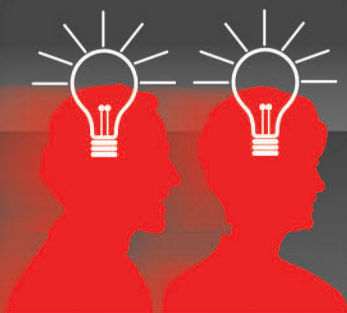


Advertising/Marketing Executive Conference

Wyndham Hotel ••• Palm Springs, CA ••• April 13-15, 2008

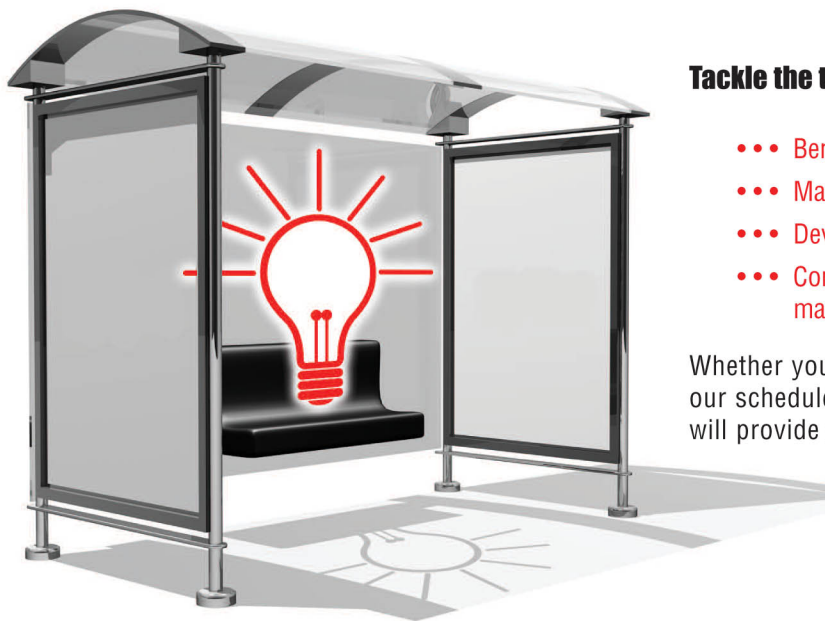
Ideas arriving every 15 minutes.



AD/MARKETING ••• 08

Brand Building - Marketing ROI
Private Label Marketing - Positioning
Communications - Successful Promotions

Advertising/Marketing Executive Conference



Tackle the toughest industry challenges and learn how to:

- Benefit from local marketing
- Market to the health & wellness consumer
- Develop a winning position for your brand
- Connect marketing communication and marketing return on investment

Whether your marketing challenges are large or small, our schedule full of advertising and marketing experts will provide you with practical insights.

PROGRAM SCHEDULE

Sunday, April 13

10:00am...2:00pm Registration

12:30...12:45 pm Opening/Welcome



<<< **Terry Stadheim**
Director, Retail Advertising
Unified Western Grocers, Inc.
(Conference Chair)

Terry Stadheim spent the first 20 years of his grocery career with Hughes Markets. He joined Unified Grocers (previously Certified Grocers) in 1996 and is presently responsible for advertising and marketing for Unified's independent retailers. He has a B.S. in business and marketing from San Diego State University.

**12:45...1:45 pm Keynote Address:
Anticipate! Don't Make
Me Wait**

Carly Simon once sang "Anticipation – it's keeping me waiting!" Retailers who fail to anticipate and respond to the dramatically changing needs of consumers – sometimes before the consumers themselves recognize their needs – will end up on the dust heap of retail history. Not to mention, retailers must understand the changes in consumers themselves. Today, consumers won't wait! Learn more about the powerful trends re-shaping shoppers' habits.



<<< **Thom Blischok**
President
Retail Solutions Group
Information Resources, Inc.

Thom Blischok is a seasoned retail executive with more than 25 years of industry expertise. He is a former chairman and chief executive officer of MindMeld, Inc., an Arizona-based "transformation through technology" consulting group. Thom previously was executive vice president and group executive of Equifax Knowledge Engineering and also held senior-level positions at several companies. A recognized futurist and retail thought leader, he is known around the globe for his innovative thinking and strategies to help retailers fundamentally transform their go-to-market economic models using innovative approaches to understanding the consumer with new forms of marketplace information. He holds a B.A. in business administration from the University of Phoenix.

1:45...2:00 pm Attendee Introduction

2:00...2:45 pm Go Local and Prosper

Close identity with your community can deliver increased value to your bottom line. Learn about the short- and long-term benefits of promoting local products. "Do it right" and see the gain.



