

11/27/2007

Midwinter Executive Conference 2008 Preliminary Agenda

Saturday, January 12

10:00 am- 5:00 pm Registration

Sunday, January 13

7:30 am – 10:30 am Strategic Executive Exchange

10:00 am- 5:00 pm Registration

11:00 am- 4:30 pm FMI FoodPACE Golf Tournament

5:30 pm - 7:00 pm Opening Reception
*(sponsored by Anheuser-Busch, Inc., Balance Innovations, LLC,
Miller Brewing Company and Unilever)*

Monday, January 14

6:30 am- 8:00 am Breakfast
(sponsored by Catalina Marketing)

7:00 am- 4:00 pm Midwinter Registration

7:30 am – 4:30 pm Strategic Executive Exchange

8:00 am – 10:00 am Business Session
(sponsored by Accenture)

Welcome & Midwinter Chairman's Opening Remarks
Dan J. Sanders, Chief Executive Officer United Supermarkets, Ltd.
(20 minutes)

FMI Chairman's Remarks (20 minutes)
Steven C. Smith, President and CEO, K-VA-T Food Stores, Inc.

**Performance with Purpose -Sustainability and the Challenge for the
Food Industry (30 minutes)**
*Indra K. Nooyi, Chairman of the Board and Chief Executive Officer,
PepsiCo, Inc.*

In today's business world, delivering strong performance is a given. But increasingly, consumers and other stakeholders across society are demanding that companies deliver something more. At PepsiCo we believe that to ensure long-term business success companies must deliver performance.... with purpose. We believe that we must do better... by doing better. This is a theme that forms the foundation of PepsiCo's go-forward strategy. We also believe the theme is very powerful for all of us in the CPG and retailing sectors. Ms. Nooyi's speech will describe the ways in which performing with purpose can deliver direct benefits-strategically and operationally-to the food marketing business in the years to come.

Finding Healthcare Solutions That Work – An Update (40 minutes)
Steve A. Burd, Chairman, President and CEO, Safeway, Inc.

The nation's healthcare crisis continues to grow with skyrocketing costs taking a bite out of the bottom line and creating increasing unease among employees. Steve Burd returns to the Midwinter stage to report on the steps taken by Safeway and how they have impacted both profitability and employees. Mr. Burd will also discuss the healthcare crisis in a broader context and the ongoing need for commitment and innovative leadership from food retailers, wholesalers and manufacturers to help frame the growing national debate; challenging government, business and consumers to work together in a spirit of cooperation to examine the core problems and develop comprehensive reforms that can solve the crisis.

10:00 am - 10:30 am **Coffee Break**
(sponsored by ADC)

10:30 am - 12:00 pm **Business Session**

Presentation of the FMI Awards (Albers, Hoover, Rabb, Woodard)
continued (30 minutes)

Clarence Francis Leadership Lecture
(sponsored by Kraft Foods, Inc)

After Iraq- How Our World Has Changed
General Barry McCaffrey (Ret.) International Affairs Expert and NBC News National Security Analyst (50 minutes)

The Middle East: it's the hotspot on the globe, where extremism, sectarian hatred, government incompetence, non-democratic regimes and the lack of economic prosperity and opportunity so often fan the flames of armed conflict. What are the possible futures for Iraq and continuing U.S. involvement? Can rising tensions with Iran be defused? Can moderate governments in Pakistan, Lebanon and Turkey resist the tide of Islamic extremism? Will there finally be a breakthrough in negotiations between Israel and the Palestinian Authority? Gen. Barry McCaffrey brings his expertise to bear on the numerous factors shaping this troubled region and their implications for U.S. foreign policy and our men and women in uniform.

12:00 pm – 2:00 pm **Break**

2:00 pm – 4:00 pm **Business Session**

Sustainability Tools You Can Use

Dan McGovern, Editor, Sustainable Food News (Moderator)

Bob Garrity, Senior Vice President, Store Planning, Construction & Conservation, Giant Eagle, Inc.

**Ruth E. Kinzey, Senior Vice President, Communication & Public Affairs, The Stop & Shop Supermarket Company
(40 minutes)**

Sustainability is a business issue that has moved from the fringe to center stage as it increasingly affects the behaviors and decisions of customers, shareholders and employees. This panel discussion will give an overview of how sustainable business practices are changing the food industry and showcase specific ideas, strategies and examples of both retailer and supplier "best practices" with different sustainability initiatives. The FMI Sustainability Starter Kit will be introduced as the panelists discuss their experiences and the challenges, benefits and realities of working to incorporate sustainable practices into their businesses.

The Future of Food - Cloning and Beyond

Moderator: Sharon Bomer, Executive Vice President, Food and Agriculture Section, Bio

Elliot Entis, Chief Executive Officer, Aqua Bounty Technologies, Inc.

Dr. Mark Walton, President ViaGen, Inc.

