



# **Retail Store DEVELOPMENT Conference**

October 25-27, 2009 • Austin, TX  
Omni Austin Hotel Downtown



**your industry  
colleagues at FMI's Retail Store  
Development Conference to discover  
cost-effective ways to accomplish your  
store development initiatives in  
today's tough economic environment.**

Get the latest information about how the changing political and economic climate may affect your business.

Learn how to communicate with customers in-store to convey value and promote your company brand.

Gain insights into the current real estate market and how banks, developers and landlords are responding.

Receive practical advice on designing for labor savings, remodeling stores, and conserving/reusing water.

Share solutions in small-group discussions about staying green in a recession, reducing energy costs, ensuring project ROI and more.

See several outstanding stores in a town well-known for retail innovation and experimentation.

Bring your entire store development team!

## **FMI Retail Store Development Committee**

### **RETAIL/WHOLESALE MEMBERS**

**Keith Ross**  
Committee Chair  
Senior Manager of Engineering  
Sobeys Inc.

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

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

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

**Steve Lamontagne**  
Vice President, Format Development  
Giant Food Stores, LLC

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

**Dennis Ausenhus**  
Senior Vice President,  
Real Estate/Engineering  
Hy-Vee, Inc.

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

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

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

**Michael Helzer**  
Manager of Construction  
Raley's

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

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

**John Domino**  
Vice President, Real Estate and  
Store Development, Eastern Region  
SUPERVALU INC.

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

**Kevin Small**  
Vice President, Construction  
and Development  
Weis Markets, Inc.

### **SUPPLIER/INDUSTRY MEMBERS**

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Vice President, Supermarket Sales  
Amerlux Lighting Solutions

**Juan F. Romero, AIA**  
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President and CEO  
SFS Corporation

**David Murrow, CPSD**  
President and CEO  
Zero Zone, Inc.

# CONFERENCE SCHEDULE

## SUNDAY, OCTOBER 25

11:00 am – 5:00 pm Registration

11:30 am – 1:00 pm RSD Committee Meeting

1:30 pm – 1:45 pm Chair's Welcoming Remarks

Keith Ross, Senior Manager of Engineering, Sobeys Inc.

1:45 pm – 3:00 pm Opening General Session

### Global Economic Overview

The world of retailing has changed dramatically this year. The global economy has slowed rapidly and the United States is in the midst of a recession. Companies are reeling as credit markets tighten and consumers pull back. When will the retail economy improve? This session looks at the retail market fundamentals that retailers and manufacturers need to understand to plan for the future.

Al Meyers, Senior Vice President, Retail Forward

3:00 pm – 3:15 pm Break

3:15 pm – 4:15 pm 3 Concurrent Workshops

### Retail Real Estate: Where Are We Now and Where Are We Going?

Interest rates are up, cap rates are up, equity requirements are up and property valuations are down! Hear the thoughts of an industry expert who is integrally involved with the acquisition, disposition and financing of retail properties. We'll cover market dynamics, what to expect over the next few years and how it will impact your business.

James Koury, Managing Director - Retail Capital Markets, Jones Lang LaSalle

### Designing for Labor Savings

Tighter consumer spending, mounting margin pressures and the lack of capital mean we must find ways to be more efficient. Join us for a tour and see areas of the store where design principles influence our labor line. We'll take a look at display fixtures, stockrooms, production spaces and front ends.

### Store Development Tools – Integrated Project Delivery

Learn the practical aspects of implementing Building Information Modeling (BIM) and Integrated Project Delivery (IPD) as a means of designing and building your stores to enhance your top and bottom lines. What software tools are available? How does an integrated development process affect the roles of the retailer, architect, engineer, constructor and operator? Learn how to enhance the facility prototype process.

Alan B. Abramson, PE, President, Clive Samuels and Associates, Inc.,  
EMERSON Climate Technologies

Kathleen Jordan, Assoc AIA, CID, LEED AP, Principal, Gensler

4:15 pm – 5:15 pm 3 Concurrent Workshops

### Landlord's Perspective on the Economic Environment

More and more landlords are dealing with vacancies at a time when attracting tenants is extremely difficult. Understand the developer/landlord perspective on how the economic downturn and lending crisis has affected the commercial real estate market, as well as the outlook over the next 3 to 5 years.