<<< **Diane M. Kamionka**
Strategic Advisor
Northwest Agriculture
Business Center

Diane Kamionka has a strong background in general management of both large corporate growth and the entrepreneurial start-up arena. She currently assists small private entrepreneurial ventures and regional

organizations with incorporating entrepreneurial pursuits into their economic development. Diane was instrumental in founding the Northwest Agriculture Business Center which assists growers and producers in building a profitable business model for bringing their products to consumers, retailers, wholesalers, food service operators and food manufacturers. Diane holds a masters degree in business administration from Xavier University.

2:45...3:15 pm Refreshment Break

3:15...4:00 pm It's Not Easy Being Green

Environmental responsibility is on everyone's mind. But what does being "green" actually mean to today's consumer? Learn what shoppers really think – and more importantly what they want – from real interviews. Find out how to get the message that you are an environmentally-friendly operator out into the community and build loyalty among the growing class of "green" shoppers.



<<< **Jeff Morris**
President
HEILBrice

Jeff Morris has been a partner for 17 years at HEILBrice, a marketing communications firm. He has created award-winning promotional programs with Dreamworks Pictures, Walt Disney Pictures and more by creating unique alliances with retailers – including the first-ever national ticket promotion with Kroger. Jeff's retail marketing experience has also translated into successful campaigns for Ketel One Vodka, Universal Studios Hollywood, The Los Angeles Clippers and Marie Callender's restaurants.

4:00---5:00 pm

Private Label Branding Strategies: To Be Me or Not to Be Me ...That Is the Question

Take a look at private label branding and marketing strategies across a variety of trade channels. Assess how retailers go-to-market and support their programs in their quest to enhance market share, drive profit and compete for consumer loyalty. Get insights into how retailers can and should utilize the entire organization, their stores and product mix to build effective and relevant private label programs that can drive store loyalty in today's competitive marketplace.



<<< **Todd Maute**
Senior VicePresident/
Partner
CBX

Todd Maute has over 22 years experience in marketing, retail brand development, package design, market research and category management. He has spent the last 15 years dedicated to helping retailers in multiple channels of trade and around the globe develop and build their private label branding programs. Todd started his career as a designer for a small direct mail and promotions company and went on to own and operate an advertising agency. He previously was with Daymon Worldwide. Todd graduated with a B.F.A. degree from Montclair State University.

5:00---7:00 pm

Reception
*Sponsored by FanFare
Media Works*

Monday, April 14

7:00---8:00 am

Breakfast
Sponsored by Valassis

8:00 am---12:30 pm **Business Session**

Judi Palmer
Senior Director
Marketing Communication
The Stop & Shop
Supermarket Company
(Session Chair)

8:00---9:00 am

Developing and Implementing a Winning Brand Strategy

What is a brand and why is it important? What is brand positioning and why is it important? How is a brand positioning developed? Now that you have it, what do you do with it? Learn how to develop a strategic position and then implement your strategy. Get answers to these questions and more through pertinent case studies that will be shared.



<<< **Peter Dixon**
Senior Partner
Creative Director
Lippincott

Peter Dixon is an architect and a leading design and brand strategist with more than 15 years of experience in corporate identity, branding and design. He has developed expertise in the translation of positioning and business strategy into award-winning retail concepts. Peter has been frequently quoted in *The New York Times*, *The Wall Street Journal*, *Brandweek*, *Newsweek*, *ISP/VM+SD*, *Convenience Store News* and *Advertising Age*. A registered architect in the State of New York, he holds a B.S. in mechanical engineering from Louisiana State University and a masters of architecture from the University of Texas.

9:00---10:00 am

A Funny Thing Happened on the Way Through Chapter 11

Hear the full story behind finding the right message for a well-known brand like Winn-Dixie. Learn how the brand has permeated the entire organization and helped Winn-Dixie make an amazing turnaround.



<<< **Tom Bolling**
CEO
On Ideas, Inc.

Tom Bolling has over 26 years of experience in the advertising and branding industry. During this time, he grew three successful advertising agencies and worked with some of the most recognized brands. Tom has enjoyed his share of Addys, New York Festival, Tells and One Show awards. Before launching On Ideas in the fall of 2005, he was a founding partner in Wolf Group, an advertising and branding agency in the northeast. Tom has a B.F.A. degree from Ohio University.

