



60TH ANNUAL FINANCIAL EXECUTIVE CONFERENCE

THE RITZ-CARLTON

DALLAS, TX

MAY 23-25, 2010

CONFERENCE AGENDA

SUNDAY, MAY 23

4:00 pm – 6:30 pm **Registration**

6:00 pm – 7:30 pm **Reception**

Sponsored by Inmar Carolina Services

MONDAY, MAY 24

7:00 am – 8:00 am **Breakfast**

Sponsored by Connolly Consulting

7:00 am – 9:00 am **Registration**

8:00 am – 8:15 am **Opening/Welcome**

Tim King, Executive Vice President, CFO & Controller, Brookshire Grocery Company

Tim King began his career in the industry as a bag boy and stocker. He began his professional career with Brookshire's as Financial Accountant in 1990. He has held progressively responsible positions including, corporate tax manager, director of financial accounting, vice president/controller, executive VP/CFO/Controller and is currently Brookshire's executive VP/CFO. King serves on the Board of Directors for Brookshire Holdings.

8:15 am – 8:45 am **Keynote Address: The Food Marketing Industry Speaks**

Hear the latest research from FMI Speaks and Trends and state-of-the-industry overview of economic, consumer and industry trends and their effect. Explore how key trends and emerging issues may develop and prepare to meet these challenges and exploit new opportunities for growth.

Leslie G. Sarasin, Esq. CAE, President and Chief Executive Officer, Food Marketing Institute

Prior to joining FMI, Leslie Sarasin served as president and chief executive officer of American Frozen Food Institute (AFFI) from 1999-2008. Sarasin also served as president of the National Yogurt Association, an association that AFFI managed, and had oversight responsibility for the National Frozen Pizza Institute, the Frozen Potato Products Institute, the International Frozen Food Association, the Texas-Mexico Frozen Food Council and the Food Processing Environmental Conference. Early in her career, Sarasin was director of government relations and legal counsel for the National Food Brokers Association and legal counsel and assistant to the president for Crest International Corporation. She also worked at Salomon Brothers Investment Bankers and for Senator Wendell H. Ford. Sarasin holds a J.D. from the University of San Diego and a B.A. in economics from Smith College.

8:45 am – 9:45 am **Managing in Times of Inflation/Deflation**

Current economic conditions have made budgeting an even more challenging endeavor. Understand how to account for short-term deflationary pressure while planning for long term price increases. Determine how to position your budgets and provide practical, realistic projections.

Carl E. Steidtmann, Chief Economist/Deloitte Research, Strategy, Research & Innovation, Deloitte Services LP

Carl Steidtmann is a nationally recognized expert on economic forecasting of consumer, technology, investment and general economic trends. Steidtmann works with individual clients in assessing the impact of economic, demographic, political and technological changes on their business strategies. He works closely with the Deloitte & Touche Investment Advisors in assessing how the economy is impacting different asset classes and allocation. He is also an advisor to the Deloitte Board of Directors and Executive Committee. His research has been quoted in *The Wall Street Journal*, the *Financial Times*, *USA Today* and *The New York Times*, among other publications. Steidtmann has appeared on the MacNeil-Lehrer News Hour, CNBC, and the Nightly Business Report. Steidtmann earned his Ph.D., Master's and Bachelor's Degrees from the University of Colorado, majoring in economics, statistics, and history, respectively.

Vivek Katyal, Principal, Deloitte & Touche

Vic Katyal is a Principal in the Finance Operations practice of Deloitte & Touche in Minneapolis and specializes in the Performance Management space. He has more than 19 years of experience between investment banking and management consulting. Over the last two years, he was responsible for developing Deloitte & Touche's Finance Transformation practice in the Midwest. He has managed projects in financial services, consumer products, energy and manufacturing organizations. His focus includes finance strategy, performance management, budgeting & planning, management and external reporting. Katyal received an M.B.A. from the University of Texas.

