

Human Resources/Training & Development Conference

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September 14-16, 2008
Monterey Marriott Hotel
Monterey, CA



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EDUCATION

REGISTER TODAY!

Human Resources/Training & Development Conference
September 14-16, 2008
Monterey Marriott Hotel
Monterey, CA

2345 Crystal Drive, Suite 800
Arlington, VA 22202
202.452.8444
www.fmi.org

FOOD MARKETING INSTITUTE





Dear Food Industry Colleagues:

We have an exciting opportunity for you! Join us in networking and collaborating with our fellow food industry human resources and training and development professionals at **FMI's Human Resources/ Training & Development Conference**, September 14-16, 2008 in Monterey, CA. We look forward to seeing many familiar faces and meeting some new friends as we share best practices, experiences, ideas and solutions.

"THE CHANGING FACE OF THE INDUSTRY" is our focus this year. Learn from highly experienced keynote speakers, including On Your Feet, who will inspire us as leaders to have fun while working through the changes going on in our companies. We are focusing on topics including Generation Y, employee engagement, training, leadership development and industry trends. We'll also share and meet others at idea exchanges, evening receptions, and over dinner together at local restaurants. Be sure to review the brochure to see the variety of general sessions, concurrent workshops and networking opportunities we've put together.

The conference format offers many opportunities to meet presenters, supplier partners, and our food industry peers. It's always a great event for learning and sharing best practices on some of the most pertinent topics in our profession and the industry.

One of the highlights of the conference is always the MAXX Awards, where we hear from several of our fellow retailers about innovative human resource or training programs that have achieved positive, measurable business results. The presentations are always informative and inspiring. Please consider submitting an initiative from your company and get the recognition you deserve!

We encourage you to take advantage of everything this conference has to offer and hope you will join us in Monterey in September.

Christine Booher
HR/T&D Committee Chair
Vice President of Human Resources
Busch's, Inc.

Joe O'Connor
HR/T&D Committee Vice-Chair
Director of Labor Relations
Heinen's Supermarkets

P.S. Monterey is a great city...if you've never been there before, be sure to take some time to explore it and the surrounding area. Come to town early or stay on and enjoy the area! For information on things to do in Monterey, go to the HR/T&D Conference page on FMI's website: www.fmi.org/events/.



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Many thanks to our generous sponsors!

General Information
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LearnSomething, Inc.
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TruGrocer Federal Credit Union
Ultimate Software

**We've developed this program to meet
the needs of our retail peers in HR and
training...please join us!**

FMI Human Resources/ Training & Development Committee

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Vice President, Human Resources
Busch's, Inc.

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Committee Vice Chair
Director, Labor Relations
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Phil Pirkle
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United Supermarkets, Ltd.

Tricia Dell'Anno
Manager of Leadership Planning
Wegmans Food Markets

2008 HR/T&D Conference Advisory Panel

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Principal, Client Services
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Consulting

Mary Kay O'Connor
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Association

Cheryl Paradowski
Executive Director
Canadian Food Industry Council

Brian Vann
Vice President, Sales
LearnSomething, Inc.

The face of the supermarket industry is changing... FMI helps you prepare.

Attend the FMI Human Resources/Training & Development Conference to improve your work force and ensure your company has the talent needed to compete.

Don't miss this program developed by food retailers, wholesalers and suppliers!

Strategic general sessions on:

- Engaging employees
- Winning the war for talent
- Capitalizing on consumer trends
- Recruiting and motivating "Gen Y"

Hands-on workshops to prepare you with ideas on:

- Leadership development
- Retaining your best people
- Communications strategies
- Product knowledge training

Interactive discussions on common concerns including:

- Assessment tools
- Succession planning
- Department manager training
- Attracting people to the supermarket industry

SUNDAY, SEPTEMBER 14

8:00 am – 9:30 am
HR/T&D Committee Pre-Conference Meeting

10:00 am – 5:00 pm
Registration

11:00 am – 2:00 pm
**MAXX Awards – Preliminary Judging
by Committee Panel**

2:30 pm – 2:45 pm
Chair's Opening Remarks

2:45 pm – 4:00 pm
Opening General Session

The War For Talent in an Experience Economy
Today, goods and services are no longer enough; they have become commoditized. Carefully crafted and staged experiences that engage each customer in a personal way are replacing price and variety as a basis for differentiation. Delve into ways that supermarkets can attract, cast and motivate teams to stage rich, engaging experiences for their customers.

