



FMI HUMAN RESOURCES/TRAINING & DEVELOPMENT CONFERENCE

For any company in a service business, the most valuable asset is its people. Nowhere is that more true than in the supermarket industry. And the effective recruitment, retention and development of its people is a company's best recipe for success.

I hope you will plan to join your peers and business partners at FMI's 2010 Human Resources/Training & Development Conference – a venue specifically designed by and for supermarket human resource and training executives that offers opportunities to learn, network, and improve leadership skills. The conference is scheduled for September 26-28 in Baltimore, Maryland.

The members of the HR/T&D Committee and FMI staff have collaborated to assemble a terrific education program guaranteed to stimulate and inform. The conference also includes a Sponsor Showcase that will allow retailers to review products and services that can make their jobs easier and more efficient. Also on the program is the competition for the coveted MAXX Award, which honors FMI members who have achieved positive, measureable business results through innovative human resource and training programs. Please review the brochure for more details about the entire event.

FMI is committed to assisting your company with the development of your people. Many of you are aware of FMI's new event, Future Connect, designed to develop the next generation of leaders in our industry. We consider the HR/T&D Conference an important extension of Future Connect because the effectiveness of corporate human resource leadership is vital to the success of associates. It is extremely important that HR and training executives participate in Future Connect, leading their company teams in preparing for and benefitting from the event. Thus we are pleased to offer a special incentive to FMI-member retail and wholesale HR and training executives who register for the HR/T&D Conference: a \$250 discount off the registration fee for the next Future Connect Conference, scheduled for May 10-12, 2011, in Dallas, Texas.

We hope to see you in Baltimore at the 2010 FMI Human Resources/Training & Development Conference – as well as at Future Connect in 2011. We know it will be well worth your time and effort.

Sincerely,

Leslie G. Sarasin

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



Discover the benefits that your peers receive from attending:

"I would encourage anyone in human resources and/or training to consider attending the FMI HR/T&D conference. You'll learn from the best in the business in a warm, inviting, easy to network atmosphere. This conference is one of my favorites for its size and personality."

Sheila Laing, SPHR, Vice President, Human Resources, Hy-Vee, Inc.

"This conference allows me the opportunity to interact and network with food industry HR and training peers even after the conference ends. I love to share ideas with people within my industry who "get" the challenges we face."

Christine Booher, SPHR, Vice President of Human Resources, Busch's, Inc.

"The FMI HR/T&D Conference provides me an opportunity to learn new practices related to the trade and an environment (industry peers and FMI resources) for relevant idea exchanges and application of ideas."

Michael Miller, Director of Training, Golub Corporation/Price Chopper Supermarkets

"The HR/T&D Conference, and the wonderful people I have met from this industry as a result of attending each year, have provided knowledge and insight for me at every level in my career. It gave me the opportunity to learn from pros when I was just starting out and trying to master the basics. And I continue to learn from pros over 20 years later at the executive level! This conference has been a great resource in my career and can benefit you or others on your staff at any level of experience or knowledge. It's a great investment!"

William B. Stubbs, III, SPHR, Senior Director - Field Human Resources, Training, and Management Development, BI-LO, LLC

"FMI's HR/T&D Conference is the only one of its kind in North America that addresses the challenges specific to managing people in the grocery industry. The conference is always a good combination of dealing with current and future industry trends at a high level and getting some good, hands-on, practical learning from the workshops that can be applied right away back on the job."

Cheryl Paradowski, Executive Director, Canadian Grocery HR Council

"The FMI T&D Conference allows my organization to directly interface with key decision makers in the HR community which we serve. This unique conference allows PCI to visit with both our national clients and prospects in a meaningful way, all from within a very comprehensive agenda."

Craig Foster, President, Personal Communications, Inc.

We've developed this program to meet the needs of our peers responsible for HR and training in the food industry. Please join us!

FMI Human Resources/Training & Development Committee

Chris Booher, SPHR
Committee Chair
Busch's, Inc.

Liz Volk
Committee Vice Chair
Longo's Brothers Fruit Markets Inc.

Bill Stubbs, SPHR
BI-LO, LLC

Laurie A. Hebert
Big Y Foods, Inc.

Michael Miller
Golub Corporation

Juan L. Hernández Serrano
Grande Supermarkets

Sheila Laing, SPHR
Hy-Vee, Inc.

Kevin W. Edmonds
The Kroger Co.

Donnie Meadows
K-VA-T Food Stores, Inc.