9:45 am – 10:00 am **Refreshment Break**

Sponsored by APEX Analytix

10:00 am – 10:45 am **Taxes – Some Food for Thought**

New tax legislation. New tax guidance. It's been a busy year. What does it all mean for financial executives? What were the significant tax developments this year and what are the emerging tax trends? Find out what's to come and gain insights to help you navigate the tax landscape in 2010 and beyond.

Nancy C. Wertheim, National Tax Managing Partner, Retail Deloitte Tax LLP

Nancy Wertheim, a recognized authority on tax policy impacting retailers, has more than 25 years of experience. She serves on tax advisory boards and represents some of the world's most innovative and successful retailers. Wertheim is the editor of Deloitte Tax's "First to Mind Tax Alert," an external thought leadership newsletter that won Accounting Today's prestigious "Gold Medal Award for Outstanding Client Service." She holds a B.A. from Clark University and a J.D. Degree from the University of Connecticut School of Law.

CONFERENCE AGENDA

10:45 am – 11:45 am **Reporting Requirements: FASB/IFRS Update**

Prepare for significant changes in financial reporting. Learn what new guidelines have been released by FASB and how they may impact food retail organizations. Understand the trends and expected changes in financial reporting as IFRS adoption becomes more prevalent around the world. Explore key differences between GAAP and IFRS.

Michelle Vopni, Audit Partner, Ernst & Young LLP

Michelle Vopni is the Retail Sector Leader for the Southwest Sub-Area at Ernst & Young. Vopni has been with Ernst & Young for over 18 years. Her experience includes serving SEC and private companies in the retail sector including a regional and national grocer. Vopni has extensive experience with SEC matters, technical accounting issues, and Sarbanes-Oxley compliance. Vopni earned a BBA at the University of Texas at Austin.

Morgan Watson, Audit Partner, Ernst & Young LLP

Morgan Watson has more than 15 years of audit and accounting experience at Ernst & Young. In addition to working with various public and private companies across multiple industries, Watson has worked internationally serving Global 100 companies. He has worked in the Ernst & Young IFRS Markets Group developing tools to assist companies with conversions to IFRS. Additionally, he has worked with companies who are converting to IFRS and has assisted with diagnostic projects that identify critical convergence related IFRS issues. Morgan earned a BBS from Trinity University in San Antonio, Texas.

12:00 pm – 1:30 pm **Luncheon: Discovering the Magic and Power of 'We'**

Building and maintaining a successful team is no simple task. Even people who have taken their teams to the highest level have difficulty recreating what accounted for their success. Is it a strong work ethic? Is it chemistry? Learn the vital principles of team building that are necessary for the success of your business or organization.

Sponsored by NCH Marketing Services

Steve Gilliland, CSP

Steve Gilliland, CSP, is one of the most in-demand and top-rated speakers in the United States and Canada. Gilliland's motto is "If you take care of people, the business will follow." Implementing this principle, he has helped people grow their businesses and expand their lives by teaching them to rethink their work, their relationships and themselves. Gilliland launched his full-time speaking career and built a multimillion-dollar company on the same philosophy he expounds to his audiences. If you continually learn more about your company, your industry, your customer and yourself, you will always be a leader. Gilliland is one of the seven percent of speakers in the world, among the 5,000 who belong to the International Federation for Professional Speakers, to hold the designation of Certified Speaking Professional.

1:45 pm – 3:30 pm **Business Session**

Robert Walker, Chief Financial Officer, Associated Wholesale Grocers, Inc. (Session Chair)

1:45 pm – 2:45 pm **Cyber Fraud: The World Is Attacking Your Business**

There has been a significant increase in successful cyber fraud incidents this year. Many costing victims upwards of tens of millions of dollars. Cyber criminals are now using sophisticated "business" models to access and merchandise both identity and authentication credentials. Learn how the modern hacker penetrates a network, identifies confidential information, then encrypts and transmits the data to their site to be analyzed, catalogued and merchandised to multiple, highest bidders. The cyber world has changed. Is your organization ready and able to protect and defend its information assets?

