



# E+sd<sup>2010</sup>

## Energy & Store Development Conference

Hilton  
Minneapolis, MN  
September 19-22, 2010

# Monday Afternoon Breakouts

## Sustainability

- LEED for Retail
- Carbon Footprint
- Glass Doors on Cases
- Renewable Energy

## Store Development

- Catering to the Foodie
- All-LED Supermarket: Case Study
- Building Information Modeling
- Project Financial Management
- Big-Bang Remodels
- Good vs. Great: Building a Good Store on a Budget
- Energy and Environmental Aspects of Roof Systems

## Energy Management

- Design 101 (for Energy Managers)
- Energy Modeling Technologies
- Demand Response
- Commissioning
- HVAC Innovation
- Case Controls 101
- High-Performance Commercial Kitchen Ventilation Systems
- Advanced Heat Reclaim Systems
- Motor Management 101

## Refrigeration

- Green Chill Update
- Refrigeration 101
- CO2 Case Study
- Choosing the Right R-22 Retrofit
- Secondary Loop Case Study

\*Bring your entire team to take advantage of multiple concurrent sessions.

## Sponsors



To sponsor the conference, contact Amanda Bond-Thorley at [abondthorley@fmi.org](mailto:abondthorley@fmi.org) or 202.220.0606

# Develop safe, appealing, efficient and cost-effective stores.

Explore the value of cross-departmental collaboration when developing new stores, maintaining existing outlets and remodeling older formats. Gain ideas to reduce costs, improve sustainability efforts and build a shopping experience that your customers will love.

## Who Should Attend

Vice presidents, directors, managers and engineers involved in:

- Store Development
- Design
- Construction
- Facility Management
- Maintenance
- Refrigeration
- Energy Management
- Lighting
- Purchasing
- Heating/Air Conditioning

FMI's new, joint Energy and Store Development Conference provides an ideal forum for your company to communicate and work together to improve store development while reducing energy and operating costs.

## Special Events

### Golf Tournament (9/19/10)

*Sponsored by Emerson Climate Technologies*

Join your colleagues on Sunday, September 19, 7:00 am - 2:00 pm for a truly magnificent day of golf. Breakfast and lunch will be provided.

Registration required (check the box on your registration form).

### First-timers Reception (9/19/10)

*Hosted by the Energy and Store Development Committee*

Meet veterans of the conference from the committee, take home great new contacts and find out how to navigate the conference like a pro.

### Off-site Social Event (9/21/10)

*Sponsored by KeepRite Refrigeration and National Refrigerants*

Spend an unforgettable evening at The Mill City Museum in Minneapolis. Built into the ruins of what was once the world's largest flour mill, Mill City Museum is located on the historic Mississippi Riverfront. Enjoy an evening of live music, food and beverages in a historic setting while reconnecting with old friends and making new ones.

# Conference Agenda

## SUNDAY, SEPTEMBER 19

**7:00 am – 2:00 pm    Golf Tournament**  
*Sponsored by Emerson  
Climate Technologies*

Join your colleagues for a truly unforgettable day on the golf course. Breakfast will be provided prior to the shot gun start. Lunch will also be provided. Check off the box on your registration form if you want to play.

**3:00 pm – 7:00 pm    Registration**

**4:00 pm – 4:30 pm    First-timers  
Welcome Reception**  
*Hosted by the Energy & Store  
Development Committee*

Open to committee members and attendees who have not participated in prior Energy or Retail Store Development Conferences. Meet veterans of the conference, make valuable new contacts and learn how to navigate the conference like a pro.

**4:30 pm – 6:30 pm    Manufacturer/Retailer  
Exchange**

Meet more than 60 leading suppliers of energy management, HVAC, refrigeration, design, construction and lighting systems in this informal exchange session.

**6:30 pm – 7:30 pm    Opening Reception**  
*Sponsored by Zero Zone*

## MONDAY, SEPTEMBER 20

**7:00 am – 8:00 am    Continental Breakfast**  
*Sponsored by Seasons-4, Inc.*

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

*Gary Kuchyt, Energy Manager, Big Y Foods, Inc.  
Keith Ross, Senior Manager of Engineering, Sobeys, Inc.  
Monday General Sessions sponsored by Heatcraft  
Refrigeration Products LLC*

**8:15 am – 9:15 am    Keynote Address**

Here what's on the mind of senior leadership from FMI's current Chairman of the Board. Learn how store development and energy fit into the overall strategic picture in the supermarket industry.

