

# SUPPLY CHAIN CONFERENCE PROGRAM

April 5 – 8, 2009 • Doral Golf Resort & Spa, Miami, Florida

## Sunday, April 5

12:30 – 5:00 pm **Golf Tournament • Gold Course**

PGA Tour legend Raymond Floyd redesigned the Gold Course to follow a traditional Florida layout, incorporating gently contoured greens, strategic bunkering and water surrounding 16 holes. The course features narrow tree-lined fairways and a dramatic par-4 island green on the 18th hole. Prizes will be awarded during Monday's lunch.

*Sponsored by LMS Intellibound, Inc.*  
(Companions Invited)

4:30 – 7:00 pm **Registration**

6:00 – 7:30 pm **Reception**  
*Co-Sponsored by Infor Global Systems and TranSystems*  
(Companions Invited)

## Monday, April 6

7:00 – 8:00 am **Breakfast**  
*Sponsored by Vocollect, Inc.*

7:00 – 9:00 am **Registration**

8:00 – 8:15 am **Welcome and Opening Remarks**

**Gerry Greenleaf**  
Vice President, Distribution  
Hannaford Bros. Co.  
(FMI Conference Chair)

Gerry Greenleaf is responsible for operational execution of Hannaford and Sweetbay Supermarket distribution, transportation and supply chain. He has helped develop an integrated approach to supply chain management within his organization that focuses on continuous improvement, associate development and operational excellence. In addition to his responsibilities at Hannaford, Gerry is on the board of directors and treasurer of the Hannaford Associate Federal Credit Union and trustee for the Hannaford Employee Benefit Trust. He holds a BS in business administration from the University of Maine and an MBA from the University of Southern Maine.

**Bruce Hancock**  
Director, Waste Reduction  
The Hershey Company  
(GMA Conference Co-Chair)

**Robin Evitts**  
Vice President - CIO  
The Clorox Company  
(GMA Conference Co-Chair)

Robin Evitts is responsible for managing Clorox's business process initiatives and worldwide information services function. She spent more than 15 years with Deloitte & Touche, most recently as a partner in the internal audit services practices, before joining Clorox in September 2002 as vice president-internal audit. Robin chairs GMA's IS committee and is a member of the California Society of CPAs and American Institute of CPAs. She holds a bachelor's degree in accounting from the University of Illinois, Champaign-Urbana.

### Master of Ceremonies

**Michael Bargmann**  
Chief Logistics Officer (retired)  
Wegmans Food Markets, Inc.

After 40 years of service, Mike Bargmann retired from Wegmans where he held the position of chief logistics officer and senior vice president with responsibility for supply chain, distribution, manufacturing and executive responsibility for electronic commerce initiatives. He was involved with FMI's supply chain committee for over 25 years and was instrumental in the move to co-location of the GMA and FMI meetings in 2006. Mike and the Wegmans supply chain team were awarded Syracuse University's Salzburg Memorial Medallion for supply chain excellence in 2001.

8:15 – 9:15 am **Keynote Address: The Speed of Trust**

We may live in a hyper-networked digital age, but the secret to swift, efficient business transactions is something distinctly old fashioned — trust. Often seen as a soft, nice-to-have social virtue, trust is a hard-edged economic business driver, which always affects speed and cost which are measurable. Establishing and building relationships of trust in today's economy, where technology and globalization are changing everything, has never been more important. Logistics requires partnering, collaboration, interdependence and teaming, which drive or die based upon the presence or absence of trust. Find out how you and your organization can create, establish, grow and extend trust and, where needed, restore it and reap the benefits. Trust is the critical competency of leadership needed today in this network-centric economy.

**Stephen M. R. Covey**  
Co-Founder and CEO  
CoveyLink Worldwide

Stephen M. R. Covey is the author of *The Speed of Trust* and former CEO of Covey Leadership Center which, under his leadership, became the largest leadership development company in the world. He personally led the strategy that propelled his father's book, *The 7 Habits of Highly Effective People*, to one of the two most influential business books of the 20th century according to CEO Magazine. A Harvard MBA, he joined Covey Leadership Center as a client developer and later became national sales manager and then president & CEO. Within three years after being named CEO, he orchestrated a merger with then Franklin Quest to form FranklinCovey. Stephen currently serves on the board/advisory board of several entities, including the Human Performance Institute — the leader in energy management technology — where he serves as advisory board chairman.