Gordon E. Smith, Co-Founder, Canaudit, Inc.

Gordon Smith, Co-founder of Canaudit, Inc., has more than 30 years of progressive audit experience. Specializing in high-tech auditing, Smith is a recognized expert on auditing complex networks, operating systems, databases, and forensic auditing. Smith was the recipient of the 2002 Wasserman Award for Outstanding Achievement in the field of Information Systems Auditing and Control. He is a Certified Management Accountant (Canada) who graduated in 1981. He is also a Certified Government Financial Manager and a member of The Institute of Internal Auditors and The Association of Government Accountants. Smith is listed in the Who's Who of Leading American Executives and has published two books titled *Network Auditing: A Control Assessment Approach* and *Control and Security of E-Commerce*.

2:45 pm – 3:30 pm **Sustainability: Green Strategies for the Bottom Line**

Food retail organizations have been embracing sustainability as a way to be better corporate citizens and reduce operating costs. Efforts to reduce carbon footprint may also generate additional revenue. Understand the basics of sustainability in the food supply chain, the economics of sustainability, carbon trading options and how cap and trade programs can benefit your bottom line.

Robert Garrity, former Vice President, Environmental Sustainability, Giant Eagle, Inc.

As Senior Vice President of Store Planning, Construction and Conservation, Robert Garrity was responsible for the interpretation of continuously evolving retail and conservation concepts into major remodel and new construction projects throughout the Giant Eagle retail buildings. In addition, he led a cross functional team for the company's commitment to environmental sustainability.

Garrity began his career in information technology (IT) with Mellon Bank in 1972. He continued his professional career in IT with Pennsylvania Blue Shield from 1976 to 1977; served as Director of Management Consulting Services for Price Waterhouse from 1977 to 1994, and Senior Vice President of Operations for Action Industries from 1994 to 1996. At Giant Eagle, Garrity held numerous other responsibilities, including leading the departments of information services, human resources and prepared foods.

Garrity is dedicated to giving back to the community and is currently chairperson for Phase 4 Learning Centers in Pittsburgh and is the former chairman of FMI's Sustainability Task Force.

CONFERENCE AGENDA

3:30 pm – 3:45 pm Refreshment Break

Sponsored by APEX Analytix

3:45 pm – 5:00 pm Breakout Discussion Groups

Join assigned group to share experiences and exchange ideas (retailers and wholesalers only).

6:00 pm – 7:30 pm Reception

Sponsored by ProLogic Redemption Solutions

9:00 am – 10:00 am The U.S. Pharmaceutical Market: What's In? What's Out? & What's Ahead?

Explore recent trends and issues in the U.S. pharmaceutical market. Understand the impact of generics, safety programs, innovation, specialty and RX to OTC switches on supermarket pharmacy. An outlook for 2010 and 2011 will help you prepare for further changes in pharmacy operations.

Doug Long, Vice President, Industry Relations, IMS Health

Doug Long has been with IMS Health, the world's largest pharmaceutical information company, since 1989. His fundamental task is to help secure data for all existing and new databases supported by IMS HEALTH, manage supplier, manufacturer and association relationships and develop information for data partners. As a direct consequence of his involvement in these areas, Long has considerable experience with, and a unique perspective on, the changing U.S. and global healthcare marketplace and pharmaceutical distribution. Long was honored with the 2004 HDMA NEXUS Award for lifetime achievement and received IMS HEALTH's prestigious Summit Award in 2003. Prior to joining IMS HEALTH, Long was at Nielsen Market Research for 16 years in various sales and marketing capacities. A native of Illinois, Long received a B.A. degree from DePauw University in Greencastle, Indiana, and an M.B.A. in Management from Fairleigh Dickinson University in New Jersey.

