



MARKETECHNICS 2008

Program Schedule

May 5-6, 2008

Las Vegas, NV

Monday, May 5, 2008

8:00 am Speaks 2008 South Pacific Ballroom

Learn how competitive pressures, international food and product safety, energy costs, health and wellness and global economic trends will affect consumer shopping and consumption and the financial health of the food industry. Exclusive FMI research released at this session will show how new economic, consumer and industry trends are affecting wholesale and retail operations.

Tim Hammonds, President and CEO, Food Marketing Institute

10:00 am The Future of the Internet South Pacific Ballroom

"Net Attitude" author John Patrick believes the rapid evolution of the Internet is about to make today's Internet seem primitive. Get a visionary glimpse of the future beyond the Internet as we know it. Learn how businesses and institutions of all kinds, including food retailing, can use the Internet to become "on demand." Blogging and podcasting have already changed the way companies interact with customers but they are only the beginning. Find out what technological and societal changes loom on the horizon as the Internet becomes available everywhere, all the time from any device: cell phone, pda, laptop.

John Patrick, Futurist and Author, *Net Attitude*

4:00 pm Produce Traceability South Pacific C

Knowledge may be power, but when it comes to consumer goods, knowledge is also safety. With risks ranging from inaccurate ingredient labels to contaminated or toxic ingredients, the ability to avoid and respond to a product crisis is a critical part of today's required IT capability. Manufacturers and retailers are investing in IT infrastructure to provide effective quality management, compliance reporting, traceability and recall management. Learn what a leading food manufacturer is doing to ensure they are effectively managing product risk. Hear how it integrated sourcing, manufacturing and supply chain systems to provide global traceability from ingredients to sale and get an overview of the systems and reporting capability they have in place to quickly and effectively manage product recalls and product communications.

Chair: Don Reeve, Senior Vice President, CIO, Wegmans Food Markets

Speaker: Gary Fleming, Vice President, Industry Technology & Standards,
Produce Marketing Association

4:00 pm State of the Store: Grocery Technology and Business Processes Islander B/G
Learn where fast-moving consumer goods (FMCG) retailers stand in critical business processes, such as demand prediction, lifecycle pricing, space management, inventory ownership, coordinated merchandising strategies and supplier collaboration. Find out key technology adoption rates for FMCG retailers and what's on their roadmap for store and cross-channel operations, consumer-centric merchandising, product development, agile supply networks and on-shelf availability.

Chair: Dave Couch, Vice President, Information Technology, Spartan Stores, Inc.

Speaker: Michael Griswold, Research Director – Retail, AMR Research, Inc.

Panelists: Dan Murphy, Vice President, Retail Services, Unified Western Grocers, Inc.
 Clayton Baum, Executive Director, Business Development, Catalina Marketing

Tuesday, May 6, 2008

8:00 am Fresh & Easy: Improving Customer Service through Self-Service South Pacific D
In an increasingly “self-everything world,” self-service technology has expanded beyond traditional financial and retail markets to include travel, transportation, healthcare and more. Get an overview of the state of the self-service industry and the trends that will impact the future of food retailing. Learn about the new Fresh & Easy Neighborhood Market format for the American market and how it is using self-service technologies to improve the customer experience.

Chair: Barb Ramsour, Director of Information Systems, Balls Food Stores

Speakers: Mike Webster, Vice President, Self-Service Solutions, NCR
 Doug Rutledge, CIO, Fresh & Easy Neighborhood Market Inc.

8:00 am Payments: Interchange, Data Security and More Islander B/G
Whether it is the front-end device interacting with your customer or the back-end capability that executes the transaction, payment technologies and processing options continue to change at a bewildering pace. Your customer has multiple options for payment and identity cards, biometrics, and soon cell phones. Medical, gift, credit, debit and loyalty cards all add to the complexity of the transaction. The challenges of dealing with interchange fees and PCI compliance make it even more difficult to define and execute an effective payment systems strategy. Learn which technologies are being deployed and emerging in the industry. Gain insights into which technologies are effective, what your customers think about them, and how you can best plan for and implement these systems.

Chair: John Briggs, Senior Vice President, CFO and Treasurer, Hy-Vee, Inc.

Speaker: Natan Tabak, Senior Vice President and CIO, Wakefern Food Corp.

9:00 am New Technologies Lower Costs and Improve Store Service South Pacific D

Each year, technology obsolescence, new business requirements and applications complexity conspire to increase the cost of owning, operating and supporting technologies throughout the retail supply chain, particularly in each store. New technologies, such as consolidated servers that run virtual machines (VMs) and enable software appliances, are reducing costs and increasing service. Learn more about which companies are employing these technologies, how they did it and how you can start taking advantage of new architectures, such as service-oriented architecture (SOA), Software as a Service (SaaS) and software appliances.

Chair: Don Reeve, Senior Vice President, CIO, Wegmans Food Markets

Speaker: Billy Marshall, Founder and CEO, rPath, Inc.

9:00 am Data Security – A Business Perspective Islander B/G

There's no such thing as perfect protection. Organizations need to implement a proactive program and a layered control approach, including vulnerability management, encryption, wireless, network, remote access and awareness security controls, to protect one of the company's most valuable assets – the data. Retailers need to stop being reactive and start providing appropriate levels of protection aligned with business goals. Explore the evolving threat environment, the controls needed in a good layered security approach, and the elements of a proactive security and risk management program.

Chair: Tom Thibault, Director, Information Security, Wegmans Food Markets

Speaker: Paul Proctor, Vice President, Security & Risk Practice, Gartner

10:00 am Jump the Curve to a New Future South Pacific D

A number of technologies are now experiencing near exponential growth. Explore how these advances lead to an array of new products, services and technologies which will not only help retailers' lower costs and increase productivity but will also dramatically transform the shopping experience.

Chair: Mark Chandler, Vice President, Supply Chain Integration,
Price Chopper Supermarkets, Inc.

Speaker: Jack Uldrich, President, The NanoVeritas Group

10:00 am CAO: Lessons Learned Islander B/G

There is no shortcut to true computer assisted ordering (CAO). By paying attention to the foundational systems that are prerequisites to implementing CAO, a significant outcome is attainable. If reduced out-of stocks, increased same-store sales and reduced store inventory do not draw your attention, nothing will. The pitfalls of CAO as well as its untapped potential will be discussed.

Chair: Bill Homa, Senior Vice President, CIO, Hannaford Bros. Co.

Speakers: Michael Holcomb, Director, Retail Services, Spartan Stores, Inc.
Brian Fabre, Retail Division Lead, CAO, Hannaford Bros. Co.

4:00 pm

Benchmarking Trends in Retail Technology

Islander B/G

Technology advancements are crucial to every business and new solutions continue to emerge nonstop. Technology benchmarks are an invaluable tool to ensure your company is keeping up with the competition. FMI's new report will cover the use and expansion of technology in U.S. supermarkets. Among topics to be covered are in-store systems, frequent shopper programs, POS systems, EDI, SBT, data synchronization, online marketing and self-checkout technology.
Benchmarking report sponsored by SAP.

Patrick Walsh, Vice President, Industry and Trade Development, Food Marketing Institute
Jules D. Cohn, Retail Industry Principal, SAP America, Inc.