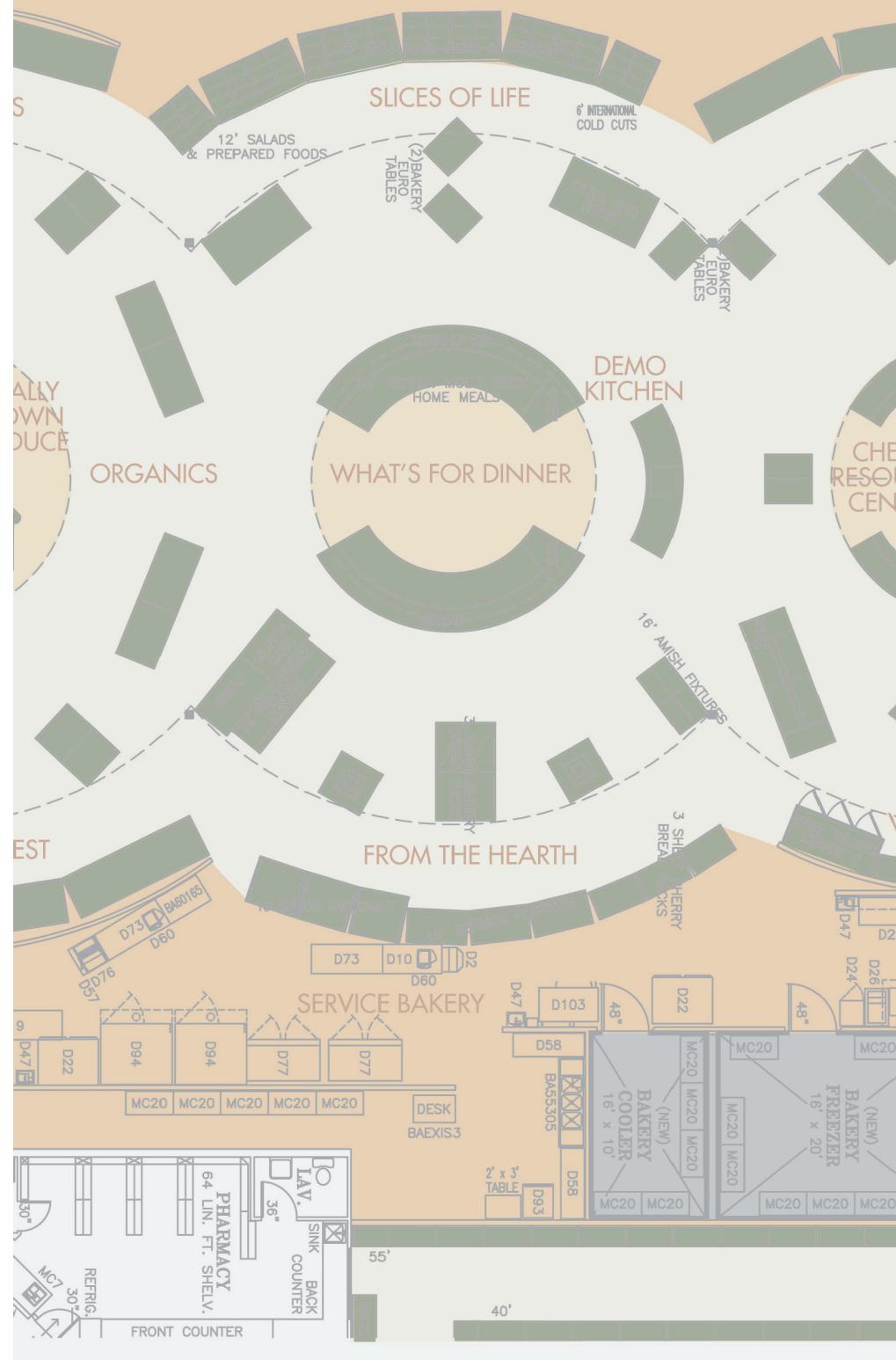


# RETAIL STORE DEVELOPMENT

# CONFERENCE



October 19-21, 2008  
Hilton San Diego Resort  
San Diego, CA

GET INSPIRED BY  
INNOVATIVE STORE  
PLANNING AND  
DESIGN IDEAS



Dear Food Industry Colleagues:

**On behalf of the FMI Retail Store Development Committee, I'd like to personally invite you to join us October 19-21 in San Diego for this year's Retail Store Development Conference.** The RSD Committee and FMI staff have pulled together a terrific program covering a variety of topics for grocery professionals involved in research, real estate, store design, planning and construction fields.