4:00 pm – 5:30 pm
Interactive General Session

Thinking On Your Feet

This interactive session, led by improv experts from On Your Feet, will get you moving, meeting each other, and learning new tools to deal effectively with change. Have fun while learning best practices to better navigate a challenging, changing world!

5:30 pm – 6:30 pm
Welcome Reception

**Optional: Dine-Around at Area Restaurants
with Committee-Member Hosts**

MONDAY, SEPTEMBER 15

7:30 am – 8:30 am
General Session Breakfast

Industry and Consumer Trends

For years, consumers have driven the supermarket industry to become more innovative, responsive and competitive. But with rising economic pressures such as fuel costs, the credit crunch, the housing market slump and high food price inflation, consumer behaviors and attitudes towards shopping, dining and eating are changing. Join us for an in-depth review of food retailing and the implications of these trends on our business.

8:45 am – 10:00 am
General Session

Generation Y

Much is heard about "Gen Y" these days, but what's different and special about this up-and-coming segment of your workforce? Get ideas to recruit, motivate and retain Generation Y, as well as ways to help all generations work better together in your stores.

10:00 am – 10:30 am
Break with Our Sponsors

Review products and resources that can save you time and money!

10:30 am – 11:15 am AND 11:15 am – Noon
Idea Exchanges (repeated)

Bring your toughest questions and best solutions to these interactive peer discussions. They're repeated so you can discuss your top two topics of concern.

HR Topics
*Aligning HR with
Operations
Assessment Tools
Attracting People to
the Industry
Performance Management
Succession Planning*

T&D Topics
*Culinary Training
Cultural Acclimation
Department Manager
Training
Partnering with Education
Who Owns Training?*

Noon – 1:00 pm

Lunch

Overview of Future Connect

Hear about FMI's exciting new forum designed to build the next generation of leaders in our industry, scheduled for May 4-6, 2009 in Dallas, TX. Learn why it's a must-attend for HR and T&D executives, and how to ensure your company's participants make the most of their Future Connect experience.

1:00 pm – 3:00 pm

General Session

MAXX Presentations

Learn how several food retailers improved their businesses through exemplary HR and training programs, and vote for the winners of the 2008 FMI MAXX Awards.

3:00 pm – 3:30 pm

Break with our Sponsors

3:30 pm – 4:45 pm

Concurrent Workshops

Dollars and Sense: Cost of Turnover, Retention Strategies (HR)

High turnover costs companies both time and money. Get a better understanding of the key causes of turnover and find solutions to mitigate its results. Learn best practices to retain your best people.

Leadership Development (T&D)

Preparing employees to become leaders is one of the biggest challenges for any company. Get resources to help you develop a leadership program aligned with your company's culture and strategy.

5:00 pm – 6:30 pm

Reception/MAXX Awards Announcement

TUESDAY, SEPTEMBER 16

7:30 am – 9:00 am

Breakfast with the Sponsors

Follow up with sponsoring suppliers, get your questions answered and receive more information on useful products and services.

9:00 am – 10:15 am

General Session

Employee Engagement and Re-engagement

Engaged employees are generally happy employees and are key to your company's success. Learn some fresh ways to involve new employees and re-engage current employees throughout your organization.

10:15 am – 10:30 am

Break

10:30 am – 11:45 am

Concurrent Workshops

Shattering the Glass Ceiling for All Leaders (HR)

Our industry's workforce is becoming increasingly diverse – both a strength and a challenge. Are you developing your non-traditional employees and preparing them for leadership roles? Break barriers and build a culture of inclusion in your company.

Reinventing Training (T&D)

Learn creative new strategies for engaging and training your employees, including the latest technology delivery methods, blended learning and just-in-time training.

11:45 am – 1:00 pm

Idea Exchange Luncheon

Potpourri (by size of company)

Discuss issues of common concern with peers from companies of similar size. Connect with colleagues facing the same issues you do and find friends you can call on for help after the conference.

1:00 pm – 2:15 pm

Concurrent Workshops

Evolution of Communication Strategies (HR)

Learn the latest communication strategies and technologies and how they can be used for key HR functions such as recruitment, training and administration.

Product Knowledge Training (T&D)

Your in-store employees' product knowledge is vital to helping your customers and making the sale. Discover tools to help you map out a product knowledge training strategy and ways to work with marketing and operations to ensure the training is comprehensive and consistent.

2:15 pm – 2:30 pm

Break

2:30 pm – 3:45 pm

Closing General Session

Motivational Speaker

The conference will close with a rousing and inspirational speech. Return home refreshed and energized to tackle the challenges and explore the opportunities that await.

