



JUNE 14-16, 2009  
THE WALDORF=ASTORIA • NEW YORK, NY

## PRIVATE BRANDS SUMMIT

### FMI Private Brands Group Leadership Summit Final Agenda

#### **Sunday, June 14**

4:00 PM – 7:00 PM      **Registration**

6:00 PM – 7:00 PM      **Welcome Reception**

7:00 PM – 7:15 PM      **Welcome Remarks**  
*Ric N. Jurgens, Chairman, CEO and President, Hy-Vee, Inc.*  
*Chairman of the Board, Food Marketing Institute*

7:15 PM – 9:15 PM      **Dinner and Social Networking**

#### **Monday, June 15**

7:00 AM – 8:00 AM      **Breakfast/Vendor Showcase**

8:00 AM – 8:15 AM      **Welcome and Preview of Agenda**

8:15 AM – 8:45 AM      **What's New at FMI?**  
Learn more about the positive changes taking place and the member services available through the Food Marketing Institute. Get all the latest details and progress on FMI's Private Brands Group Initiative and the benefits it will bring to the private brands community.  
*Leslie G. Sarasin, President and Chief Executive Officer, Food Marketing Institute*  
*Patrick Walsh, Vice President, Industry Relations and Collaboration, Food Marketing Institute*

8:45 AM – 9:15 AM      **A Pivotal Time for Private Brands**  
The current economic environment is the ideal time to convert consumers from advertised brand "cherry-pickers" to private brand loyalists. But driving the conversion and sustaining the loyalty will require deeper and mutually beneficial relationships between all trading partners.  
*Danny Wegman, Chief Executive Officer, Wegmans Food Markets, Inc.*

9:15 AM – 9:45 AM      **Private Brands Suppliers – The Unsung Heroes**  
The relationship between retailer and supplier is critically important to the success of your private brand program. Hear the supplier's perspective on that aspect of the business, and learn what they can do to make the partnership more successful.  
*Kevin Hunt, Co-CEO and President, Ralcorp Holdings, Inc.*



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**9:45 AM – 10:15 AM Not Without A Fight!**

While the news has been all good for Private Brands lately, we should not expect the advertised brand marketers to just throw up their arms. Learn how they view Private Brands – and how they counter program – from one of their own.

*Carla Cooper, Senior Vice President, QTG Sales, PepsiCo Inc. (Retired)*

**10:15 AM – 10:45 AM Refreshment Break/Vendor Showcase**

**10:45 AM – 12:00 PM Getting the Relationships Right**

The morning speakers will be joined by other retailer and supplier executives in a panel discussion focused on improving collaboration among all the partners. They will highlight the things that have worked particularly well, and talk about the challenges you might encounter.

**Panelists:** *Carla Cooper, Senior Vice President, QTG Sales, PepsiCo Inc. (Retired)*

*Kevin Hunt, Co-CEO and President, Ralcorp Holdings, Inc.*

*Jack Kelly, President and CEO, American Italian Pasta Company*

*Ric N. Jurgens, Chairman, CEO and President, Hy-Vee, Inc.*

*Danny Wegman, Chief Executive Officer, Wegmans Food Markets, Inc.*

**Moderator:** *Allan Noddle, Principal, Noddle Development Company*

**12:00 PM – 1:30 PM Luncheon/Vendor Showcase**

**1:30 PM – 2:00 PM What's New, What's Ahead for Private Brands**

The world of private brands has grown tremendously in the last two years and understanding the impact on the market is essential. This presentation will look at what consumers think about private brands, what they do and what they choose. It will also look at key developments in the U.S. market, and what can be learned from the European market.

*Lynn Dornblaser, Director, CPG Trend Insight, MINTEL International Group Ltd.*

**2:00 PM – 2:30 PM Se Habla Isn't Enough: Private Brands Among Hispanics**

Hispanics comprise 15 percent of the U.S. population, and control more than \$950 billion in spending power. In the Latino culture, tradition, family and the enjoyment of food are inextricably intertwined. Hispanics spend more on groceries than other segment of the population, but how do they feel about private brands? Join us for this one of a kind session that delves into two of the biggest trends in today's marketplace – private brands and purchasing by Hispanics.

*Diane Huth, Sales Executive, Valassis Communications Inc.*

**Sponsored by:** *Marketing Management, Inc. and New American Dimensions*



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2:30 PM – 3:00 PM

### **The Brand of the Year**

The majority of consumers are changing their shopping habits at the point-of-purchase and switching to lower priced private label products in many categories. U.S. retailers are continuing to take a more proactive approach to increasing private label offerings through broader product selections and increased shelf space.

*Michael Kelter, Global Investment Research Analyst, Goldman Sachs*

3:00 PM – 3:30 PM

### **Refreshment Break/Vendor Showcase**

3:30 PM – 5:00 PM

### **Our Time is Now**

Learn what it will take to drive future growth in private brands. Retailer and supplier executives will discuss how to keep the positive momentum going for private brands, and the things that will drive future growth.

**Panelists:** *L.M. Maurie Fettig Jr., Executive Vice President, Red Gold LLC*

*Kevin Holden, Senior Vice President, Bay Valley Foods*

*Dan Mazur, Senior Vice President, Center Store, Topco Associates LLC*

*Linda Severin, Vice President, Corporate Brands, The Kroger Co.*

**Moderator:** *Patrick Walsh, Vice President, Industry Relations and Collaboration, Food Marketing Institute*

6:00 PM – 8:00 PM

### **Summit Reception**

## **Tuesday, June 16**

7:00 AM – 8:00 AM

### **Breakfast/Vendor Showcase**

8:00 AM – 8:05 AM

### **Recap Previous Day and Preview Today's Agenda**

8:05 AM – 8:10 AM

### **A Few Words About Our Next Speaker**

*Milton Sender, Co-Founder and Chairman, Daymon Worldwide Inc.*

8:10 AM – 8:45 AM

### **The Procter & Gamble Way**

Procter & Gamble is universally recognized as one of the world's most successful consumer products marketers. Learn what this CPG giant thinks are the keys to future success for itself and other providers of advertised brands.

*Robert McDonald, Chief Operating Officer, The Procter & Gamble Company*



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8:45 AM – 9:15 AM

### **Private Brands at the Tipping Point**

In an era when consumers are far more value conscious, retailers will have many more opportunities to provide powerful private brand experiences for their customers. The very best retailers will reinvent the very concept and image of private brands in the minds of consumers. The “tipping point” for this fundamental transformation may be just around the corner.

*John J. Lewis, President and CEO, Nielsen Consumer North America, The Nielsen Company*

9:15 AM – 9:45 AM

### **Refreshment Break/Vendor Showcase**

9:45 AM – 10:15 AM

### **K-VA-T's Super Dollar Store**

Take a visual tour of the K-VA-T Super Dollar store format, where private brands are the stars of the show, and K-VA-T is reaping the rewards.

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

*Richard Gunn, Executive Vice President, Merchandising and Marketing, K-VA-T Food Stores, Inc.*

10:15 AM – 10:45 AM

### **Our Time is Now!**

Hear about current examples of successful ways retailers are marketing their private brands.

*Andres Siefken, Vice President, Marketing and Consumer Insights, Daymon Worldwide Inc.*

10:45 AM – 11:00 AM

### **Closing Remarks**

Learn about the opportunities available through participation in FMI's Private Brands Group Initiative.

*Patrick Walsh, Vice President, Industry Relations and Collaboration, Food Marketing Institute*