*Richard (Ric) N. Jurgens, Chairman and CEO,  
Hy-Vee, Inc. and Chairman of the Board, Food  
Marketing Institute*

**9:15 am – 10:15 am    SUPERVALU Case Study –  
Store Development**

Discover the benefits that SUPERVALU receives from the high level of collaboration among their merchandising, operations and store development teams to design and build profitable and efficient stores.

*Rich Juliano, Group Vice President – Merchandising  
Strategic Initiatives*

*Keith Wyche, President, Cub Foods*

*Sharon Lessard, Vice President Store Design Services*

*Mark Lavin, Vice President Real Estate & Store  
Development*

*Mark Coffin, Vice President of Facilities, Energy,  
Engineering, Environmental and Real Estate Asset  
Management*

**10:15 am – 10:45 am    Break**

Visit [www.fmi.org/events/](http://www.fmi.org/events/) to learn more  
about session and speaker updates.



**10:45 am – 11:30 am Target Case Study – Store Design**

Gain insight from Target's branding strategy which is incorporated into all aspects of store design and development. Obtain ideas that will strengthen your company's brand through store design.

*Rich Varda, Senior Vice President, Store Design, Target*

**11:30 am – 12:00 pm Legislative Update**

Stay abreast of current and future legislative activities including refrigerants and carbon trading.

*Ted Gartland, Allied Representatives*

**12:00 pm – 1:30 pm Luncheon with Speaker**

A side-splitting good time! Take home a few ideas to add humor to the workplace to increase productivity.

*Mack Dryden, Motivational Humorist*

**1:30 pm – 2:30 pm Concurrent Breakouts**

**2:45 pm – 3:45 pm Concurrent Breakouts**

**4:00 pm – 5:00 pm Concurrent Breakouts**

**5:00 pm – 7:00 pm Manufacturer/Retailer Exchange and Cocktail Reception**

*Sponsored by Kysor/Warren and Kysor Panel Systems*

Take advantage of another opportunity to meet more than 60 leading suppliers of energy management, HVAC, refrigeration, design, construction or lighting systems during this reception.

**TUESDAY, SEPTEMBER 21**

**7:00 am – 8:00 am Continental Breakfast**

**8:00 am – 8:15 am Recap Highlights of Monday**

*Keith Ross, Senior Manager of Engineering, Sobeys, Inc.*

*Gary Kuchyt, Energy Manager, Big Y Foods, Inc.*

*Tuesday General Sessions sponsored by Amerlux Global Lighting Solutions*

**8:15 am – 9:00 am State of the Industry/ Energy Market**

Explore trends in energy prices and demand, store construction and consumer behavior.

Take home a glimpse of the future and determine how your stores may evolve.

**9:00 am – 10:00 am Demographics and Consumer Trends**

Are you prepared for the aging consumer? Are your stores designed for grab-and-go Generation X-ers? Understand who is shopping in your stores and how you can develop formats to cater to their needs.

**10:00 am – 10:30 am Break**

**10:30 am – 11:15 am Format/Design Trends**

How will consumers shop your stores in the future? Consider format and design trends and ways to maintain safe and efficient stores that meet the needs of a changing consumer. Discover innovative designs that are winning consumers and growing sales.

*Michael Nicholls, AIA, Principal, Shook Kelley*

**11:15 am – 12:00 pm Designing for Energy Efficiency**

Great design and energy efficiency can go hand-in-hand. Hear how progressive operators incorporate energy-savings strategies into their store development plans to create successful stores.

*Tom Mathews, President, Baseline*

## **12:15 pm – 1:15 pm**    **Idea Exchange Luncheon**

Join your peers for in-depth conversation on the issues that are most important to you. Share ideas, questions and best practices on a wide range of topics relating to energy management, refrigeration, sustainability practices, store design and construction. Topics include:

- *Refrigeration System Design Standards*
- *Preferred HVAC Set Points*
- *Smaller Format Concepts*
- *Energy Awareness at Store-level*
- *Daylighting*
- *Water Conservation*
- *Technician Shortage*

## **1:30 pm – 5:00 pm**    **Store and Facility Tours**

Hop on the bus...we'll visit the most exciting and progressive stores and unique facilities in the Twin Cities. Three different tours are being offered to choose from – one focused on energy, one on design and one of general interest.

## **6:00 pm – 10:00 pm**    **Off-site Social Event**

*Sponsored by KeepRite Refrigeration and National Refrigerants, Inc.*

Spend an unforgettable evening at The Mill City Museum in Minneapolis. Built into the ruins of what was once the world's largest flour mill, Mill City Museum is located on the historic Mississippi Riverfront. Enjoy an evening of live music, food and beverages in a historic setting while reconnecting with old friends and making new connections.