3:45 pm – 4:00 pm

Wrap-Up/Closing Remarks

4:30 pm – 6:00 pm

HR/T&D Committee

Conference Debrief Meeting



upcoming

FUTURE CONNECT

May 4-6, 2009 Hyatt Regency Dallas, TX

FMI is excited to showcase a new breakthrough conference created to address the biggest challenge in the food industry – demographic shifts creating a huge management talent gap. Future Connect will immerse future leaders from retailers, wholesalers and suppliers of all sizes in collaborative learning sessions designed along three key developmental pathways:

- Personal Skills (Performance Connect)
- Management Skills (People Connect)
- Profit-Building Skills (Profit Connect)

Future Connect is your opportunity to build the next generation of leaders that will take your company and this industry into the future. It's a must-attend for HR and training executives – not only can you enhance your own learning, you can play a key strategic role in helping your leadership prepare your company's attendees to get the most out of their Future Connect experience!

For more information, visit www.fmifutureconnect.com. Contact Aileen Dullaghan Munster at 202.220.0704 or amunster@fmi.org.

MAXX Awards

2008 FMI Maximizing People Potential Awards

Get the recognition you deserve for your company's outstanding HR or training program!

This award recognizes companies that have invested in the growth and development of its employees. Tell the story of how you develop people in your organization. Outline the learning/training challenges you faced and how the program you developed helped to improve productivity and consistency, while decreasing training time and costs.

Award finalists will present their entries at the Human Resource/Training & Development Conference on Monday, September 15th. The deadline to submit entries is August 19th.

For information on submission information and award criteria, visit www.fmi.org/humanresources/. Contact Laurie Gethin at 202.220.0715 or lgethin@fmi.org.

From last year's winner...

"I was honored to present an initiative we felt strongly about as an organization. Since that time we have had several inquiries from other retailers wanting to learn more about our program in order to enhance or improve their efforts in educating and employing youth."

Ty Kelly, Store Manager, Wegmans Food Markets

programs

CONFERENCE INFORMATION

CONFERENCE REGISTRATION

Mail or fax (credit card payments only – 202.220.0830) your registration form to FMI Education, P.O. Box 758884, Baltimore, MD 21275-8884, Reference Account Number 3600-004-0204. Registration questions should be addressed to Tiffine Hutchins at 202.220.0808, thutchins@fmi.org.

REGISTRATION FEE

Fee includes meeting materials, continental breakfasts, coffee breaks, lunches and receptions. Fee does not include hotel accommodations. NOTE: Every participant – to qualify for FMI member rates – must be an employee of an FMI-member company. An FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate member dues to FMI. All others are considered non-members.

NOTE: Walk-in registrations accepted only if accompanied by cash, company check or credit card in payment of registration fees.

MEMBER FEE:

\$795 per person

\$745 per person if three or more (paid) attend from the same FMI-member company

ASSOCIATE MEMBER FEE:

\$1,125 per person

NON-MEMBER FEE:

\$1,350 per person

CANCELLATIONS/REFUNDS

Please notify registrar in writing by email to thutchins@fmi.org or fax 202.220.0830. A full refund is granted when a cancellation is received prior to August 29, 2008. A 60% refund is granted if cancellation is received by September 5, 2008. All registrations received after September 5, 2008 are non-refundable. No refund is granted if notification is received after September 5, 2008.

HOTEL INFORMATION

The conference hotel is:

The Monterey Marriott
350 Calle Principal
Monterey, CA 93940

FMI does not arrange hotel accommodations. A block of sleeping rooms will be held at the Monterey Marriott (\$199 single or double) until **August 25**. Reservation requests received after this date will be confirmed subject to availability. Make your reservation directly with Marriott at 1.800.MARRIOTT; be sure to identify yourself as an attendee of the FMI Human Resources/Training & Development Conference. Rooms will not be available for occupancy until 4:00 pm, so make your plans accordingly. Checkout time is 12:00 noon.

Hotel Deposit and Cancellation Policy

The hotel requires one night's deposit for all reservations, unless guaranteed with a major credit card. To avoid a cancellation charge, all guaranteed rooms must be canceled 48 hours prior to your scheduled arrival. If you have any questions, please contact Marriott.

AIRLINE INFORMATION

FMI has negotiated airfare and car rental discounts for attendees of this event. Please see the information below to take advantage of our special rates.