10:00---10:30 am **Refreshment Break**

10:30---11:30 am **Older, Fatter and Wiser: Marketing to the Health & Wellness Consumer**

Health care today means self-care, and it is in the store that consumers are making decisions that most impact their health and personal well-being. An aging baby boomer population, increased media attention and a multitude of new products and in-store services are all driving what will be the dominant consumer issue in the coming years. Explore the consumer behaviors behind these trends and learn how retailers can leverage this issue to drive consumer loyalty and build a competitive advantage.



<<< **Jim Wisner**
President
Wisner Marketing Group

Jim Wisner has more than 30 years of marketing and operations experience in the North American retail food and drug industry. Before starting his own company nearly 8 years ago, he held vice president positions in marketing, merchandising, and store operations at Jewel-Osco Stores, Shaw's Supermarkets and at Topco Associates and was vice president of Willard Bishop Consulting. Jim received his B.B.A. degree in marketing from the University of Notre Dame and an M.B.A. from the Kellogg Graduate School of Management at Northwestern University.

11:30 am---12:30 pm **Pharmacy Marketing**

Supermarket pharmacists provide value through patient care by playing a more active role in disease management and acting as wellness consultants for patients. Consider these statistics...87% of consumers consider pharmacists their "most trusted" information source while 60% ask pharmacists' advice on new prescriptions. Pharmacists make an average 25 OTC recommendations daily — more than one billion per year — and 81% of counseled patients buy the product the pharmacist recommended. Learn how to market and leverage your pharmacy as a valuable destination department for increasing sales and profits.

Harry Lattanzio
President
PRS Pharmacy Services

12:30---1:30 pm

Luncheon
*Sponsored by
American Color*

1:30---5:00 pm

Business Session

David F. Henry
Senior Vice President,
Marketing
Winn-Dixie Stores, Inc.
(Session Chair)

1:30---2:30 pm

Maximize ROI in Brand Metrics and Sales Lift with In-Store Communications

Understanding the consumer and the purchase pathway in your stores is vital. Find out more about a number of tools and processes for creating in-store communications plans and rigorous criteria for evaluating ROI. Get a better perspective on in-store marketing and gain a process for strategically planning and implementing in-store communications.



<<< **David Sommer**
President
GroupM Retail

Dave Sommer was the founder and president of Retail Media Link (RML), a retail marketing company acquired by GroupM in 2006. He previously was a vice president at Y&R Advertising. For the past 15-plus years, Dave has partnered with CPGs and retailers in the development of integrated marketing plans that build brands, generate consumer excitement, activate shoppers, enhance retailer/supplier relationships and drive sales growth. Working in his family's food brokerage business, his background in retail marketing started early. Dave was calling on retailers, packing out product, building in-store displays and developing innovative in-store merchandising programs by the time he was 16. He received his B.A. from the University of Michigan and his M.B.A. from Columbia Business School.

2:30...3:30 pm **Merchandising by Design**

Are you keeping up with the latest concepts and setting the right mood for your consumers? Learn more about the changing trends in in-store design and find out how they are affecting your customer shopping patterns.



<<< **Neil Stern**
Senior Partner
McMillan Doolittle LLP

Neil Stern specializes in the strategic planning and development of new retail concepts. His clients have included Safeway, Procter & Gamble, Harris Teeter, McDonalds, Publix, Wawa, Radio Shack and Chevron/Texaco. Neil is the editor of Mcmillan/Doolittle's "Retail Watch" newsletter and is author of "Winning at Retail" published in 2004. He is a graduate of Columbia University and has attended the Kellogg M.B.A. program at Northwestern University.

3:30...4:00 pm **Refreshment Break**

4:00...5:00 pm **Marketing Into 2015**

Although only 7 short years away, the retailing environment in 2015 will be dramatically different than it is today. Find out how technology will change the way we shop, manage the supply chain and retain loyal shoppers. What will motivate these shoppers – the way products are priced, merchandised or ease of the transaction? Learn more about the top 15 trends that will challenge retailers and suppliers in the coming years and gain insights into how organizations can best navigate the road to 2015.



<<< **Al Meyers**
Senior Vice President
Business Development
Retail Forward, Inc.

Al Meyers is responsible for client relationships in the west, midwest, south and central regions of the U.S. Prior to joining Retail Forward, he served as director of Senn-Delaney/Arthur Andersen's retail strategy practice and also spent 18 years consulting for the Management Horizons division of Price Waterhouse. Al serves on the board of the Retail Executives Association in Dallas and is on the faculty of the In-Store Marketing Institute. He holds an M.B.A. in finance from Michigan State University and a B.A. in economics from Ohio Wesleyan University.