## **WEDNESDAY, SEPTEMBER 22**

### **7:00 am – 8:00 am**    **Continental Breakfast**

### **8:00 am – 9:00 am**    **Refrigeration Innovation**

Explore trends in refrigeration systems. Hear about the cutting-edge solutions that can improve system efficiency and reduce operating costs.

*Scott Martin, Director of Sustainable Technologies, Hill PHOENIX*

*Scott Moore, Senior Engineer, PECl*

*Additional Panelist to be Announced*

### **9:00 am – 9:45 am**    **Lighting**

LED lighting is becoming pervasive in the industry, but do merchandisers and consumers like this type of lighting? Explore trends in lighting from the design/merchandising perspective.

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

### **10:00 am – 11:00 am**    **Net Zero Energy Building**

Can a supermarket generate more energy than it consumes? Learn about advances in net zero energy technologies for store remodels and new store construction.

### **11:00 am – 12:00 pm**    **Motivational Closer: Finding Your New Normal**

Change no longer describes the world we live in – we are now in a period of transformation. How you view the future determines how you will act today, and how you act today determines your future. In this high-energy conference closer, get ideas to develop your own plan of action and take control of your future.

*Rob Bell, Owner, FOCUS Consulting, LLC*

# Hotel Information

**Please make room reservations with the Hilton Minneapolis  
by calling the hotel at 1.888.933.5363.**

The cut-off date for securing a room at the negotiated rates is **Friday, August 27th**. We encourage you to make your reservations early, as the hotel may sell out before this date. Reservations made after the cut-off date will be accepted on a space-available basis and higher rates may apply. Be sure to refer to the FMI Energy & Store Development Conference (Code ETS) to obtain the reduced rate.

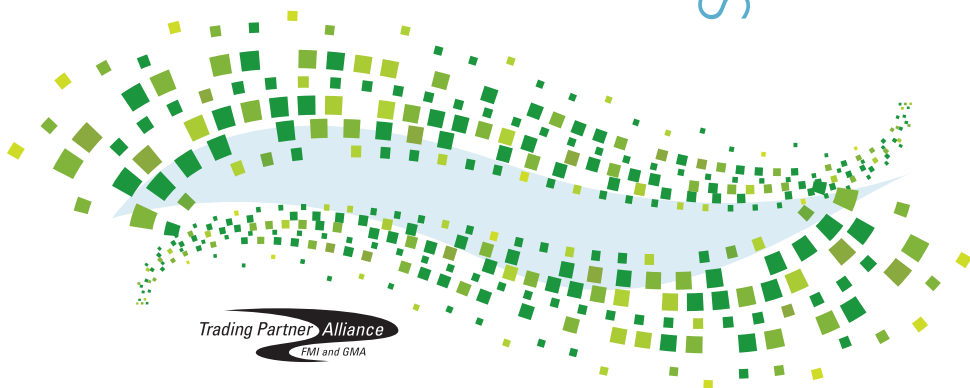
**FMI has negotiated the following reduced rates:**

Single: \$159 per night or \$189 for Executive Level  
Double: \$169 per night or \$199 for Executive Level  
Junior Suite: \$209 per night  
One Bedroom Deluxe Suite: \$459 per night  
Two Bedroom Deluxe Suite: \$618 per night  
Additional Person: \$20 per night

*Rates are exclusive of local and state taxes of approximately 13.4%.*

## Sustainability Summit

December 6 - 9, 2010  
Crystal Gateway Marriott  
Arlington, VA



**Prepare now to engage the green and socially conscious consumer  
segment shopping your stores and buying your products.**

The Food Marketing Institute (FMI) and Grocery Manufacturer Association (GMA), working together as the Trading Partner Alliance (TPA), are pleased to announce the 2010 Sustainability Summit where retailers,

manufacturers, government and advocacy groups come together to learn from industry experts and each other's experiences about how to develop strategies that help the environment and improve the bottom line.