TUESDAY, MAY 25

7:00 am – 8:00 am Breakfast

Sponsored by AmeriQuest Transportation Services

8:00 am – Noon Business Session

*SuzAnn Kirby, Chief Financial Officer, United Supermarkets, Ltd.
(Session Chair)*

8:00 am – 9:00 am Technology Investment Dos and Don'ts for the CFO

CFOs often get involved too late in the technology-buying decision resulting in the wrong system being purchased for too high a price. Review the typical pitfalls as well as the elements necessary for a great vendor/partner relationship. Unravel case studies (Harvard Business School methodology) and solve real-world situations. Leave with a better understanding of the business problem to be solved and how the correct technology can solve it resulting in higher ROI for technology investments.

Alec Hudnut, CEO, Evolution Robotics Retail

Alec Hudnut is Chief Executive Officer of Evolution Robotics Retail, a world leader in item-level recognition software. Prior to founding Evolution Robotics Retail, Hudnut was CEO of Evolution Robotics. Both companies specialize in developing advanced visual-pattern recognition software. Before joining Evolution Robotics, Hudnut was a Managing Director at Idealab, an innovative, high-tech incubator, where he launched and supported a number of software companies. Hudnut has more than 20 years of high technology, consulting and corporate finance experience from previous roles as CEO of educational software company Quisic, as a consultant at McKinsey & Co., and as an investment banker at Goldman Sachs & Co. Hudnut holds an M.B.A. from Harvard Business School and a B.A. from the University of North Carolina at Chapel Hill, where he was a Morehead Scholar.

10:00 am – 10:15 am Refreshment Break

Sponsored by APEX Analytix

10:15 am – 11:15 am Working Capital Optimization is Back

For years, suggestions for initiating significant working capital optimization (WCO) efforts were banished to the "D" and "E" priority pile for senior financial executives. Suddenly capital is not so plentiful and not so cheap and financial leaders have rediscovered WCO as a means for making substantial financial improvements. Discover practical lessons learned from recent working capital improvement initiatives that have helped financial leaders manage a careful balance between customers, partners and vendors for significant cash gains. Explore sources of leverage with vendors and customers, analytical approaches to identify precise opportunities and processes for managing through sometimes difficult implementations.

Steve Riordan, Global Managing Director Advisory Services, PRGX

Steve Riordan is responsible for building and leading PRGX's global Advisory Services practice. Before joining PRGX, Riordan was the founder and managing director of Stormpoint Associates, a boutique consulting firm. He was also a partner and a practice leader at both A.T. Kearney, in the Consumer Industries & Retail practice, and at Deloitte Consulting in the Consumer Business practice. Prior to becoming a management consultant, Riordan held merchandising related positions with Federated Department Stores and Pier 1 Imports. He holds both his M.B.A. in Finance and his Bachelor of Science in Marketing & Advertising from Indiana University.

CONFERENCE AGENDA

11:15 am – Noon

Business Resilience: Understanding Your Risk Landscape

How well does your company understand its supply chain and other business interruption risks emerging in the current operating environment? Mismanaging exposure can cost you money and can also prevent you from taking advantage of the opportunities that drive innovation and growth. The more you understand the risk exposures within your business, the more you can make informed decisions and be prepared.

Linda Conrad, Director of Strategic Business Risk, Zurich Insurance Co.

Linda Conrad leads a global team responsible for delivering strategic Enterprise Risk and Resilience Management (ERM) solutions and insights to multi-national customers. Conrad assists customers establish holistic processes to improve risk-based decisions about strategic issues like supply chain optimization, business interruption modeling, contingency planning, capital efficiency and total-risk profiling.

Previously, Conrad was the Global Head of Capability Development and Knowledge Management for Zurich Risk Engineering, based in Zurich, Switzerland. She was responsible for designing and delivering a capability development framework to ensure that all risk professionals are fully Qualified to Perform (Q2P). Prior to that position, Conrad was a consultant for Zurich's Group Risk Management area and helped Zurich facilitate its enterprise risk profile and project assessments.