### Remodeling for Relevancy

The current economic and political climate coupled with emerging trends such as sustainability are influencing consumer expectations, which in turn affect the retail decision-making process. It's time to rethink our approach to remodeling stores. Retailers need to be more efficient and strategic while also meeting emerging consumer needs and expectations. Learn strategies to update your remodel program with integrated design, merchandising, equipment, and facility upgrades to lower costs and keep customers coming back.

### Water Conservation and Reuse

"Water": is it the next oil? Water is a finite resource and the issues surrounding its use continue to grow. Gain knowledge of a serious problem that is currently affecting retailers around the nation. We will discuss the cost of water and of discharging water, as well as water treatment, conservation and reuse. Hear about current initiatives, planning for the future, equipment options and designing to maximize your water usage.

Edward Estberg, Retired Supermarket Executive, Industry Expert

6:00 pm – 8:00 pm Opening Reception/Sponsor Showcase

Visit our sponsoring suppliers who not only support our meeting but also offer products and services that can help you do your job more effectively.

## MONDAY, OCTOBER 26

7:30 am – 8:30 am Breakfast/Overview of FMI Research

Join us for an in-depth review of key consumer, food retailing and store development trends and their implications for our business. Hear about performance benchmarks, consumer priorities, operational standards, building and remodeling trends, and emerging industry issues.

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

8:30 am – 9:30 am General Session

### Austin Overview

Austin is known as a progressive place with unique resources, on the cutting-edge of national trends. Learn what's happening in this eclectic town, including its diverse demographics and variety of stores, the demand for local-grown/local-owned, the farm-to-market movement and the growth of sustainability.

#### 9:45 am Board Buses for Store Tours

#### 10:00 am – 3:00 pm Store Tours (lunch included)

See several outstanding stores in a town well-known for retail innovation and experimentation – including Whole Food's exciting flagship store in downtown Austin. Be sure to check off the store tours box on your registration form if you plan to join us.

#### 3:00 – 3:45 pm, 3:45 – 4:30 pm, 4:30 – 5:15 pm Idea Exchanges

(3 cycles – each session offered three times)

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

- LEED Update for Retail
- Staying Green in a Recession
- ROI/Packback Practices
- How to Reduce Energy Costs NOW
- Remodel Best Practices
- LED Lighting Update
- Best Practices from Other Retail Channels
- Store Acquisition Challenges and Opportunities
- Equipment Options in a Recession
- Getting Government Monies for Project Development
- Disposing of Old Stores/Acquiring New Ones
- Market Analysis Best Practices

#### 6:00 pm – 7:30 pm Networking Reception

### TUESDAY, OCTOBER 27

#### 7:30 am – 8:30 am Breakfast/Sponsor Mingle

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

#### 8:30 am – 9:45 am General Session

##### Considering the Place of Food

Consumers have radically changed their lifestyle, as well as their shopping patterns, behaviors and preferences, almost overnight. They appear to be looking for "good deals" and searching for the "right places" to shop. While grocery stores have done a lot over the last twenty years to evolve and enhance their store environments to meet consumer needs and wants, the big question today is whether past store design strategies will work in the future. It may be time for the grocery industry to consider a new way of approaching the place of food. Join us for a discussion about how to match the mind and mood of consumers to the right kind of store environment. Kevin Kelley – an architect, consumer behaviorist and cultural voyeur – will review some of the latest trends and innovations emerging in the fascinating field of retail science.

*Kevin Kelley, Founding Partner and Principal, Shook Kelley*

#### 9:45 am – 10:00 am Break

#### 10:00 am – 11:00 am 3 Concurrent Workshops

##### Market Analysis and Consumer Research Tools and Methods

Never has it been more important to do your homework before opening new stores, making acquisitions, or entering new markets. This session will review - and comment on - the available data sources, models, and tools that can reduce risk and assist successful expansion planning.