**This is the only conference for store development professionals focused on the food industry.** The intimate and casual atmosphere of this conference allows everyone to spend time getting to know each other and sharing their experiences.

We have a great program this year. Our general session speakers will provide valuable insights into design and merchandising best practices from around the world; shopping behaviors shaping our industry; and economic and demographic trends that affect our go-to-market strategies.

In addition to nine workshops on specific issues that will provide practical solutions to your toughest challenges, we have added sponsor presentations on current and emerging trends. The popular roundtable discussions allow us to interact with each other to address and share solutions to mutual problems we all face.

We'll also have store tours of some of the most innovative and exciting retailers in the San Diego area.

This year we are focusing on attracting new people to the conference. We are reaching out to identify and invite new attendees and are offering a \$100 discount for first-time FMI-member participants.

Whether you will be a first-time attendee or are a veteran of past conferences, we look forward to seeing you in October! It promises to be a great three days in southern California.

Sincerely,

A handwritten signature in black ink, appearing to read "David Tovey".

David Tovey, AIA  
Chair, FMI Retail Store Development Committee  
Director, Retail Design  
Meijer, Inc.

## Join your peers and business partners at the 2008 FMI Retail Store Development Conference!

Discover opportunities to improve store design and construction, conduct more effective market analysis and make better real estate decisions.

**Find practical solutions to going green and reducing energy and operating costs:** Learn the latest on sustainability, including evolving business practices, carbon footprinting and success stories in achieving LEED (Leadership in Energy and Environmental Design) certification.

**Stay ahead of emerging issues and opportunities:** Get the latest information on economic and demographic trends, facts about store development, global design and merchandising.

**Share experiences with fellow food retail professionals:** Find out how others are moving ahead with site and lease issues, improving their construction contracts, building smaller-format stores, and coping with the high cost of real estate.

### Special Events:

Tour a variety of stores in San Diego, an area rich in ethnic markets and innovative design concepts.

Visit relevant and resourceful suppliers and hear sponsor presentations on key trends in fixtures, food service, store decor and more.

**Attend the only store development conference dedicated to the unique needs of the supermarket industry...bring your entire store development team!**

## THANKS TO OUR SPONSORS FOR THEIR GENEROUS SUPPORT!

- Amerlux Lighting Solutions
- api (+)
- Barker Company
- Dakota Worldwide Corporation
- Design Services Group
- DJFab
- Emerson Climate Technologies – Retail Solutions
- Hill PHOENIX Inc.
- McCue Corporation
- Royston LLC
- SFS Corporation
- Southern Store Fixtures, Inc.
- Zero Zone, Inc.