**[www.fmi.org/sustainability/2010/](http://www.fmi.org/sustainability/2010/)**

## SUNDAY, SEPTEMBER 19

- 7:00 am – 2:00 pm **Golf Tournament**
- 3:00 pm – 7:00 pm **Registration**
- 4:00 pm – 4:30 pm **First-timers  
Welcome Reception**
- 4:30 pm – 6:30 pm **Manufacturer/Retailer  
Exchange**
- 6:30 pm – 7:30 pm **Opening Reception**

## MONDAY, SEPTEMBER 20

- 7:00 am – 8:00 am **Continental Breakfast**
- 8:00 am – 8:15 am **Welcome and Opening  
Remarks**
- 8:15 am – 9:15 am **Keynote Address**
- 9:15 am – 10:15 am **SUPERVALU Case Study –  
Store Development**
- 10:45 am – 11:30 am **Target Case Study –  
Store Design**
- 11:30 am – 12:00 pm **Legislative Update**
- 12:00 pm – 1:30 pm **Luncheon with Speaker**
- 1:30 pm – 5:00 pm **Concurrent Breakouts**
- 5:00 pm – 7:00 pm **Manufacturer/Retailer  
Exchange and Cocktail  
Reception**

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- 9:00 am – 10:00 am **Demographics and  
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- 10:30 am – 11:15 am **Format/Design Trends**
- 11:15 am – 12:00 pm **Designing for Energy  
Efficiency**
- 12:15 pm – 1:15 pm **Idea Exchange Luncheon**
- 1:30 pm – 5:00 pm **Store and Facility Tours**
- 6:00 pm – 10:00 pm **Off-site Social Event**

## WEDNESDAY, SEPTEMBER 22

- 7:00 am – 8:00 am **Continental Breakfast**
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- 9:00 am – 9:45 am **Lighting**
- 10:00 am – 11:00 am **Net Zero Energy Building**
- 11:00 am – 12:00 pm **Motivational Closer:  
Finding Your New Normal**



# registration form

## FMI Energy & Store Development Conference

Hilton Minneapolis  
Minneapolis, MN  
September 19-22, 2010

To register online, go to [www.fmi.org/events/](http://www.fmi.org/events/), select Energy & Store Development Conference, click on "register now" and follow the instructions. Registration questions? Contact Susan Lentz, Registrar, 202.220.0828 ([slentz@fmi.org](mailto:slentz@fmi.org)).

Prefix: \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

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

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

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

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

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

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

Companion Name (social events only) (no fee): \_\_\_\_\_

Confirm to (if different): \_\_\_\_\_

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

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



☐ Please check if you need assistance.

Please specify:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### registration fee:

**We can only process your registration with proper payment. We are unable to send invoices for registration fees.**

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

#### FMI Retailer/Wholesaler Member

- ☐ \$795 per person  
☐ \$745 if 3 or more (PAID) attend from the same retailer/wholesaler company

#### FMI Associate Member

- ☐ \$1125 per person

#### Non-Member

- ☐ \$1350 per person  
☐ Please contact me about FMI Membership

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. Walk-in registrations are accepted only if accompanied by company check or credit card for payment of the registration fee.

- ☐ Golf Tournament: Sunday, September 19, 7am - 2pm. No charge. Maximum 2 players per vendor company. Retailers/Wholesalers receive priority. Attendees notified by 8/27/10 if registered to play.

- ☐ Store Tours (Facilities TBD) Tuesday, September 21, 1pm - 5pm. Please check if you would like to participate (no charge).

### payment information

If paying by check, return this registration form w/ check to: P.O. Box 758870, Lockbox #758870, Baltimore, MD 21275-8870. Ref. No.: 3600-004-0256

- ☐ Enclosed is my check for \$\_\_\_\_\_ (U.S. funds drawn on a U.S. Bank - payable to Food Marketing Institute) for my registration fees.

If paying by credit card, 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) \_\_\_\_\_

**Cancellation:** Please notify registrar in writing by email to [slentz@fmi.org](mailto:slentz@fmi.org) or fax 202.220.0830. A refund, minus a \$75 processing fee, is granted when a cancellation is received prior to September 3, 2010. A 60% refund is granted if cancellation is received by September 10, 2010. **No refund if notification is received after September 10, 2010.**

**Hotel Information:** Please make room reservations with the Hilton Minneapolis by calling the hotel directly at 1.888.933.5363. The cutoff date for securing a room at the program rate of \$159 is **August 27**. We encourage you to make your reservations early, as the hotel may sell-out before this date. After August 27, reservations will be accepted on a space-available basis and higher rates may apply. Be sure to refer to the FMI Energy & Store Development Conference for the reduced rate.