Noon – 1:00 pm Luncheon

Sponsored by PRG Schultz International

1:00 pm – 3:30 pm Business Session

*Paul Cox, Vice President, Finance, K-VA-T Food Stores, Inc.
(Session Chair)*

**1:00 pm – 1:45 pm The Future Is Here... Now
What?**

In a time of accelerated and unprecedented change, many companies are suffering from some combination of information overload and institutional attention deficit disorder. This makes it hard to distinguish tactics from strategies and harder to set organizational priorities. In such a scenario, *who you gonna call?* Take a relevant and irreverent look at what retailers need to do in 2010 and beyond to create enduring differential advantages.

Kevin Coupe, MorningNewsBeat.com

Kevin Coupe is the founder and Content Guy of MorningNewsBeat.com, which has become a must read in the food industry not just for the news and commentary, but also the irreverence and humor that Coupe brings to his observations about retailers, consumers and the world at large. Coupe likes nothing better than traveling to someplace he hasn't been before, where he can eat the local food, taste the local beer or wine and find out what makes the local retailers tick. He has reported from 45 of the 50 states and more than two dozen countries, has been a daily newspaper reporter, ran a winery tasting room, acted in a major motion picture and even once was a bodyguard for Farrah Fawcett. Coupe is co-author of *The Big Picture: Essential Business Lessons from the Movies*.

1:45 pm – 2:30 pm

Health Insurance: Reform Retrospective and Future Forecasts

Get behind the headlines of healthcare reform and understand what it means to you as an employer. Armed with a variety of benchmarking and survey tools, we will peer into the future to see what you can expect and more importantly, what you can do to IMPACT the future! We will look at successful employers in the grocery industry to better understand what works and what doesn't when it comes to managing healthcare cost and supporting the success of your organization through an empowered, healthy workforce!

Karen S. Johnson, Vice President, Hays Companies of Kansas City

Karen Johnson joined Hays Companies in Kansas City in September 2004. Currently her responsibilities include all aspects of client management in the area of employee benefits services. Immediately prior to joining Hays, Johnson was a vice president with a large national insurance broker. Over the past 25+ years, she has held a variety of positions in the health care and employee benefits industries including sales, health system management, and client consulting. Johnson has a B.A. in Sociology and earned a Master of Health Administration degree from Arizona State University in 1997. She is currently a Ph.D. Student in Health Policy & Management at the University of Kansas Medical School in Kansas City, Kansas.

**2:30 pm – 3:30 pm Reducing Shrink and
Growing Margins in a
Down Economy**

What countermeasures can food retailers deploy to maintain and grow profitability in a down economy and increase the positive affects of any upswings? Fraud and process breakdowns within a company erode both margin and shrink. Discover proven methods to properly isolate risk by using tactical data analysis protocols designed to identify operational trends which, when left unchecked, destroy the profitability of a company. Proper risk countermeasures, however, hold the key to sales and margin growth, all within your existing base of business.

Ernie Deyle, COO, Merchant Analytic Solutions, LLC

Ernie Deyle has more than 25 years of retail experience, both domestically and internationally, including operational management positions, back stage support positions in operations, merchandising, IT, loss prevention and professional consulting services. During his tenure as the Vice President of Loss Prevention for CVS/Caremark, the Harvard Business Review recognized CVS/Caremark as one of the top five loss prevention departments in the world based on an international study on retail loss prevention best practices. Deyle has served Kroger, Fleming Foods/Scrivner Inc., and Homeland Stores in senior positions in the area of loss prevention, operations and information technology. He was the global leader for profit recovery and sales optimization services for Cap Gemini Ernst and Young and directed the shrink reduction effort for Arthur Andersen-Senn-Delaney.

3:30 pm

Adjournment

CONFERENCE INFORMATION

QUESTIONS

Program: Aileen Dullaghan Munster, 202.220.0704, amunster@fmi.org

Registration: Susan Lentz, 202.220.0828, slentz@fmi.org

REGISTRATION

Fax registration form, with credit card information to 202.220.0830 or mail the enclosed registration form with payment to Food Marketing Institute, PO Box 758870, Lockbox 758870, Baltimore, MD 21275-8870. To register online, go to www.fmi.org/events/, select Financial Executive Conference, click on 'register online' and follow the instructions.

