



September 20-22, 2010

Consumer Affairs Seminar

Monday, September 20

7:30a.m. Shuttle Departs Hotel for FMI Offices

8:00 a.m. – 5:00 p.m. **Communication Committee Meeting***
(Committee members & invited guests only)

5:00 p.m. Shuttle Departs FMI Offices for Hotel

5:30 p.m. – 6:30 p.m. **Welcome Reception**
(Open To All Registered Attendees)

6:00 p.m. – 7:00 p.m. **Communications Committee Dinner**
(Committee members & invited guests only)

3:15 – 4:30 p.m. **Consumer Advocacy in Challenging Times**
This session will address the changing role of the consumer affairs professional. How do we stay abreast of new technology? How do we maintain a strong knowledge base of complex issues internally and externally? What are some of the best ways to communicate to internal executive teams?

4:30 – 5:30 p.m. **Networking Reception**

5:30 p.m. *Dinner on your own*

Tuesday, September 21

7:30 a.m. Shuttle Departs Hotel for FMI Offices

8:00 – 9:00 a.m. **Breakfast: Leveraging Social Media - A Retailer's Perspective***
Calvin Mayne, Chief Operating Officer, Dorothy Lane Markets, Inc.

9:15 – 10:15 a.m. **Social Media Session Pt.1***
What is next in Social Media? Best ways to leverage and manage.

10:15 – 10:30 a.m. **Break***

10:30 – 11:45 a.m. **FMI Social Media Session Pt. 2***

11:45a.m. – 12:15 p.m. Shuttle Departs FMI Offices for Hotel

12:15 – 1:15 p.m. **Lunch: FMI Update**

1:15 – 2:15 p.m. **The New Health Care Consumer**
Today more than ever, health and wellness is taking center stage in the shoppers' mindset. Sponsored by SymphonyIRI Group, Inc., hear about the five major planks in the shoppers health and wellness platform, how these consumers shop, where they shop and what they buy. You will also hear about research that reveals a startling reality: behaviors of families with overweight/obese children differ little from those with healthy weight children. *Cathy Polley, FMI Vice President, Health and Wellness*

2:15 – 3:15 p.m. **Marketing to a Complex Consumer**
Front-of-pack nutrition labeling that is easy for consumers to understand is a top priority for the Food and Drug Administration (FDA) and First Lady, Michelle Obama as part of her Let's Move campaign to end childhood obesity. Learn from FDA about the research they are interested in and the feedback they have requested from the industry. *Sharon Natanblut, Senior Advisor for Strategic Communications, FDA Office of the Commissioner*

Wednesday, September 22 (All Wednesday Sessions at Hotel)

8:00 – 9:00 a.m. **Breakfast**

9:00 – 11:00 a.m. **FMI Roundtables**

- Marketing Seafood - What are the issues around sustainable seafood and a diminishing supply of wild-caught and increasing supply of farm raised seafood?
- Sustainability - What is the impact on our customers? Plastic bags vs. paper bags is just one of the many issues our customers are facing.
- Digital Coupons - Are there best practices for retailers?
- Social Responsibility - Feeding Families and Enriching Lives. What are the required components for retailers and our customers?

11:00 – 11:15 **Break**

11:15 – 12:30 **Consumer Affairs Committee Working Lunch Meeting**
(Committee members & invited guests only)

12:30 – 3:30 **Store Tour: Social Safeway (Optional)**

** Sessions will take place at the FMI offices. Shuttle to/from hotel will be provided.*