Krag Swartz
Lund Food Holdings, Inc.

Tina Huff, SPHR
Pro's Ranch Markets

Joe Curtin
Roche Bros. Supermarkets, Inc.

Jan Kelly
Stater Bros. Markets

Scott Hoskins
SUPervalu INC.

Phil Pirkle
United Supermarkets, LLC

Tricia Dell'Anno
Wegmans Food Markets, Inc.

**2010 HR/T&D Conference
Advisory Panel**

KC Blonski
AchieveGlobal

Craig Foster
Personal Communications, Inc.

Tom Gillpatrick
Portland State University

Rosaleena Marcellus
Global Lead Management
Consulting

Mary Kay O'Connor
International Dairy-Deli-Bakery As-
sociation

Cheryl Paradowski
Canadian Grocery HR Council

Brian Vann
LearnSomething, Inc.

THANKS TO OUR SPONSORS



THE RETAIL SURVEY GROUP Your Listening Partner®



PROGRAM SCHEDULE

SUNDAY, SEPTEMBER 26

8:00 am – 9:30 am

**HR/T&D COMMITTEE PRE-CON
MEETING**

9:30 am – 5:00 pm

REGISTRATION

10:00 am – 1:00 pm

**MAXX AWARDS – PRELIMINARY
JUDGING**

2:00 pm – 2:15 pm

**CHAIR'S WELCOME AND OPENING
REMARKS**

2:15 pm – 3:15 pm

**GENERAL SESSION:
WHAT'S ON THE MIND OF RETAIL
LEADERSHIP**

Today, more than ever, we face uncertainty due to rapid changes in our industry. Hear from a supermarket CEO about the challenges the C-suite faces and what keeps CEOs up at night. Gain insights into industry trends, emerging issues and consumer expectations and how they impact the supermarket. Find out how HR can play a strategic role in ensuring corporate success.

3:15 pm – 4:15 pm

**GENERAL SESSION:
LEADING CHANGE IN A CHALLENGING
ENVIRONMENT**

The most successful organizations quickly develop the internal capacity to move through significant change more effectively than their competitors. While the food industry is challenging, it is full of opportunities for success – with the right leadership. Our ability to engage our teams and bridge the gaps of uncertainty within our organizations is critical to navigating through change to drive business results. As a follow-on to the keynote session, Suzanne Gaker will share ideas and information to better prepare yourself for change – and to effectively lead others through it.

Suzanne Gaker, Gaker Enterprises

4:15 pm – 5:15 pm

**PANEL DISCUSSION:
HR AND TRAINING FROM AN
OPERATIONS POINT OF VIEW**

Now that we've heard from a supermarket CEO about industry challenges and are armed with useful change management insights, we'll hear from a panel of folks from the front-lines – operations. Learn what's important to leaders from an operations perspective and how HR and training can support their stores in the achievement of optimal business results. Effective communication and coordination of efforts is critical to this partnership between operations and HR/training. You can expect to hear some tips from the panel on how they have achieved success in this area.

FACILITATOR:

Suzanne Gaker, Gaker Enterprises

PANELISTS INCLUDE:

***Russ Greenlaw, Regional Vice President,
Price Chopper Supermarkets***

***Steve Beaver, Vice President of
Operations, Save Mart Supermarkets***

***Tim Cahill, Store Director,
Giant Eagle, Inc.***

5:30 pm – 6:30 pm

WELCOME RECEPTION

**OPTIONAL: SIGN UP TO DINE AT AREA
RESTAURANTS WITH COMMITTEE-
MEMBER HOSTS**

If you want to enjoy an evening with some of your peers in the industry, sign up (on-site) for dinner at one of the restaurants in the Baltimore Inner Harbor area. Members of FMI's HR/T&D Committee will serve as hosts. (Your registration does not cover the cost of this dinner.)

8:30 am – 9:45 am

**GENERAL SESSION:
MANAGING THE EMOTIONAL
ENERGY OF AN ORGANIZATION**

Change is inevitable! When we effect and embrace change, we call that GROWTH. When it is forced upon us and we simply endure change, we tend to call that HARDSHIP! So how do we help our people craft a positive emotional response to ever-changing times and how can we leverage change to create greater productivity? Join Dr. Randy Ross as he unpacks the complexities of employee engagement and addresses the dynamics that drive emotional attachment to a brand. Participants will learn how to engender trust, create loyalty and drive performance.

