

2009 MIDWINTER EXECUTIVE CONFERENCE
CONFERENCE AGENDA
(As of December 8, 2008)

SATURDAY, JANUARY 10

10:00 am- 5:00 pm Registration
10:00 am – 2:30 pm FoodPACE Silent Auction
1:00 pm- 5:00 pm Strategic Executive Exchanges
6:30 pm- 8:00 pm GMA Dine-Around Buffet (By invitation only to S.E.E. participants)

SUNDAY, JANUARY 11

8:30 am – 11:00 am Strategic Executive Exchanges
10:00 am- 6:00 pm Registration
11:00 am – 7:00 pm FoodPACE Silent Auction
11:30 am-5:00 pm FoodPACE Golf Tournament
(Sponsored by *Kraft Foods, Inc., MillerCoors, PepsiCo, Source Interlink Companies, Time/Warner Retail Sales & Marketing*)
6:00 pm - 7:00 pm Opening Reception
(Sponsored by *Anheuser-Busch, Inc., MillerCoors, Unilever*)

MONDAY, JANUARY 12

6:30 am – 7:45 am Breakfast
(Sponsored by *Catalina Marketing Corporation*)
6:30 am – 4:00 pm Registration
7:00 am – 7:00 pm FoodPACE Silent Auction
8:00 am – 10:00 am **WELCOME & MIDWINTER CHAIRMAN'S OPENING REMARKS**
Peter L. Lynch, President, CEO and Chairman of the Board, *Winn-Dixie Stores, Inc.*



FMI CHAIRMAN WELCOME REMARKS

Steven C. Smith, President and CEO, *K-VA-T Food Stores, Inc.*

WELCOME TO MIDWINTER

Leslie G. Sarasin, President and CEO, *Food Marketing Institute*

LEADERSHIP AND THE FOOD INDUSTRY

Douglas R. Conant, President and CEO, *Campbell Soup Company*

10:00 am - 10:30 am Coffee Break
(Sponsored by *Nestle Purina PetCare Company*)

10:30 am - 12:00 pm **FMI AWARDS PRESENTATIONS** (Albers, Hoover, Rabb, Woodard)

CLARENCE FRANCIS LEADERSHIP LECTURE

(Sponsored by *Kraft Foods, Inc.*)

BEYOND THE ELECTION: WHAT'S IN STORE FOR THE NEXT US PRESIDENT

David Gergen, Senior Correspondent, *CNN*

Upon entering office, the next President will inherit a long list of problems facing the country - the situation in Iraq, where neither the status quo, nor a precipitous withdrawal, is an option. On top of Iraq are the series of economic issues facing the country, including a climbing deficit, skyrocketing energy and food prices, falling dollar, and exploding growth in Social Security and Medicare. In addition, the looming expiration of the Kyoto Treaty will force a reevaluation of our climate change diplomacy and environmental leadership mandate.

While on the presidential campaign trail, the media focused on the candidates' tactical maneuvers for more votes. Now David Gergen, a trusted advisor to four Presidents, explores how the focus is shifting to the difficult policy decisions the next President must make, which will have a lasting global impact.

12:00 pm- 2:00 pm **SPOUSES LUNCHEON**

New this year! All registered spouses are invited to a luncheon hosted by the FMI Board of Directors Officer Spouses. This event requires a ticket, which will be distributed on site.

(Sponsored by *Anheuser-Busch, Inc., Hallmark Cards, Inc., Information Resources, Inc., The J.M. Smucker Company, Source Interlink Companies*)

12:00 pm- 5:00 pm Strategic Executive Exchanges



6:00 pm - 7:00 pm Midwinter Reception
(Sponsored by *Anheuser-Busch, Inc., McCormick & Company, Inc., MillerCoors, TCC Retail Marketing, Inc.*)

TUESDAY, JANUARY 13

6:30 am – 8:00 am Breakfast
(Sponsored by *Valassis Sales and Marketing Services, Inc.*)

6:30 am – 12:00 pm Registration

8:00 am – 10:00 am **SUSTAINABILITY AND RETAILING.....A GLOBAL PERSPECTIVE**
Sandy Douglas, President, *Coca-Cola North America*
Michael Sansolo, President, *Sansolo Solutions*
Alfred A. Plamann, President and CEO, *Unified Grocers, Inc.*
Right Honorable John Gummer, Chairman, *Sancroft International*
Denis Knoops, Senior Vice President, Business and Concept Development and New Business Opportunities, *Delhaize Group*

Zero waste, carbon reduction and sustainable agriculture are issues being addressed in a landmark project by Coca-Cola Retailing Research Councils worldwide. The Councils gathered 150 retailers from around the globe to tackle these issues and identify solutions with the help of leading environmental experts. Their work will show the wide range of actions that other retailers are taking based on almost 60 case studies from around the world — and how leading retailers are dealing with the trade-offs and dilemmas related to creating a sustainable future.

UNCOVERING THE REAL TRUTH ABOUT SHOPPER BEHAVIOR IN THE NEW TRANSFORMATIONAL ECONOMY
Thomas J. Blischok, President, Consulting and Innovation, *Information Resources, Inc.*

Shoppers are being pummeled from multiple directions by eroding property values, rising credit card debt, unprecedented swings in energy and commodity prices and an unsettling employment picture. Add to this anxiety the increase in retail food prices and we are faced with a shopper who is fearful, cautious and more reluctant to spend. Is this a temporary blip in the economic landscape or a full-blown transformation of the consumer economy? Join us for an up-close look at what is on the minds of today's consumers and how their concerns are translating into breathtaking shifts in shopping behavior.

10:00 am – 10:30 am Coffee Break





January 11-13, 2009
Ritz-Carlton, Grande Lakes
Orlando, Florida

10:30 am- 12:00 pm Business Session
(Sponsored by *PepsiCo, Inc.*)

**FROM WALL STREET TO MAIN STREET – A UNIQUE LOOK AT THE PROSPECTS
FOR THE U.S. ECONOMY**
Ben Stein, Actor, Economist and Author

Author of 30 books primarily on economics, business and personal finance, Ben Stein is in a unique position to address America's economic future and the balance between Main Street and Wall Street. In addition to his frequent television appearances on weekly business shows, He writes regular columns for *The American Spectator* magazine, *The New York Times* and Yahoo! Finance online. He contributes to numerous other publications, including *Barron's*, the *Los Angeles Magazine*, *New York Magazine* and *The Wall Street Journal*.

12:00 pm – 5:00 pm Strategic Executive Exchanges

5:00 pm - 6:00 pm Midwinter Reception
(Sponsored by *MorningNewsBeat.com*)

MEETING ATTIRE: Daytime events and Business Sessions – Business/Resort casual
Evening events and Receptions – Cocktail attire and/or Suit
Spouse Luncheon – Resort/smart casual