9:15 – 10:15 am **Energy and the Supply Chain**

10:15 – 10:45 am **Refreshment Break**

10:45 – 11:45 am **Leading Responsive Supply Chain Transformation**

Learning how to use twenty-first century web-based technology to institutionalize supply chain collaboration is a challenge. Companies need to start to adapt web-based information to better enable how they plan, operate, structure and behave or risk falling by the wayside. Explore how the internet affects business now and will change it in the future. Learn how companies need to modify their operations and behavior to survive in a new electronic era of customer

interaction and satisfaction. Uncover how to transform your supply chain into a well-oiled, responsive enterprise by using current and future technology to attain true operational excellence.

**Nicholas J. LaHowchic**  
President  
Diannic Ltd.

Nick LaHowchic has served as executive vice president of Limited Brands, Inc., president of Limited Logistics Services, Inc., president of Becton Dickinson Supply Chain Services, and has held executive positions supporting supply chain organizations at Colgate-Palmolive, RJR Nabisco, McGraw-Hill and Thomas J. Lipton. He is the co-author with Donald Bowersox, PhD, of "Start Pulling Your Chain! Leading Responsive Supply Chain Transformations" released this year. Nick is on the editorial board of Supply Chain Management Review, received the Salzburg Leadership award from Syracuse University in 1988, and was named one of the top logistics executives by The Logistics Forum & E-Supply Chain Forum in 2000. He received a BS in accounting from Fairleigh Dickinson University and his MBA from Pace University.

Noon – 1:30 pm **Luncheon/Golf Awards**  
*Sponsored by CAMS Software Corporation*

### Laugh to the Top

You have been working hard, soaking up invaluable information and practical solutions from dynamic, hard-hitting, no-nonsense presenters. Relax and enjoy a few laughs while being inspired and motivated by the lessons you've learned. The power and practicality of a seven-step formula for goal achieving will be demonstrated.

### Mack Dryden

Mack Dryden has been a super achiever since he was a young man who earned a black belt in karate. He also won a major literary prize and traveled across Europe for 15 months living by his wits in exotic lands. He has survived everything from the sharks of showbiz to a stay in an African prison. He will share these funny stories and more.

1:45 – 3:15 pm **Business Session**

**Michael Lech**  
Vice President, Logistics  
SUPERVALU INC.  
(Session Chair)

1:45 – 2:30 pm **Is Rail in Your Future**

The increase in diesel fuel costs has companies scrambling to find innovative ways to keep transportation expense under control. One option that is getting more attention is rail service. Once thought to be uncompetitive and unresponsive, some new models are emerging that provide viable options for companies looking for solutions. Find out what is changing to make rail a more compelling alternative, the business model based upon the use of the rail system and what's in store for future development.

**Steve Weiby**  
Vice President of Transportation  
CH Robinson Worldwide

**Lou Piccione**  
Senior Vice President, Sales  
Railex, Inc.

2:30 – 3:15 pm **Supply Chain Sustainability**

Green energy, green waste management, green facilities, green transport, and many other "green" initiatives have been making headlines as many companies seek to make environmental sustainability part of their organizational strategy. Learn more about how one retailer is implementing environmentally-sustainable initiatives and what impact they are having on the supply chain.

**Megan Hellstedt**  
Environmental Sustainability Manager  
Hannaford Bros. Co.

3:15 – 3:30 pm **Refreshment Break**  
*Sponsored by Progressive Logistics Services*

3:30 – 5:00 pm **Breakout Discussion Groups**  
Join assigned group to share experiences and exchange ideas.