***Dr. Randy Ross, CEO/President,
Enthusiasm, Inc.***

9:45 am – 10:15 am

BREAK WITH OUR SPONSORS

Come see and support our sponsors, who will be displaying information on their products and services throughout the conference. We're offering dedicated time on both Monday and Tuesday to meet with the companies in the Sponsor Showcase. Take advantage of this opportunity to talk to suppliers offering resources to make your job easier and more efficient!

10:15 am – 11:15am

IDEA EXCHANGES

Bring your toughest questions and best solutions to these interactive peer discussions. They're repeated in the afternoon so you can discuss your top two topics of concern.

- Retaining Top Talent (HR)
- Return-to-Work Programs (HR)
- Dealing with Difficult Employees (HR)
- Social Media Gone Wrong (HR)
- Linking Customer Feedback to Employee Performance (HR)
- Assessment Tools (TD)
- Training for an Aging Workforce (TD)
- Communicating and Tracking Training (TD)
- Alternative Funding for Training (TD)
- Training on a Shoestring (TD)

MONDAY, SEPTEMBER 27

7:30 am – 8:30 am

BREAKFAST

(Program Schedule continued)

11:15 am – 12:15 pm

GENERAL SESSION: MAXX PRESENTATIONS (SMALL COMPANIES)

Learn how several food retailers improved their businesses through exemplary HR and training programs. Attendees actually choose the winner of the 2010 FMI MAXX Awards by voting on the finalists during the session.

12:15 pm – 1:15 pm

LUNCH

1:15 pm – 2:15 pm

GENERAL SESSION: MAXX PRESENTATIONS (LARGE COMPANIES)

You've heard from the two smaller operator finalists; now learn how innovative HR and training activities made a difference in two larger companies. Attendee votes will determine the winner!

2:15 – 2:45 pm

BREAK WITH OUR SPONSORS

2:45 pm – 3:45 pm

IDEA EXCHANGES, REPEATED

3:45 pm – 5:00 pm

CONCURRENT WORKSHOPS

Concurrent workshops give both our HR and T&D audiences an opportunity to delve into a key topic in their functional area.

WHO'S NEXT IN YOUR LINE-UP? ENSURING OPERATIONAL BENCH STRENGTH (HR)

Finding the qualified staff to fill management positions, whether in stores or at corporate, is one of the greatest concerns facing organizations today. The most successful organizations are those that inspire loyalty and instill organizational commitment in their employees so they can "grow their own" next generation of managers. Join Ron Katz for an interactive session in which participants will learn ways to identify high potential staff, develop them so they are poised to succeed, and effectively manage succession.

**Ronald M. Katz, President,
Penguin Human Resource Consulting**

LIVING A FOOD SAFETY CULTURE: BEYOND TRAINING (TD)

Food safety is an issue affecting all food retailers – and training is a critical component of any food safety program. In this session, we'll explore the role of HR and T&D in ensuring food safety. Learn about the challenges associated with food safety education, including training, certification, accountability and consumer confidence. We'll also talk about how to make food safety a top priority of store staff and sending that message to customers. Join us for an in-depth discussion on promoting a passion for food safety and making it part of your company's culture.

5:30 pm – 6:30 pm

RECEPTION AND ANNOUNCEMENT OF MAXX AWARDS WINNERS

Don't miss the Monday evening reception, where the winners of the coveted MAXX Awards will be announced! Join your peers in honoring the best HR and training practices our industry has to offer.

10:15 am – 11:30 am

CONCURRENT WORKSHOPS

LABOR AND EMPLOYMENT LAW UPDATE: STAYING CURRENT (HR)

This comprehensive session will include updates on current developments in labor and employment law, especially those that particularly impact the supermarket industry. Areas covered will include wage and hour developments and protocols, an update on Obama Administration and Congressional labor- and employment-related initiatives, Department of Labor issues, health care changes and practical guidance on frequently asked HR matters.

CHOOSING AUTHORING TOOLS FOR SELF-PACED ONLINE INSTRUCTION (TD)

If you wonder which authoring tools you should use for building self-paced online instruction, you're not alone. The good news is that the tools available for developing such instruction make it possible for trainers to build this content themselves or with limited help. These tools can make development of self-paced online instruction faster, cheaper, and far less aggravating than in the bad old days (just a few years ago). Patti Shank, a recognized expert in instructional design and instructional authoring, will provide practical advice and guidelines to help you determine which authoring tools will best meet your needs. Several retailers will then discuss practical applications of these tools in the supermarket setting. Attendees are encouraged to participate in the follow-on T&D workshop in the afternoon.