CANCELLATIONS

Please notify registrar in writing by email to slentz@fmi.org or fax 202.220.0830. A refund, minus a \$75 processing fee, is granted when a cancellation is received prior to May 7, 2010. A 60% refund is granted if cancellation is received by May 14, 2010. No refund if notification is received after May 14, 2010.

HOTEL INFORMATION

The Ritz-Carlton is located at 2121 McKinney Avenue, Dallas, TX 75201. Please make all room reservations directly with The Ritz-Carlton at 800.960.7082 by April 30. Please refer to the FMI Financial Executive Conference to receive the discounted rate of \$219.00 single/double per night.

CONTINUING EDUCATION UNITS

The Food Marketing Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed by the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Website: www.nasba.org

The 60th Annual Financial Executive Conference is a 'group-live' event at the advanced course level and no advance preparation is required. Attendance at the entire conference earns a total of 17 CPE credits, 10 CPE credits in the Management Advisory Services field of study, 1 credit in the Taxes field of study, 3.5 credits in the Finance field of study and 2.5 CPE credits in the Personal Development field of study. For more information regarding administrative policies such as complaints and refunds, please contact Susan Lentz (slentz@fmi.org or 202.220.0828).

PLANNING COMMITTEE

Tim King (chair)
Brookshire Grocery Company

Paul Cox
K-VA-T Food Stores, Inc.

Robert Dimond
Nash Finch Company

Scott Frost
Weis Markets, Inc.

James Flynn
King Kullen Grocery Co., Inc.

SuzAnn Kirby
United Supermarkets, Ltd.

M. Elizabeth Van Oflen
The Kroger Co.

Robert Walker
Associated Wholesale Grocers, Inc.

www.fmi.org/events/

REGISTRATION FORM

To register online, go to www.fmi.org/events/ and select Financial Executive Conference. Click on "register online" and follow the instructions. Registration questions? Contact Susan Lentz at 202.220.0828 or slentz@fmi.org.

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THE RITZ-CARLTON • DALLAS, TX • MAY 23-25, 2010

PLEASE PRINT CLEARLY (duplicate form for additional registrants).

Mr. Ms. First _____ Last _____

Badge Name _____ Title _____

Company _____

Mailing Address _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____ E-mail _____

Companion Name (no registration fee)

Name _____

Confirm To (if different from above)

Name _____ E-mail _____

REGISTRATION FEE: We cannot process your registration without proper payment. We are unable to send invoices for the registration fees.

Fee includes all meeting materials, breakfasts, lunches, refreshment breaks and receptions. It does not include hotel accommodations.

Please make room reservations directly with The Ritz-Carlton (1.800.960.7082).

FMI Member: \$795.00 per person

\$745.00 per person if 3 or more (paid) attend from the same company

FMI Associate Member: \$1,125.00 per person

Non Member: \$1,350.00 per person

Please check all that apply First Time Attendee Sunday, May 23 Reception

Note: To qualify for FMI member rates, every participant must be an employee of an FMI member company. Please remember, an 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 company check or credit card payment of the registration fee.

PAYMENT INFORMATION:

Enclosed is my check (U.S. funds drawn on a U.S. bank – payable to Food Marketing Institute) for my registration fee.

Please be sure to return this registration form with check to:

Food Marketing Institute, P.O. Box 758870, Lockbox #758870, Baltimore, MD 21275-8870; Ref. #3600-004-0222.

Fax this form with credit card information to 202.220.0830. Please charge \$ _____ to my Visa Mastercard American Express

Account No. _____ Exp. Date _____

Card Holder Name (please print) _____

Card Holder Signature (must sign to be valid) _____

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

Please specify _____

Please check if you need accommodations.