6:00 – 7:30 pm **Reception**  
*Sponsored by CHEP USA*  
(Companions Invited)

## Tuesday, April 7

7:00 – 8:00 am **Breakfast**  
*Sponsored by KOM International, Inc.*

8:00 – 10:30 am **Business Session**

**Mike Scott**  
Vice President, Transportation  
The Stop & Shop Supermarket Company  
(Session Chair)

8:00 – 9:00 am **What's Happening! ...and What's Next?**

Experience a fast-paced review of the key issues impacting the food industry, including competition, consumers and cost concerns. Examine the key issues looming large in the future, such as environmental concerns, energy and employees.

**Michael Sansolo**  
President  
Sansolo Solutions

In his thirteen years as senior vice president at the Food Marketing Institute, Michael Sansolo had oversight over all education, supply chain and research activities. Prior to joining FMI, he was editor-in-chief of *Progressive Grocer* magazine and was a reporter for Gannett Newspapers. During his career, he received a number of awards for excellence in writing and reporting. Michael authored the magazine's "Annual Report of the Grocery Industry," along with many other major research-based studies. A contributing editor and a weekly columnist for Morningnewsbeat.com, he is a graduate of the State University of New York College at Cortland.

9:00 – 9:45 am **Labor Relations Update**

Given the economic climate, global tension and a new administration, renewed focus on current and future labor relations issues are

eminent. What is the outlook for governmental action/regulations? Where could the potential areas of focus be and how will they impact the supply chain over the next few years? Get an overview of the potential challenges the next four years could present and learn how they may impact the supply chain and your operations.

**Mark W. Schneider**  
Shareholder  
Littler Mendelson, P.C.

Mark Schneider has been a lecturer in labor law at the Graduate School of Business at the University of Wisconsin-Milwaukee and has taught labor law for the State Bar of Wisconsin. He has been repeatedly selected as one of Minnesota's "super lawyers" by his peers in a poll published by the Minnesota publication, Law & Politics. His practice is nationwide and focuses on representing management in all phases of labor law and labor relations, including NLRB, EEOC, OSHA, wage-hour and labor arbitration. Mark holds a JD from Marquette University and a BA and MA from Boston College and has been admitted to practice before the state and federal courts of Minnesota, Wisconsin and Florida.

9:45 – 10:00 am **Refreshment Break**  
*Sponsored by RoadLink*

10:00 – 10:30 am **Transportation – Emerging Technology**

Many organizations are seeking ways to reduce their carbon footprint with special attention being paid to medium and heavy-duty trucks. Learn more about available technologies in the marketplace today that are being used to move to "greener fleets." Find out what impact the use of hybrid vehicles is having in terms of performance, emissions and fuel economy.

10:30 – 12:00 pm **Breakout Discussion Groups**

6:00 – 9:30 pm **Poolside Reception**  
*Sponsored by Freight Handlers, Inc.*  
(Companions Invited)

## Wednesday, April 8

7:00 – 8:00 am **Breakfast**  
*Sponsored by Supply Chain Solutions*

8:00 – 11:00 am **FMI/GMA Business Session**

8:00 – 9:00 am **The Power of Collaboration**

Sharing information between trading partners in pursuit of creating more effective consumer-driven programs can result in incremental sales growth. Find out more about how a successful collaborative initiative using point-of-sale, inventory and supply chain data led to increased sales, reduced inventory levels, lower out-of-stocks and better store execution.

**Elliot Dickson**  
Director of Logistics  
Food Lion, LLC

**Bill Maier**  
Customer Business Manager  
Kraft Foods, Inc.

9:00 – 10:00 am **Transportation Capacity Sharing**

A case study of how capacity-sharing collaboration got started, how it progressed and where it currently is today will be presented. Fleet utilization, income, reliability, locations, and reduced empty miles all played a key role in the program. Learn what the benefits are and find out what the future outlook is for this successful collaborative effort.

**Jim Moore**  
Assistant Vice President, Transportation  
Hy-Vee, Inc.

Jim Moore joined Hy-Vee in 1985 in the equipment and fixtures department. He was named director of transportation in 1998 and to his present position in 2003. Jim was inducted into the Hy-Vee Hall of Fame in 1996 when he received the "staff member of the year" and "community involvement" awards. The Iowa Motor Truck Association presented Jim with the "Safety Professional of the Year" award in 2003.