Patti Shank, PhD, Learning Peaks LLC

**Scott Hoskins, Director of Retail
Education, SUPERVALU INC.**

**Mike Miller, Director of Training,
Price Chopper Supermarkets**

11:30 am – 12:30 pm

LUNCH

TUESDAY, SEPTEMBER 28

7:30 am – 8:30 am

BREAKFAST

8:30 am – 9:45 am

GENERAL SESSION: LEVERAGING INTERNAL RESOURCES FOR HEALTH AND WELLNESS: PROVEN RESULTS

Hear from an industry leader whose top-down/bottom-up approach to employee health care has led to major cost savings, increased productivity, reduced absenteeism, improved health, reduced turnover and increased retention. Find out new ways to encourage and engage employees and use resources unique to the food industry to improve their health and wellness.

**Sheila Laing, SPHR, Vice President,
Human Resources, Hy-Vee, Inc.**

9:45 am – 10:15 am

BREAK WITH OUR SPONSORS

(Program Schedule continued)

12:30 pm – 1:45 pm

CONCURRENT WORKSHOPS

HEALTHCARE REFORM AND THE IMPACT ON TOTAL REWARDS STRATEGY (HR)

Organizations are focused more than ever on rewarding, recognizing, and retaining talent through various compensation, recognition, and benefits programs, and work hard at keeping it all in balance. The impact that national Healthcare Reform will have on that balancing act is yet to be seen. Come to learn about the preliminary understanding of this important law and the potential impact it will have on your current benefits offerings. Take away key insights and information for anticipating future changes in your total rewards strategy, in a clear and simple way that is easy to communicate to your executive leadership.

Tim Perrotta,
Healthcare Project Manager,
Wegmans Food Markets

CHOOSING TECHNOLOGY FOR TODAY'S TRAINING (TD)

There are a dizzying array of technologies available for training these days. Webinars, wikis, mLearning (mobile), self-paced online courses, and Twitter, to name just a few. It's hard to keep up with all of the options and even harder to evaluate what works and in what situations. This session, a follow-on from the morning's workshop, will offer practical advice and guidelines to help you consider which learning technologies can best meet your needs. You'll find out how these technologies work, what they can be used for, how to select and combine them, and what learning technologies others (including retailers) are using.

Patti Shank, PhD, Learning Peaks LLC

Alexa K. Grant, Manager, Training and Development and Retail Support,
Wakefern Food Corp.

1:45 pm – 2:15 pm

BREAK WITH OUR SPONSORS

2:15 pm – 3:30 pm

GENERAL SESSION: INCREASING YOUR PERSONAL AND PROFESSIONAL EFFECTIVENESS

You get back to work, and because you've been gone, there are lots of "fires" to put out. The conference information gets thrown in a corner of your office, not to be looked at for months. Don't let that happen to you. Rob Bell will conduct a high-energy, high-content and fun session to help you maximize the return on your investment. Take the time now to develop action plans and commit to making positive change from the ideas you've learned so you can hit the ground running when you get back to the office.

Rob Bell, Owner, FOCUS Consulting, LLC

3:30 pm – 3:45 pm

WRAP-UP/CLOSING REMARKS

4:00 pm – 5:30 pm

HR/T&D COMMITTEE DEBRIEF MEETING

HOTEL INFORMATION

The conference hotel is:

Sheraton Inner Harbor Hotel
300 South Charles Street
Baltimore, MD 21201
Reservations: 1.800.325.3535

FMI does not arrange hotel accommodations. Please make your hotel reservation directly with the Sheraton Inner Harbor Hotel by **September 3, 2010**. After this date, reservation requests and rates will be subject to availability. We urge you to make reservations early as the hotel may sell out. Be sure to identify yourself as an attendee of the FMI Human Resources/Training & Development Conference to receive the special room rate of \$169 single/double. Visit FMI's website to make reservations online (www.fmi.org/events/).

Check-in time is 3:00 pm, checkout time is 12:00 noon.

CONFERENCE ATTIRE

Business casual attire is appropriate for all conference events (slacks, collared shirts and optional sports jackets for men; slacks or skirts and blouses for women). Meeting rooms can be chilly, so attendees are encouraged to bring a sweater or jacket to sessions.

CONFERENCE OR AGENDA QUESTIONS?

Contact Laurie Gethin at 202.220.0715, lgethin@fmi.org or visit FMI's web site: www.fmi.org/events/.