**Kerry Preete, President, Seminis
(50minutes)**

(sponsored by Biotechnology Industry Organization)

Every week we read about exciting new technologies that change our perception about the future of food. From cloning to genetic engineering breakthroughs to new views on health and nutrition, these advances play out in our supermarkets as shoppers struggle to understand the meaning of this rapidly evolving future for their daily lives. This year we will explore the evolving science for both animal and plant agriculture. In cooperation with BIO, we present a discussion on the state of the art in both animal cloning and plant genetics. Join us to learn about the issues you need to understand and the questions your customers will be asking as dramatically new products find their way onto your shelves.

5:30 pm- 7:00 pm

Reception

(sponsored by Anheuser-Busch, The Hershey Company

McCormick & Company, Inc. Miller Brewing Company and TCC Retail Marketing, Inc.)

Tuesday, January 15

6:30 am – 8:00 am **Breakfast**
(sponsored by Advo, Inc., The Coca-Cola Company and The JM Smucker Company)

7:00 am- 12:00 pm **Registration**

7:00 am- 12:00 pm **Strategic Executive Exchange**

8:00 am – 10:15 am **Business Session**

BrandChild - Today's Global Kids and Brands
Martin Lindstrom, Brand Futurist and author of *Brand Child* and *Brand Sense* (55 minutes)

Martin Lindstrom solves the riddle of kids' unique relationship with brands. Based on his recent book, *BrandChild* this concept has been hailed by executives at Disney, LEGO, Mattel, Nickelodeon, FoxKids and Coca-Cola as outstanding and groundbreaking. Lindstrom draws on data gathered from the largest study ever conducted on kids' relationship with brands, comparing children's behaviors across the United States, Europe, South America and Asia. Sharing his singular insights into both the minds of children and the necessary components of branding, Lindstrom will show you: how to target the next generation of consumers, why kids are becoming almost as important decision makers as their parents and the branding and marketing trends of tomorrow.

Reinventing Recalls

Panel:

Jeffrey Ansell, Chief Executive Officer, Pinnacle Foods Group, LLC
Beverly A. Grant, General Manager, CBD Regional Teams, The Proctor & Gamble Company
(40 minutes)

At the FMI May Show, we reported a dramatic decline in the basic level of consumer confidence in the safety of our food supply. Believing that this decline in confidence can be traced, in large part, to a series of highly publicized rolling recalls lasting for months and moving from commodity to commodity, we have undertaken a major study to develop new best practice recommendations for improving our nation's recall process. Presenting the first results of a study co-sponsored by FMI and the Grocery Manufacturers Association and commissioned by FMI's Associate Member Advisory Board will be the Boston Consulting Group. Our objective is to present specific best practice recommendations for making our food recall system more timely, efficient, and effective. The roles of retailers, suppliers, and our government agencies will all be part of this project to develop farm-to-table solutions to a farm-to-table problem.

Connecting the Dots between Food and Health (40 minutes)

Speaker:

Moderator: Bill Bishop, Chairman, Willard Bishop

Panel:

Paul Boyer, Vice Chairman, Co-CEO, Meijer Inc.
Archie McGregor, Owner, IGA Plus
Ken Waller, Executive Vice President, Hy-Vee, Inc.

Consumers have been talking about eating healthier for a long time, but now several forces are aligning to make this both an immediate opportunity and threat for food retailing. The Coca-Cola Retailing Research Council of North America and the Institute for the Future have conducted research to help predict how this is expected to unfold, as well as insight into potential opportunities and threats. The goal is to provide guidance on the actions food retailers need to take to ensure that they play a key role in serving their shoppers. In this session you'll hear how the Council's journey resulted in a clearer picture of what food retailers can do to take full advantage of this exciting new area of consumer need.

10:15 am – 10:45 am Break
(sponsored by Nestle Purina PetCare Company)

10:45 am- 12:00 pm Business Session
(sponsored by PepsiCo, Inc.)

Food Industry Insights (20 minutes)
Tim Hammonds, President and CEO, Food Marketing Institute

Tim Hammonds joins us again to help place our wide-ranging Midwinter issues into perspective for our industry. He will talk about the valuable insights from this year's program that all of us can take back to our own companies, and he will talk about how FMI intends to continue to deal with these issues over the coming year. Of particular interest to our audience will be an overview of the move of the 2008 May Show to Las Vegas and how the 2009 FMI May Show will be completely redesigned to help our industry cope with the need to recruit and develop the leaders who will run this industry in the next generation of succession. This will be important new information you can begin using as soon as you return home and will open the door for each of your companies to participate in helping to move this exciting industry toward the future.

Political Outlook - Election 2008 and Beyond (50 minutes)
Dr. Larry J. Sabato, Author and Director of the University of Virginia's Center for Politics

"Politics is a good thing!"...is the slogan of Dr. Larry Sabato. According to the *Wall Street Journal*, Dr. Sabato is "probably the most quoted college professor in the land." Join Dr. Sabato as he returns to the Midwinter stage to offer his insightful predictions and forecasts on the 2008 presidential election campaign. With more than a dozen candidates vying for the republican and democratic nominations, media coverage has been intense and the stakes are high for the country and the food industry. Dr. Sabato will offer in-depth analyses of the key issues driving the election campaign on both sides and what it will take to win the White House and tip the balance in Congress.

5:30 pm – 6:30 pm Closing Reception

