



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 Ausenhuis
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

Don Knickerbocker
Vice President, Supermarket Sales
Amerlux Lighting Solutions

Juan F. Romero, AIA
President
api (+)

David Tovey, AIA, LEEDap
General Manager
BaselineUS

Victor Robelet
President
Carlson Airflo Merchandising Systems

Elliott Olson
Chairman
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Account Executive
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President
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Executive Vice President-
General Manager
McCue Corporation

Steve Terrill
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!

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Danfoss Inc.
Emerson Climate
Technologies

Hill PHOENIX Inc.
Kysor Panel Systems and Kysor//Warren
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

Retail Store DEVELOPMENT Conference

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

TO REGISTER ONLINE, Go to 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.

<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. First	Last		
Title	Badge Name		
Company			
Mailing Address			
City	State/Province	Country	Zip/Postal Code
Phone	Fax	E-mail	
<input type="checkbox"/> 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 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; 202.220.0828

PROGRAM QUESTIONS? Contact Laurie Gethin at 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: _____

FMI Use Only:

Batch Date: _____ Amount Received: _____ Check # _____

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