation Executives, Senior VP Merchandising, VP-Director-level Perishables Executives (Meat, Seafood, Bakery, Deli, Produce, Food Service), CIO

Preliminary Agenda

Pre Meeting - April 14

Afternoon Before Meeting

Tour of local fresh item retail outlets in meeting location.
Suggestions include:
San Antonio: H-E-B, Fiesta Mart,
La Michoacana Meat Markets, Whole Foods

Evening

6:30 – 7:30 PM Sponsored Opening Reception

7:45 – 9:45 PM Sponsored BBQ Dinner with potential keynote speaker

Day 1 - April 15 (Full Day Events)

6:30 – 8:00 AM Sponsored Breakfast

8:30 – 11:45 AM General Session

Topic: Meeting Your Customers' Expectations

Content: Today, all consumers are increasingly aware of, and concerned about, food safety and the health of their families. Learn what their key issues are and what they expect from their grocery retailers and food manufacturers. The results of a consumer survey are reviewed with an analysis of what this means to food manufacturers and retailers.

Potential Speakers: A leading consumer advocate executive from research organization

Topic: Focus On Food Safety

Content: New legislation and regulations are being introduced in response to the increasing concerns over food safety and family health. How do they impact food manufacturers and retailers, especially in the perishables departments? This topic will address issues around Country of Origin Labeling, accuracy of product information (ingredient and nutritional labeling), product recall handling, as well as how some manufacturers and retailers are taking a more proactive approach to protecting their customers

Potential Speakers: High level USDA/FDA representatives



Conference Venue: Hyatt Regency Hill Country Resort & Spa

Day 1 cont'd

Topic: Operating Successful Perishables Departments

Content: This speaker focuses on the key elements required to operate a successful perishables business. Why managing perishables departments requires a different mindset to achieve the best results. Why “shrink” is not necessarily a dirty word in perishables departments. The benefits of cost accounting. Capturing increased sales and gross margins. How to take advantage of internal best practices to produce consistent performance across all your stores. Managing tasks at the store level. Case studies are reviewed outlining how some of the most successful global leaders have improved their perishables operations, showing the potential “Size of the Prize.”

Topic: Lessons From The Real World: Retail Speakers

Content: “Real life” experiences of perishables retailers. What worked, what didn’t work, lessons learned, keys to success, etc.

Noon – 1:00 PM Sponsored Lunch

1:15 – 4:15 PM Concurrent Roundtable Discussions
Content: Three sessions running concurrently, and with content repeated so each attendee can attend all the sessions, if desired (e.g. 1:15 – 2:15 PM, repeated 2:15 – 3:15 PM, and again, 3:15 – 4:15 PM).

Moderators: Each meeting will have a host moderator and assistant.

Topics:

- 1) Consumer Expectations/Product Safety/Potential Liabilities
- 2) Technology and People
- 3) Fresh Item Management “Best Practices”

4:30 – 5:00 PM Moderators/Assistants meeting to recap key findings and issues uncovered in the roundtable discussions and prepare presentations for next day’s general session.

6:30 – 7:30 PM Outdoor Reception

7:30 – 10:00 PM Gala Awards Dinner

Day 2 - April 16 (1/2 Day Event)

6:30 – 8:00 AM Sponsored Breakfast

8:30 – 11:45 AM General Session

Topic: Roundtable Findings And Issues

Content: A short recap of the learnings, issues and concerns that came out of the roundtable discussion groups.

Potential Speakers: Could be one of the Moderators or a panel discussion.

Topic: Technology Alone Is Not A “Silver Bullet”

Content: Fresh Item Management (FIM) systems are seen by many retailers to be the silver bullet to control the art and science of effective perishables management. But three key components are required: Business Processes, People Disciplines (Procedures) and Enabling Technology. But when the first two components are not in place, enabling technology often becomes disabling technology, highlighting operational deficiencies and failing to meet expected benefits. The result is some FIM system reviews and pilots, but few roll-outs. The speaker outlines a step-by-step process for ensuring all the necessary prerequisites are in place to take full advantage of enabling FIM systems, including the necessity for maintaining and accessing accurate data.

Topic: Lessons From The Real World: Retail Speakers

Content: “Real life” experiences of perishables retailers. What worked, what didn’t work, lessons learned, keys to success, etc.

Topic: Pros And Cons Of Centralized Vs. Decentralized Production

Content: What is the right model for your business? Two retailers (one with centralized production and one with decentralized production) discuss the pros and cons of each approach and of a hybrid operational environment. The business benefits gained from their selected approaches, as well as the operational requirements, are presented to provide the audience with information vital to selecting the right business approach.

Topic: Closing Remarks And Meeting Feedback Discussion

Noon

Adjournment

RetailConnections, LLC

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