**Thomas Gravelle**  
Director  
Logistics, Transportation & Customer Service  
Hormel Foods Corporation

10:00 – 10:45 am **Future Trends in Packaging**

Changes in consumer goods packaging are being driven by environmental factors, new technologies and the ever-present need to reduce supply chain costs. Find out what the emerging trends are and how they will impact the supply chain.

**Daniel Abramowicz**  
Executive Vice President  
Corporate Technologies  
Crown Packaging Technology, Inc.

Dan Abramowicz is responsible for technology development, including new product design, process improvements, materials developments, engineering and systems that enable process monitoring, database management and cost reductions. He also heads up Crown's sustainability initiative. Dan previously was a technical director in the GE Global Research Center. He completed his undergraduate work in chemistry and mathematics at St. Francis University and was awarded MS and PhD degrees in physical chemistry from Princeton University.

10:45 am **Closing Remarks**  
**Conference Co-Chairs**

11:00 am **Adjournment**

Register Today! Visit [www.fmi.org/events/](http://www.fmi.org/events/) for more information and updates.

## REGISTRATION FORM

To register online, go to [www.fmi.org/events/](http://www.fmi.org/events/), select Supply Chain Conference, click on "register online" and follow the instructions. Registration questions? Phone Bonnie Cobbs, Education Registrar, at 202.220.0802 or [bcobbs@fmi.org](mailto:bcobbs@fmi.org).

### Please Print

Company	_____			Phone	_____
Mailing Address	_____			Fax	_____
City	_____	State/Province	_____	Zip/Postal Code	_____
	_____			Country	_____
Confirm to	_____			Title	_____
e-mail	_____				
<b>Last Name</b>	<b>First Name</b>	<b>Badge Name</b>	<b>Title</b>	<b>e-mail (required for confirmation)</b>	
Mr. _____	_____	_____	_____	_____	
Ms. _____	_____	_____	_____	_____	
Ms. _____	_____	_____	_____	_____	
Mr. _____	_____	_____	_____	_____	
Ms. _____	_____	_____	_____	_____	

### Companion Name (no registration fee)

_____	_____	_____	_____	_____	_____
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### Registration Fee

**Note:** We cannot process your registration without proper payment. We are unable to send invoices for the registration fees. Fee includes all meeting materials, breakfasts, lunch, refreshment breaks and receptions. It does not include hotel accommodations. Please make room reservations directly with the Doral (1.800.228.9290).

FMI Members:	<input type="checkbox"/> \$795 per person	<input type="checkbox"/> \$745 per person when three or more (paid) are attending
Associate Members:	<input type="checkbox"/> \$1125 per person	
GMA Manufacturers:	<input type="checkbox"/> \$1125 per person	
Non-Members:	<input type="checkbox"/> \$1350 per person	

### Cancellation

Full refund if notification is received by March 20 (COB), 60 percent refund if received by April 2 (COB). NO REFUND IF NOTIFICATION IS RECEIVED AFTER APRIL 2 (COB).

### Payment Information

If paying by check, return this registration form with check to: PO Box 758884, Lockbox #758884, Baltimore, MD 21275-8884.

☐ Enclosed is my check (U.S. funds drawn on a U.S. bank — payable to the Food Marketing Institute) for my registration fees.

**Note: Be sure to include registration form with check.** 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 Food Marketing Institute at 202.220.0830

☐ Please charge \$\_\_\_\_\_ to my ☐ American Express ☐ Visa ☐ MasterCard

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Signature \_\_\_\_\_



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.

#004-0200

## CONFERENCE INFORMATION

Fax registration form with credit card information to 202.220.0830 or mail the enclosed registration 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/](http://www.fmi.org/events/), select Supply Chain Conference. Click on "register online" and follow the instructions. Registration questions, contact 202.220.0802 and ask for Bonnie Cobbs ([bcobbs@fmi.org](mailto:bcobbs@fmi.org)).