## FMI RETAIL STORE DEVELOPMENT COMMITTEE

### RETAIL/WHOLESALE MEMBERS

**David Tovey, AIA**  
*Committee Chair*  
Director, Retail Design  
Meijer, Inc.

**Steve Miner**  
President,  
Marketing Development, Inc.  
Associated Food Stores, Inc.

**Scott Wilmoski**  
Senior Vice President,  
Real Estate and Store Engineering  
Associated Wholesale Grocers, Inc.

**Chris Cochran**  
Project Supervisor,  
Construction & Design  
Gelson's Markets

**Michal Shepard**  
Director of Energy and Maintenance  
Harris Teeter, Inc.

**Lou Scudere**  
Vice President, Real Estate,  
Research and Site Development  
K-VA-T Food Stores, Inc.

**John Pazahanick**  
Senior Vice President, Business  
Development & Brand Management  
Lund Food Holdings, Inc.

**Melanie Clement**  
Director, Construction,  
Design and Engineering  
Nash Finch Company

**Dave Duncan**  
Vice President, Facilities  
Publix Super Markets, Inc.

**Ross Hutsel**  
Director, Facilities Engineering  
Schnuck Markets, Inc.

**Keith Ross**  
Senior Design Manager  
Sobeys Inc.

**John Ritchie**  
Director of Facilities  
Strack & Van Til Supermarkets, Inc.

**John Domino**  
Vice President, Facilities, Energy,  
Environmental and Engineering  
SUPervalu INC.

**Dan Aken**  
Manager, Site Development  
Wegmans Food Markets, Inc.

**Kevin Small**  
Director, Property and Construction  
Weis Markets, Inc.

### SUPPLIER MEMBERS

**Don Knickerbocker**  
Vice President, Supermarket Sales  
Amerlux Lighting Solutions

**Juan Romero, AIA**  
President  
api (+)

**Victor Robelet**  
President  
Carlson AirFlo Merchandising Systems

**Bruce Heitzinger**  
Senior Vice President  
Centro Properties Group

**Elliott Olson**  
Chairman  
Dakota Worldwide Corporation, Inc.

**Neal Starling**  
Vice President, Sales and Services  
Emerson Climate Technologies  
Solutions

**David McCue**  
President & CEO  
McCue Corporation

**Steve Terrill**  
President and CEO  
SFS Corporation

**Dave Morrow, CPSD**  
President and CEO  
Zero Zone, Inc.

# CONFERENCE SCHEDULE

## SATURDAY, OCTOBER 18

5:00 pm – 6:30 pm

RSD Committee Meeting

## SUNDAY, OCTOBER 19

7:00 am – 8:15 am

Registration

8:30 am – 1:30 pm

Store Tours

See a variety of stores in San Diego, an area rich in ethnic markets and innovative design concepts. Be sure to check off the store tours box on your registration form if you plan to join us.

2:00 pm – 6:00 pm

Registration Reopens

2:30 pm – 2:45 pm

Chair's Welcoming Remarks

2:45 pm – 4:00 pm

Opening General Session

### *Economic and Demographic Trends Affecting the Industry*

Economic conditions have never been more precarious and consumer demands are shifting. How will this affect the supermarket industry and shape new formats and strategies aimed at capturing the customer? Hear about the key economic and demographic conditions currently shaping the industry and how leading-edge retailers are responding.

*Neil Stern, Senior Partner, McMillanDoolittle LLP*

4:15 pm – 5:15 pm

Concurrent Workshops

- **Development Alternatives and Financial Implications**

Further your understanding of the financial implications of various development structures. Learn how they can affect the balance sheet and equity requirements.

*Daryl Buck, Chief Financial Officer, Reasors, Inc.*

- **Food Service Strategies**

Hear the latest trends and opportunities in food service, including strategies that focus on a downturn market.

Find out how to compete with the best.

*Mark Godward, President,  
Strategic Resource Engineering*

- **Sustainability Overview**

Obtain an overview of the many aspects of sustainable business practices and how they might impact site and building design as well as store operations. Current and planned activities involving FMI's Sustainability Task Force will also be discussed.

6:00 pm – 8:00 pm

Opening Reception – Poolside

Connect with industry colleagues while enjoying the outdoors and a beautiful view of San Diego's Mission Bay.

## MONDAY, OCTOBER 20

7:30 am – 8:30 am

General Session over Breakfast

### *Overview of FMI Research*

Consumers drive the supermarket industry to become more innovative, responsive and competitive. Consumer behaviors and attitudes towards shopping, dining and eating are changing due to rising economic pressures such as fuel costs, the credit crunch, the housing market slump and high food inflation. Join us for an in-depth review of consumer, food retailing and store development trends and a discussion about their implications for our business.

*Anne-Marie Roerink, Director of Research,  
Food Marketing Institute*

8:45 am – 10:00 am

General Session

### *Designing for Millennials/Connecting with Your Customers*

Explore current and changing shopping trends and get ideas to more effectively communicate with customers and satisfy their needs through enhanced product and service offerings.

10:30 am – 11:15 am

Idea Exchange/Roundtable Discussions, Round 1

Bring your toughest questions and best solutions to these interactive peer discussions, repeated in two rounds. Select your top two topics of concern.

- Lease Issues
- Own vs. Lease
- Smaller Formats
- Concrete Floors
- Site/Civil Practices
- Carbon Footprinting
- Food Prep Equipment
- Construction Contracts
- Construction Best Practices
- LEED – Show Me the Points
- Offsetting the High Cost of Real Estate
- Ethnic Marketing, Design and Formats

11:15 am – 12:00 pm

Idea Exchange/Roundtable Discussions, Round 2

12:00 pm – 1:00 pm

Lunch

1:00 pm – 5:30 pm

**Sponsor Showcase Open**

Visit our sponsoring suppliers who offer products and services to support your work. New this year: A series of sponsor presentations, chosen by the RSD Committee, on major store development trends and what's new in the marketplace.

*SLICES OF LIFE*

**Sponsor Presentations on Trends**

1:00 pm – 1:30 pm

1:35 pm – 2:05 pm

2:05 pm – 2:35 pm - Break

2:35 pm – 3:05 pm

3:10 pm – 3:40 pm

6:00 pm – 8:00 pm

Reception – Poolside

## TUESDAY, OCTOBER 21

7:45 am – 9:00 am

**Breakfast/Sponsor Mingle**

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**

**Global Design and Merchandising**

Take a guided visual tour of select retail stores around the world to stimulate your thinking about innovative design and display in your stores. This will include coverage of what was new at EuroShop '08.