Registration Form



September 26-28, 2010 • Sheraton Inner Harbor Hotel • Baltimore, Maryland

Registration questions? Contact Susan Lenz at 202.220.0828, slenz@fmi.org. Program questions? Contact Laurie Gethin at 202.220.0715, lgethin@fmi.org.

Please fill out all the information below and duplicate this form for additional registrants. Please type or print clearly.

To register online, go to www.fmi.org/events/, select HR/T&D Conference, click on "register now" and follow the instructions.

Registrant

Mr Ms First _____ Last _____

Title _____ Badge Name _____

Company _____

Mailing Address _____

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

Phone _____ Fax _____ E-mail _____

Spouse/Companion Name (no fee) _____

Confirm To (if different from above)

Name _____ E-mail _____

Please check options that apply to you:

- First-timer
- Responsible for HR
- Responsible for T&D
- Responsible for both HR and T&D

Registration Fee (Payment of fee must be received prior to the conference. Sorry, we cannot bill.)

Member	Associate Member	Non-Member
<input type="checkbox"/> \$795 per person	<input type="checkbox"/> \$1,125 per person	<input type="checkbox"/> \$1,350 per person
<input type="checkbox"/> \$745 per person (if three or more paid attend from the same FMI Retailer/Wholesaler member company)		<input type="checkbox"/> Contact me about FMI Membership

Please provide the following information:

- Number of stores _____
- Number of employees _____
- Union/Nonunion/Both (circle one)
- Retailer/Wholesaler/Both (circle one)



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

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

Payment Information

Mail this form to: FMI Education, P.O. Box 758870, Lockbox 758870, Baltimore, MD 21275-8870

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

Enclosed is my check for \$_____ (U.S. funds payable to Food Marketing Institute; Reference No. 3600-004-0204)

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

Account # _____ Exp. Date _____

Cardholder Name (please print) _____

Cardholder Signature (must sign to be valid) _____

Cancellations

Please notify registrar in writing by email to slenz@fmi.org or fax 202.220.0830. A refund, minus a \$75 processing fee, is granted when a cancellation is received by September 10, 2010. A 60% refund is granted if cancellation is received by September 17, 2010. **No refund if notification is received after September 17, 2010.**

Hotel Information

Fee does not include hotel accommodations (\$169 single/double). Hotel reservations must be made by **September 3** directly with the Sheraton Inner Harbor, 300 South Charles Street, Baltimore, MD 21201, 1.800.325.3535. Please mention the FMI Conference to receive the discounted rate.

FAX COMPLETED FORM WITH CREDIT CARD INFORMATION TO: 202.220.0830

Call for Entries!



FMI Maximizing People Potential Award

GET THE RECOGNITION YOU DESERVE FOR YOUR COMPANY'S OUTSTANDING HR OR TRAINING PROGRAM!

The FMI **MAXX** Award honors member companies that have achieved positive, measurable business results through innovative human resource or training programs. This is the only award of its kind, where effective human resource and training & development practices are recognized and rewarded in the retail food industry.

Tell us how you created a recipe for success! The **MAXX Award** recognizes companies that have invested in the growth and development of their employees and positively impacted the bottom line.

Award finalists will present their programs at the 2010 FMI HUMAN RESOURCES/ TRAINING & DEVELOPMENT CONFERENCE, September 26-28, in Baltimore, MD, where the winners will be voted on by industry HR and training professionals.

HEAR WHAT THE LAST MAXX AWARD WINNERS SAID ABOUT THE EFFECTS OF WINNING THIS AWARD...

"It was an honor to receive the MAXX Award as decided by our peers in the industry. Our TEAM process showcases the importance and benefits of associate engagement and this recognition has helped continue the growth and positive momentum of a crucial program."

Mike Miller, Director of Training, Price Chopper Supermarkets

"Receiving the FMI MAXX Award was a tremendous honor for our company and especially our HR Department. The award validated all of the hard work we do and it legitimized all of the training efforts that the Training & Development Department sets forth. Being recognized by a body of peers made the award very special, and the opportunity to share our program with others who could benefit from our successes made it that much more rewarding."

Charles Gandara, Recruiting and Development Manager, Superior Grocers

HOW TO ENTER

Submissions don't have to be complex or complicated. If your program had leadership involvement, aligned with business objectives, and had a measurable impact on the company and your employees, we want to hear from you!