*David Rogers, President, DSR Marketing Systems, Inc.*

##### THE "VALUE" VOICE: Creative In-store Approaches to Value Messaging

Branding is storytelling. Learn how to use your store environment to tell a VALUE message without being so expected that it is ignored. This workshop will demonstrate, through a variety of case studies, how to create your brand story, develop the key visuals and design a filter to ensure your development decisions align with your brand's point of view. Learn how to make everything - including store design, materials, marketing (both on-line and in-store), packaging and even uniforms work harder and holistically to communicate your unique value message.

*Adrienne Weiss, Founder and CEO, Adrienne Weiss Corporation*

##### Store Planning Best Practices

Given today's emphasis on controlling store development costs, what is the role of store planners when it comes to balancing merchandise mix, space allocation, and branding issues? Learn the role store planning plays in accommodating the retailer's need for creating a brand-specific experience that is differentiated and on target with consumers today, and see examples of layouts leading the trends in space design.

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

*Thomas Henken, Vice President and Director of Design, api(+)*

#### 11:15 am – 12:30 pm Closing General Session

##### Riding the Wave of Change

"Don't rock the boat. If it ain't broke don't fix it. Let sleeping dogs lie. Who moved my cheese?" These are all familiar phrases bemoaning the most fundamental law of human nature: CHANGE is inevitable. So why bemoan change if it's coming our way anyway? This session will explain the inevitability of change and how to embrace it. We will highlight two dramatic change agents underway today and demonstrate how to get your team on board to ride the waves of change.

*Harold Lloyd, Harold Lloyd Presents*

#### 12:30 pm – 12:45 pm Chair's Closing Remarks

#### 1:00 pm – 2:30 pm RSD Committee Meeting

### Thanks to our sponsors for their generous support!

api(+)

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McCue Corporation

Sobeys Inc.

Zero Zone, Inc.

# SPONSORSHIP Opportunities

**The Annual FMI Retail Store Development (RSD) Conference** is the industry's largest gathering of supermarket store development professionals. It's a great opportunity to discuss your products and services with dozens of decision-makers in the grocery industry! Sponsor benefits include:

- **"Captive audience" sponsor space** offering extensive interaction with attendees. (Each sponsor gets a 6-foot table in our Sponsor Showcase area to highlight information on their company's products/services.)
- **Sponsor-focused time** built into the agenda (Sponsor Showcase Reception on Sunday evening and Sponsor Breakfast Tuesday morning).
- **Complimentary and/or discounted registration fee** (depending on level of sponsorship – see below).
- **Company listing and link** on the FMI RSD Conference web page.
- **Inclusion in RSD Conference marketing materials and e-blasts**, which go to over 1,000 store development contacts in the supermarket industry.
- **Recognition in on-site signage.**
- **Recognition from the podium** multiple times throughout the conference.
- **Inclusion in the Conference USB Drive and in a Sponsor Slide Show.** (Each sponsor can submit several PowerPoint slides about their products/services, which will be included on the USB Drive and shown in a video-loop before and after general sessions.)
- **Opportunity to introduce speaker(s)** in your sponsored session.
- **Sponsors can attend ALL conference sessions, the store tours and social events.** Network with retailers and learn the latest store development trends and issues in the grocery industry!

## Special Registration Fee Discounts by Sponsorship Level:

### PLATINUM (\$8,000)

FREE Conference Registration for ONE representative of your company (a \$1,350 Value!)  
FMI Member Rate for ALL additional company representatives (a \$550 savings on each!)

### GOLD (\$6,000)

FREE Conference Registration for ONE representative of your company (a \$1,350 Value!)  
FMI Member Rate for ONE additional company representative (a \$550 savings!)

### SILVER (\$4,000)

Conference Registration for up to TWO representatives at the FMI Member rate (a \$550 savings on each!)