*David McCue, President and CEO, McCue Corporation*

10:45 am – 11:45 am

**Concurrent Workshops**

- **Fuel Centers**

Hear the latest trends in supermarket fuel operations and review the key considerations for designing a fuel program, including format, supply, technology and marketing options.

*Paul Kohler, Vice President, Retail Development,  
Mansfield Oil Company*

*Joe Leto, President, EAI, Inc.*

- **LEED Update**

Get an update on the LEED (Leadership in Energy and Environmental Design) program, including volume certification and the latest activities in "green" retail design and construction.

- **Big Bang Remodels**

Find new solutions for low-cost, high-impact remodels. Discuss project planning processes and review the components that pay off, including merchandising and energy efficiencies.

11:45 am – 1:00 pm

Lunch

1:00 pm – 2:00 pm

**Concurrent Workshops**

- **Selling Your Project to the Municipality**

Learn how to maneuver through the maze of municipal and government agencies to win approval for your development projects. Receive tools and techniques that can help you gain support and move forward.

*Robert Dunstan, Director of Real Estate, Meijer, Inc.*

*David Shull, Senior Architect, Fishbeck, Thompson, Carr & Huber, Inc.*

- **Daylighting Design**

Explore the opportunities of using daylighting in your stores. Hear about different daylighting techniques and principles, light control strategies, and the psychology and potential sales impact of daylighting.

- **The Store Environment –**

***Elevating The Consumer Experience***

Hear about what's driving the design of new store environments, store layout strategies, and what's happening elsewhere in retail that can impact the marketplace. Uncover new trends, ideas and solutions that elevate the consumer experience, and learn new ways to communicate effectively with your customers and create excitement in the aisles.

*Kevin O'Donnell, Creative Director, Schorleaf  
(a WD Partners company)*

2:00 pm – 3:15 pm

**Closing General Session**

***Living Life at Performance Level***

This fun, dynamic and experiential program provides tools to ignite your ultimate potential. Head home refreshed with creative ideas to live your life and do your work at a higher level of performance.

*Curtis Zimmerman, Curtis Zimmerman Group LLC*

3:15 pm – 3:30 pm

**Chair's Closing Remarks**

3:45 pm – 5:15 pm

**RSD Committee Meeting**

# 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. Registration questions should be addressed to Tiffine Hutchins at 202.220.0808, [thutchins@fmi.org](mailto:thutchins@fmi.org).

### REGISTRATION FEE

Fee includes meeting materials, continental breakfasts, coffee breaks, lunches and receptions. Fee does not include hotel accommodations. NOTE: To qualify for FMI member rates, the participant 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

\$695 per person for first-time FMI-member attendee

#### ASSOCIATE MEMBER FEE:

\$1125 per person

#### NON-MEMBER FEE:

\$1350 per person

### CANCELLATIONS/REFUNDS

Please notify registrar in writing by email to [thutchins@fmi.org](mailto:thutchins@fmi.org) or fax 202.220.0830. A full refund is granted when a cancellation is received prior to October 3, 2008. A 60% refund is granted if cancellation is received by October 10, 2008. **No refund is granted if notification is received after October 10, 2008.**

## HOTEL INFORMATION

The conference hotel is:

The Hilton San Diego Resort  
1775 E. Mission Bay Drive  
San Diego, CA 92109  
800.445.8667

FMI does not arrange hotel accommodations. A block of sleeping rooms will be held at the Hilton San Diego Resort (\$199 single or double) until **September 26**. After this date, reservation requests received will be subject to availability. Make your reservation directly with Hilton at 1.800.445.8667.

Be sure to identify yourself as an attendee of the FMI Retail Store Development Conference. Check-in time is 4:00 pm, 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 cancelled 72 hours prior to your scheduled arrival. If you have any questions, please contact the Hilton San Diego Resort.

## 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](http://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.

## CONFERENCE ATTIRE

Business casual attire 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 Laurie Gethin at 202.220.0715, [lgethin@fmi.org](mailto:lgethin@fmi.org). or Elizabeth Newton at 202.220.0717, [enewton@fmi.org](mailto:enewton@fmi.org). Or visit FMI's Web site: <http://www.fmi.org/events/>.