**FAX COMPLETED FORM WITH CREDIT CARD INFORMATION TO: 202.220.0830**

WEB

# Energy & Store Development Conference

Hilton Minneapolis  
Minneapolis, MN  
September 19-22, 2010

## manufacturer/retail exchange sessions

September 19      4:30pm – 6:30pm  
September 20      5:00pm – 7:00pm

## guidelines

- All individuals who participate in the Exchange Sessions must be officially registered for the conference. The conference registration form and conference registration fee of the key contact must accompany the table reservation form and \$700 payment. There are no "exhibits only" passes available at the event.
- The manufacturer/retailer exchange is not an exhibition. It is a technical exchange and an opportunity to get to know supermarket operators and answer their questions concerning your company and the development of new equipment, products and services.
- Displays must be limited to promotional material only. Audio, video or electrical equipment is not allowed except a laptop with a self-generating power source - electrical outlets will not be available. Pop-up displays, backdrops and product displays of any kind are not permitted. This policy will be strictly enforced.
- A six-foot table with skirting and standard sign with your company name will be provided by FMI.
- Table space location will be assigned by FMI and vendors will be required to remain in the assigned location. Vendors can begin table set-up at least one hour before each session. More information will be provided to the table contact closer to the conference date. Vendors may be required to remove their materials after each session.
- Please email a description of your company for inclusion in the conference program/buyers guide. Please include company name, address, website, sales contact information and company description. Description should be no longer than 50 words and should include a brief overview of your company's products and services. Descriptions should be sent to [slentz@fmi.org](mailto:slentz@fmi.org) by August 6, 2010.

Registration forms will be accepted  
on a first-paid, first-served basis.

[www.fmi.org/events/](http://www.fmi.org/events/)

# table reservation form

FMI Energy & Store Development Conference

Hilton Minneapolis  
Minneapolis, MN  
September 19-22, 2010

**company information** This information will be used in the conference directory/buyer's guide.

Company \_\_\_\_\_ Company Phone \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Fax \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_  
Website \_\_\_\_\_

**Sales Contact** (Who should attendees contact if they want more information about your products?)

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

**FMI Table Contact** (Who should FMI contact if they have questions about this table registration?)  
(If different from sales contact)

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

**Primary Competitors:** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**company description** (50 words max). Please email to [slentz@fmi.org](mailto:slentz@fmi.org) by August 6.  
FMI reserves the right to edit.

Please print **company name** exactly as you want it to read on your sign: \_\_\_\_\_

**Program Ad Information:** Manufacturer/retailer exchange participants can increase their visibility with the industry's leading retailers by purchasing a full page ad (9X4) in the conference directory/buyers guide, which is distributed to each attendee. Please send high resolution PDF or eps file to [abondthorley@fmi.org](mailto:abondthorley@fmi.org) and \$500 ad fee to FMI by August 6. (See mailing address below)

**Payment Information:** Table reservations will be accepted only if this form is accompanied by the \$700 payment (\$1200 if purchasing ad), the key contact's registration form and registration payment. Sorry, we cannot bill. *By purchasing table space you agree to abide by the display guidelines (see reverse).*  
*Due to fire code regulations, no exceptions can be made.*

Please return this form with an individual registration form payment, and company description to Susan Lentz ([slentz@fmi.org](mailto:slentz@fmi.org)) by Friday, August 6, 2010.

**Mail to FMI:**

Food Marketing Institute  
P.O. Box 758870, Lockbox 758870  
Baltimore, MD 21275-8870  
Ref#: 3600-004-0256

**Fax forms with credit card information to:**  
202.220.0830

**Questions:** Contact Susan Lentz  
at [slentz@fmi.org](mailto:slentz@fmi.org) or **202.220.0828**

**Note:** Space is limited. Please respond promptly.  
Table reservations will be made on a first-paid,  
first-served basis. Refunds will be provided if  
a table is unavailable.

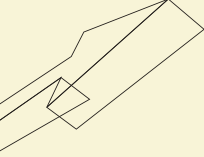
- ☐ Table \$700    ☐ Ad \$500  
☐ Enclosed is my check for \$\_\_\_\_\_ (U.S. funds drawn on a U.S.  
bank payable to Food Marketing Institute) Ref. No.: 3800-004-0256  
☐ Please charge \$\_\_\_\_\_ to my:  
\_\_\_\_ Visa    \_\_\_\_ MasterCard    \_\_\_\_ American Express

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholder Name (print) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_



# Attend FMI's new, joint Energy and Store Development Conference.

Combining the two conferences builds synergies among everyone responsible for safe, efficient and shopper-friendly stores.

Participate in a variety of sessions to better understand the challenges your colleagues face and improve collaboration on common goals.

Register today at  
[www.fmi.org/events/](http://www.fmi.org/events/)

**Bring your entire team to take advantage  
of multiple concurrent sessions.**



FOOD MARKETING INSTITUTE

2345 Crystal Drive  
Suite 800

Arlington, VA 22202

[www.fmi.org](http://www.fmi.org)

## REGISTER TODAY!