5:00...6:00 pm **Reception** *Sponsored by Southeast Advertising Services*

Tuesday, April 15

7:00...8:00 am **Breakfast** *Sponsored by Universal Ad*

8:00...11:00 am **Business Session**

Dave Haworth
Director, Marketing
Nash Finch Company
(Session Chair)

8:00...9:00 am **Connecting Marketing Communication and Marketing ROI**

Gain a better understanding of the role of marketing communication and find out how to maximize future returns. A number of U.S. and international case histories will be referenced. Learn how an advanced analytical approach can help retailers know what works and how to isolate key issues and trends affecting their business.



<<< **Nigel Foote**
Global CEO
Ohal Group

Nigel Foote is responsible for the management of five offices worldwide (New York, London, Paris, Copenhagen, Singapore) for Ohal. His prior positions include product development director for Starcom EMEA, managing director for TNS Media Intelligence UK, and principal and EMEA managing partner, Hudson River Group (US). An acknowledged expert in improving ROI in marketing communications, Nigel has experience in marketing consultancy and analytics across all sectors but specializes in packaged goods, finance, retail and telecoms. He holds an M.A. in marketing.

9:00...9:30 am **Marketing to Hispanics**

Connect with the Hispanic consumer in their neighborhood community. Find out how family festivals, parking lot events, product sampling and family fun reach out to the Hispanic consumer.

Terry Stadheim
Director, Retail Marketing
Unified Western Grocers, Inc.

9:30...10:15 am **Maximizing Meat Sales**

Increase your meat department sales by capitalizing on the fast-growing Hispanic opportunity. Learn how a highly-successful Hispanic beef program for retailers was conducted that increased beef sales by over 28 percent – using only in-store POS materials and re-merchandising the meat case! Findings from the extensive consumer and retailer research that contributed to the program's success will be shared.



<<< **Javier Corona**
Director of Hispanic Marketing
VISIÓNLatina

A specialist in retail and the grocery industry, Javier Corona is a Hispanic marketing professional with more than 25 years of experience in brand building for world-class marketers and agencies. He has amassed extensive marketing experience in the U.S. and Mexico during his career span, having worked in Mexico City for several major agencies and advertisers. His U.S. Hispanic market experience includes Grey Advertising on the Lucky Stores account and H-E-B Grocery Company. In his current position, Javier has handled the Ralphs, Food 4 Less, Fry's Food & Drug, Pathmark Stores and National Cattlemen's Beef Association Hispanic accounts.

10:15...11:00 am **Promotions That Work**

In today's fast and ever-changing environment, your peers are developing marketing programs to put excitement back into the weekly shopping trip. Find out if these programs delivered what was promised. Did they generate traffic, increase profit and stimulate both customers and employees? Find out what really happened as your peers present "Promotions That Work."

11:00...11:15 am **Closing Remarks**

Terry Stadheim
Unified Western Grocers, Inc.
(Conference Chair)

11:15 am **Adjournment**

Advertising/Marketing Executive Conference

April 13-15, 2008 ••• Wyndham Palm Springs Hotel ••• Palm Springs, CA

To register online, go to www.fmi.org/events/, select Advertising/Marketing Conference, click on "register online" and follow the instructions. **Registration questions?** Contact Tiffine Hutchins at 202.220.0808 (thutchins@fmi.org).

Please Type or Print Clearly

Company _____

Street Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Confirm to _____ Title _____

Phone _____ Fax _____ E-mail _____

Registrant Information

	Last Name	First Name	First Time Attendee	Badge Name	Title	E-mail	Companion Name (no registration fee)
<input type="checkbox"/> Mr.			<input type="checkbox"/>				
<input type="checkbox"/> Ms.			<input type="checkbox"/>				
<input type="checkbox"/> Mr.			<input type="checkbox"/>				
<input type="checkbox"/> Ms.			<input type="checkbox"/>				
<input type="checkbox"/> Mr.			<input type="checkbox"/>				
<input type="checkbox"/> Ms.			<input type="checkbox"/>				

Registration Fee: We cannot process your registration without proper payment and are unable to send invoices for the registration fees. The fee includes all meeting materials, breakfasts, lunch, refreshment breaks and receptions. It does not include hotel accommodations. Please make room reservations directly with the Wyndham Palm Springs Hotel by calling 760.322.6000 or 1.800.996.3426.

FMI Member: ☐ \$795.00 per person
☐ \$745.00 per person if 3 or more
(paid) attend from the same company

FMI Associate Member: ☐ \$1,125.00 per person

Non-Member: ☐ \$1,350.00 per person

Cancellation: Full refund if cancellation is received one week prior to meeting; 60 percent if less than one week. No refund if cancellation is received after April 11 (COB).