Entries must be submitted and postmarked by **August 20, 2010**, and should include the following:

- 1. Program Description** – 2000- to 2500-word report describing the focus and scope of your company's program, detailing its measurable benefits to the organization over a 12-month period.
- 2. Program Summary** – 500-word executive summary of the Program Description, which may be posted on the FMI website.
- 3. Contact Information** – Contact name, phone number, email address, company name, mailing address, number of stores and number of employees in your organization.

You may include a maximum of two articles or work products detailing and/or supporting the initiative. These pieces will not be returned to you.

CATEGORIES

There are two award categories based on the total number of company employees. One winner will be chosen from each category:

Category 1: Small to mid-sized companies	(1-4,000 employees)
Category 2: Mid-sized to large companies	(4,000+ employees)

JUDGING PROCESS

Phase 1: Semi-finalists for each category are selected from all submissions and notified by early September. If not already registered, semi-finalists must register and attend the 2010 FMI HR/T&D Conference, September 26-28 in Baltimore, MD.

Phase 2: Semi-finalists give a 20-minute presentation to an initial judging panel on September 26 at the FMI HR/T&D Conference.

Phase 3: Two finalists from each category are selected to present their program to conference attendees during a general session on September 27.

Phase 4: The conference attendees vote and a winner is determined from each category. The winners are announced and celebrated at the MAXX Awards Reception on September 27.

JUDGING CRITERIA

Programs are evaluated based on:

- Needs assessment
- Program objectives
- Alignment with company goals
- Originality and creativity
- Learning objectives
- Program design
- Employee impact (sustained over a 6- to 12-month period)
- Return on investment over a 6- to 12-month period
- Cultural impact on the company

FMI MAXX Award winners receive:

- Two complimentary registrations to FMI Future Connect, May 10-12, 2011 in Dallas, TX
- Visibility on the FMI website
- Coverage in an FMI press release announcing the winners
- Mention in FMI dailyLead, an e-newsletter with 40,000 subscribers
- Acknowledgement in future FMI MAXX Award promotional materials
- Authorized use of the FMI MAXX Award logo for recruitment and retention efforts
- The FMI MAXX Award trophy

Submit your entry via mail or (preferably) e-mail to:

Laurie A. Gethin
Senior Manager, Education
Food Marketing Institute
2345 Crystal Drive, Suite 800
Arlington, VA 22202
Phone: 202.220.0715
E-mail: lgethin@fmi.org



Don't Delay!
Deadline for entries
is August 20, 2010.



HUMAN RESOURCES/TRAINING & DEVELOPMENT CONFERENCE

September 26-28, 2010 • Sheraton Inner Harbor Hotel • Baltimore, Maryland

SPONSOR OPPORTUNITIES

The annual FMI HR/T&D Conference is the supermarket industry's largest gathering of HR and training professionals. A spot in the Sponsor Showcase will give your product or service visibility to over 100 decision-makers in the grocery industry. As a sponsor, you get:

"Captive audience" sponsor space offering extensive interaction with attendees. (Each sponsor gets a 6-foot table in the high-traffic registration and break area to showcase information on their company's products/services.)

Sponsor-focused time built into the agenda (Sponsor Showcase on Monday and Tuesday mornings and afternoons).

Discounted registration fee (all sponsor attendees get the member rate – a savings of more than \$500 off the non-member registration fee).

Company listing and link in the Sponsor section of the Conference web page.

Inclusion in HR/T&D Conference marketing materials and e-blasts, which go to over 1,000 HR professionals in the food industry.

Recognition in on-site signage.

Recognition from the podium multiple times throughout the conference for your support.

Inclusion in the Conference USB Drive and in an on-site 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 all general sessions.)

Opportunity to enhance your understanding of the industry to better meet the needs of current and potential supermarket customers. (Sponsors can attend ALL conference sessions – a great chance to learn the latest HR and staff development trends and issues in the grocery industry.)

The benefits of FMI Associate Membership.*

The cost to be a sponsor of this conference is just \$3,000. We encourage and welcome your support of this important industry event. For more information, please complete and fax in this form or contact:

Laurie Gethin, Conference Manager
Food Marketing Institute
202-220-0715; lgethin@fmi.org

Chris Booher, Conference Chair
Vice President of HR, Busch's, Inc.
734-214-8352; chris_booher@buschs.com

* Sponsors must be associate members of FMI. To learn about the benefits of associate membership, including the low-cost bronze-level membership fee, ask us or go to www.fmi.org/associate/ or email associatemembership@fmi.org.

Name: _____

Company: _____

Phone: _____

Email: _____

Return this form to FMI (fax: 202-220-0830). Thank you for your support!