United offers special meeting discounts for attendees. Simply call (or have your travel agent call) United's Special Meeting Desk at 1.800.521.4041 and refer to Meeting ID Number 509RK to receive a 2-10 percent discount on applicable fares, including First Class. If you purchase a ticket at least 30 days prior to travel, you will receive an additional 5 percent discount. This special offer applies to travel on domestic flights of all United Airlines, United Express, TED and United code share flights (UA*) operated by US Airways, US Airways Express and Air Canada.

Discounts are available for international attendees flying on United, United Express and Lufthansa code share flights. For more information, call your local United Airlines reservation number and refer to Meeting ID Number 509RK.

CAR RENTAL INFORMATION

Avis Rent A Car is the official car rental provider for this meeting. Special discounts are available for all attendees and include unlimited free mileage. Call Avis at 1.800.331.1600 or log on to www.avis.com to make your reservations. Be sure to mention discount code AWD # B235499. International attendees can fax their reservation requests to 1.918.621.4821.

GETTING TO MONTEREY

The Marriott Monterey is 3 miles from the Monterey Airport, 70 miles from the San Jose Airport, and 100 miles from the San Francisco Airport. If you're flying into Monterey, the best way to get to the hotel is by cab, which costs approximately \$20. If you're flying into San Jose or San Francisco, there is an airport shuttle that can take you to Monterey (\$35 from San Jose, \$45 from San Francisco), but you must schedule it in advance with Monterey Airbus (831.373.7777, www.montereyairbus.com). The Marriott Monterey does not have shuttle bus service. If you're coming by car, valet parking at the hotel costs \$19 per day, but public parking is available nearby for \$5. For a map and directions from the various airports to the hotel, go to: <http://www.marriott.com/hotels/maps/travel/mryca-monterey-marriott/>.

CONTINUING EDUCATION

This Food Marketing Institute program is being approved for recertification credit hours toward PHR and SPHR recertification through the Human Resource Certification Institute (HRCI). For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.

CONFERENCE ATTIRE

Business casual for all conference events. Appropriate attire includes slacks and sport jackets for men; slacks or skirts for women. Please remember that meetings rooms might be chilly—we recommend that you bring a sweater or jacket to sessions.

CONFERENCE OR AGENDA QUESTIONS

Contact Carlos Pelham, CMP at 202.220.0737, cpelham@fmi.org, or Laurie Gethin at 202.220.0715, lgethin@fmi.org. Or visit FMI's Web site: <http://www.fmi.org/events/>.

Registration Form



Human Resources/Training & Development Conference

September 14 - 16, 2008 • Marriott Monterey Hotel • Monterey, CA

Registration questions? Contact Tiffine Hutchins at 202.220.0808 (thutchins@fmi.org)

Program questions? Contact Laurie Gethin at 202.220.0715 (lgethin@fmi.org)

Please fill out all the information below and duplicate this form for additional registrants. Please type or print clearly.

Registrant

Mr Ms Last

First

Title

Badge Name

Company

Mailing Address

City State/Province Country Zip/Postal Code

Phone Fax E-mail

Companion Name (No fee)

Confirm To (if different from above)

Name

E-mail

Registration Fee (payment of fee must be received prior to the conference. Sorry, we cannot bill.)

Member Associate Member Non-Member

\$795 per person \$1,125 per person \$1,350 per person

\$745 per person (if three or more attend from the same FMI Retailer/Wholesaler member company)

Please check options that apply to you:

- First-timer
- Responsible for HR
- Responsible for T&D
- Responsible for both HR and T&D

Please provide the following information:

Number of stores _____
Number of employees _____
Union/Nonunion/Both (circle one)
Retailer/Wholesaler/Both (circle one)

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 supermarket retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate member dues to FMI. All others are non-members.

Payment Information

Mail this form to: FMI Education, PO Box 758884, Baltimore, MD 21275-8884

Fax this form (with credit card payment only) to: 202.220.0830

Enclosed is my check (U.S. funds-payable to Food Marketing Institute;

Reference No. 3600-004-0204) for the cost of _____ registrations

Please charge \$_____ to my: Visa Mastercard American Express



FMI is committed to participation in its programs by persons with disabilities.

Please check if you need assistance.

Please specify your needs:

Account #

Exp. Date

Cardholder Name (please print)

Cardholder Signature (must sign to be valid)

Cancellation

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FMI Use Only
Batch Date: _____ Amount Received: _____ Check #: _____
Account No. 3600-004-0204