Please choose from the following sponsorship options:

## Sponsorship Opportunities

### Opportunities at the "Platinum" Level (\$8,000):

- Sunday Night Reception
- Monday Night Reception (SOLD)
- Off-Site Store Tours and Luncheon (Monday)
- Conference USB Drive (corporate logo printed on the drive) (SOLD)
- General Conference Grant

### Opportunities at the "Gold" Level (\$6,000):

General Sessions (choose one):

- Global Economic Overview (Sunday) (SOLD)
- Austin Overview (Monday)
- Considering the Place of Food (Tuesday) (SOLD)
- Riding the Wave of Change (Tuesday) (SOLD)
- Monday Idea Exchanges
- Monday Breakfast and "Facts" Presentation (SOLD)
- Hotel Key Card Branding (SOLD)
- General Conference Grant

### Opportunities at the "Silver" Level (\$4,000):

Workshops (choose one):

- Real Estate Financial Climate (Sunday)
- Designing for Labor Savings (Sunday)
- Store Development Tools (Sunday) (SOLD)
- Landlord's Perspective on the Economic Environment (Sunday)
- Remodeling for Relevancy (Sunday) (SOLD)
- Water Conservation and Reuse (Sunday)
- Market Analysis and Consumer Research Tools and Methods (Tuesday)
- Communicating Value In-Store (Tuesday) (SOLD)
- Store Planning Best Practices (Tuesday) (SOLD)
- General Conference Grant

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Return this form to FMI (fax: 202-220-0830).**

**Thank you for your support!**

**For more information, please contact**

**Laurie Gethin at FMI, 202-220-0715, [lgethin@fmi.org](mailto:lgethin@fmi.org)**

# Retail Store DEVELOPMENT Conference

Omni Austin Hotel Downtown • Austin, TX • October 25–27, 2009

TO REGISTER ONLINE, Go to [www.fmi.org/events/](http://www.fmi.org/events/), select Retail Store Development Conference, Click on "register online" and follow the instructions.

**PLEASE FILL OUT ALL THE INFORMATION BELOW; DUPLICATE THIS FORM FOR ADDITIONAL REGISTRANTS.**

Mr.  Ms. First \_\_\_\_\_ Last \_\_\_\_\_

Title \_\_\_\_\_ Badge Name \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Companion Name (non-industry guest) — no fee \_\_\_\_\_

**CONFIRM TO** (if different from above): \_\_\_\_\_ E-mail \_\_\_\_\_

**REGISTRATION FEE:** Payment of fee must be received prior to the conference. Sorry, we cannot bill.

FMI Retail/Wholesale Member:  \$795 per person

\$745 per person if three or more attend from the same retail/wholesale member company

\$695 per person if first-time FMI retail/wholesale member attendee

Associate Member:  \$1,125 per person

Non-Member:  \$1,350 per person

**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.

**PLEASE CHECK THE FOLLOWING OPTIONS THAT APPLY TO YOU:**

I'm a first-timer

I plan to attend the store tours on Monday, October 26

I am responsible for (check all that apply):

Market Analysis

Real Estate

Design

Construction

Number of stores: \_\_\_\_\_

**PAYMENT INFORMATION:** Mail this form to: Food Marketing Institute, P.O. Box 758870, Baltimore, MD 21275-8870

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

Enclosed is my check (U.S. funds-payable to Food Marketing Institute—Ref. # 3600-004-0274)

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

Account# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name (Please print) \_\_\_\_\_

Card Holder Signature (Must sign to be valid) \_\_\_\_\_

**CANCELLATIONS:** Please notify registrar in writing by email to [cpratt@fmi.org](mailto:cpratt@fmi.org) or fax 202.220.0830. A full refund is granted when a cancellation is received prior to October 9, 2009. A 60% refund is granted if cancellation is received by October 16, 2009. No refund if notification is received after October 16, 2009.

**REGISTRATION QUESTIONS?** Contact Cliff Pratt at [cpratt@fmi.org](mailto:cpratt@fmi.org); 202.220.0828

**PROGRAM QUESTIONS?** Contact Laurie Gethin at [lgethin@fmi.org](mailto:lgethin@fmi.org); 202.220.0715

**HOTEL INFORMATION:** Fee does not include hotel accommodations. Hotel reservations must be made by **October 2** directly with the Omni Austin Hotel Downtown, 700 San Jacinto at 8th Street, Austin, TX 78701, 1.800.THE.OMNI (\$180 single/double).



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

Please check if you need assistance. Please specify your needs:

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Batch Date: \_\_\_\_\_ Amount Received: \_\_\_\_\_ Check # \_\_\_\_\_

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