### REGISTRATION FEE

Includes all meeting materials, 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 a FMI member company. Please remember a 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 payment of the registration fee in the form of cash, company check or credit card.

<b>FMI Member:</b>	\$795.00 per person \$745.00 per person when three or more (paid) attend from the same company
<b>FMI Associate Member:</b>	\$1125.00 per person
<b>GMA Manufacturers:</b>	\$1125.00 per person
<b>Non-Member:</b>	\$1350.00 per person
<b>Companion:</b>	No registration fee.

**Note:** There is a \$50 charge for the Companion Program. No refund if notification of tour cancellation is received on Thursday, April 2 or later. Failure to cancel program by Wednesday, April 1 (COB) will result in registrant being responsible for full amount.

### CANCELLATION

Full refund if notification is received by March 20 (COB), 60 percent refund if received by April 2 (COB). NO REFUND IF NOTIFICATION IS RECEIVED AFTER APRIL 2 (COB).

### HOTEL RESERVATIONS

FMI does not arrange hotel accommodations; they should be made directly with the hotel. A block of sleeping rooms (\$239.00 single/double occupancy) will be held at the Doral Golf Resort & Spa (4400 NW 87th Ave., Miami, FL 33178; 305.592.2000) for our attendees until March 13, 2009. 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, one at the nearest available rate will be reserved. Make your reservations directly with the Doral (800.228.9290) and be sure to identify yourself as an attendee at this meeting to receive the special rate. Reservations are subject to cancellation unless guaranteed by a major credit card or first night's deposit. Failure to cancel reservation 3 days prior to arrival will result in forfeiture of deposit. Check-in time is 4:00 pm; check-out time is 11:00 am.

### ATTIRE

Casual attire is recommended for the entire conference (no ties). The average day-time temperature can be in the low eighties; high sixties in the evening.

### CAR RENTAL

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 may fax their reservation requests to +1.918.621.4821.

### COMPANION PROGRAM

Monday, April 6 - 10:00am – 1:00pm  
**The ABCs of Health & Wellness**

Maximize your health and wellness potential! Learn how to increase your energy, control stress and improve your overall well-being based upon your food choices. Combat confusion over calories, healthy fats and whole grains and gain the knowledge to develop a menu that will start you off on a healthier eating plan. This interactive, hands-on program is led by a registered dietitian who has appeared on 20/20, the HEALTH Network and ESPN and named one of the top 10 nutritionists in the country by "Harper's Bazaar." Put your newly-gained knowledge to the test and indulge in a delicious lunch at the Atrium Restaurant at the Spa.

### PLANNING COMMITTEE

**Gerry Greenleaf** (Chair)  
Hannaford Bros. Co.

**Fred Housman**  
Hy-Vee, Inc.

**Mike Lech**  
SUPERVALU INC.

**Bob Mooney**  
Meijer, Inc.

**Scott Reily**  
Brookshire Grocery Company

**Richard Schuler**  
Publix Super Markets, Inc.

**Mike Scott**  
The Stop & Shop  
Supermarket Company

**Pat Shinko**  
Food Marketing Institute

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

**Pat Shinko or Ben Quigley**  
Food Marketing Institute  
2345 Crystal Drive, Suite 800 Arlington, VA 22202  
Phone: 202.452.8444 • Fax: 202.220.0878  
e-mail: [pshinko@fmi.org](mailto:pshinko@fmi.org) or [bquigley@fmi.org](mailto:bquigley@fmi.org)

### DORAL GOLF RESORT & SPA, MIAMI, FLORIDA



April 5-8, 2009

Improve collaboration and trust throughout the supply chain. Join industry experts, trading partners and colleagues where the educational focus will be on building relationships. Trust is the foundation for getting results in this network-centric economy.

### Conference Benefits

- Build better relationships throughout the supply chain to institute effective and efficient processes
- Learn ways to keep transportation expense under control
- Find out how to move to "greener fleets"
- Preview the future trends in packaging

Register Today!

Visit [www.fmi.org/events/](http://www.fmi.org/events/) for more information and updates.



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EDUCATION