Note: Every participant – to qualify for FMI member rates – must be an employee of an FMI member company. Please remember an FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate membership dues to FMI. All others are non-members. Walk-in registrations accepted only if accompanied by cash, company check or credit card in payment of the registration fee.

Payment Information: Mail this form with check to: P.O. Box 758884, Lockbox #758884, Baltimore, MD 21275-8884. Be sure to include registration form with check (U.S. funds drawn on a U.S. bank – payable to Food Marketing Institute). Wire transfers acceptable in U.S. funds.

For assistance with wire transfers contact Van Jackson 202.220.0755.

If paying by credit card, fax this form with credit card information to 202.220.0878.

Please charge \$ _____

to my: ☐ Visa ☐ MasterCard ☐ American Express

Account No. _____

Exp. Date _____

Card Holder Name (please print) _____

Card Holder Signature (must sign to be valid) _____



FMI is committed to participation in its programs by persons with disabilities. ☐ Please check if you need accommodations.
Please specify. _____

In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain and improve professional skills.



FOOD MARKETING INSTITUTE

#60/61-004-0155

Advertising/Marketing Executive Conference

April 13-15, 2008 • Wyndham Palm Springs Hotel • Palm Springs, CA

Fax the enclosed registration form with credit card payment information to 202.220.0878 or mail form with payment to Food Marketing Institute, P.O. Box 758884, Lock Box #758884, Baltimore, MD 21275-8884. To register online, go to www.fmi.org/events/, select Advertising/Marketing conference. Click on "register online" and follow the instructions. Registration questions, phone 202.220.0808 and ask for Tiffine Hutchins or e-mail her at thutchins@fmi.org.

REGISTRATION FEE

Includes all meeting materials, continental breakfasts, coffee breaks, lunch and receptions. Fee does not include your hotel accommodations.

Note: Every participant — to qualify for FMI member rates — must be an employee of an FMI member company. Please remember, an FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate membership dues to FMI. All others are non-members. Walk-in registrants must present payment of the registration fee in the form of cash, company check or credit card.

FMI Member: \$795.00 per person
\$745.00 per person when three or more (paid) attend from the same company

FMI Associate Member: \$1,125.00 per person

Non-Member: \$1,350.00 per person

Companion: No registration fee

CANCELLATION

Full refund if notification is received prior to one week before meeting; 60 percent refund if less than one week's notification; **NO REFUND IF CANCELLATION IS RECEIVED AFTER APRIL 11 (COB).** If registration is not canceled before start of meeting, registrant will be responsible for paying full registration fee.



HOTEL RESERVATIONS

FMI does not arrange hotel accommodations; they should be made directly with the hotel. A block of sleeping rooms (\$189.00 single/double occupancy) will be held at the Wyndham Palm Springs Hotel (888 East Tahquitz Canyon Way, Palm Springs, CA 92262; 760.322.6000) for our attendees until March 21, 2008. Reservation requests received after this cutoff will be confirmed on an availability basis. All sleeping room accommodations are subject to applicable taxes. If requested room rate is unavailable, a room at the nearest available rate will be reserved. Make your reservations directly with the hotel by calling 760.322.6000 or 1.800.996.3426.

Be sure to identify yourself as an attendee at this FMI meeting to receive the special rate. Reservations are subject to cancellation unless guaranteed by a major credit card or one night's deposit. An early departure fee of \$50 plus tax will be charged. Check-in time is 4:00 pm; check-out time is 12:00 noon.



AIRLINE RESERVATIONS

United Airlines, FMI's official carrier for this meeting, is offering discounted fares to attendees. Call today to take advantage of the special offers available only to Advertising/Marketing Conference participants.

United Airlines

8:00 am — 10:00 pm daily
Eastern Standard Time

1.800.521.4041

Please refer to File #509RK

ATTIRE

Casual attire (no ties!) is recommended for the entire conference. The average daytime temperature can be in the eighties.

PLANNING COMMITTEE

Terry Stadheim (*Chair*)
Unified Western Grocers, Inc

Chuck Corbeil
Harris Teeter, Inc.

Dave Haworth
Nash Finch Company

Dave Henry
Winn-Dixie Stores, Inc.

Judi Palmer
*The Stop & Shop
Supermarket Company*

Jerry Shelton
United Supermarkets, Ltd.

Scott Smith
Haggen, Inc.

Pat Shinko
Food Marketing Institute



If you have any questions or need additional information, contact:

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Food Marketing Institute
2345 Crystal Drive, Suite 800
Arlington, VA 22202

Phone: 202.452.8444
Fax: 202.220.0877
E-mail: pshinko@fmi.org
bquigley@fmi.org

