

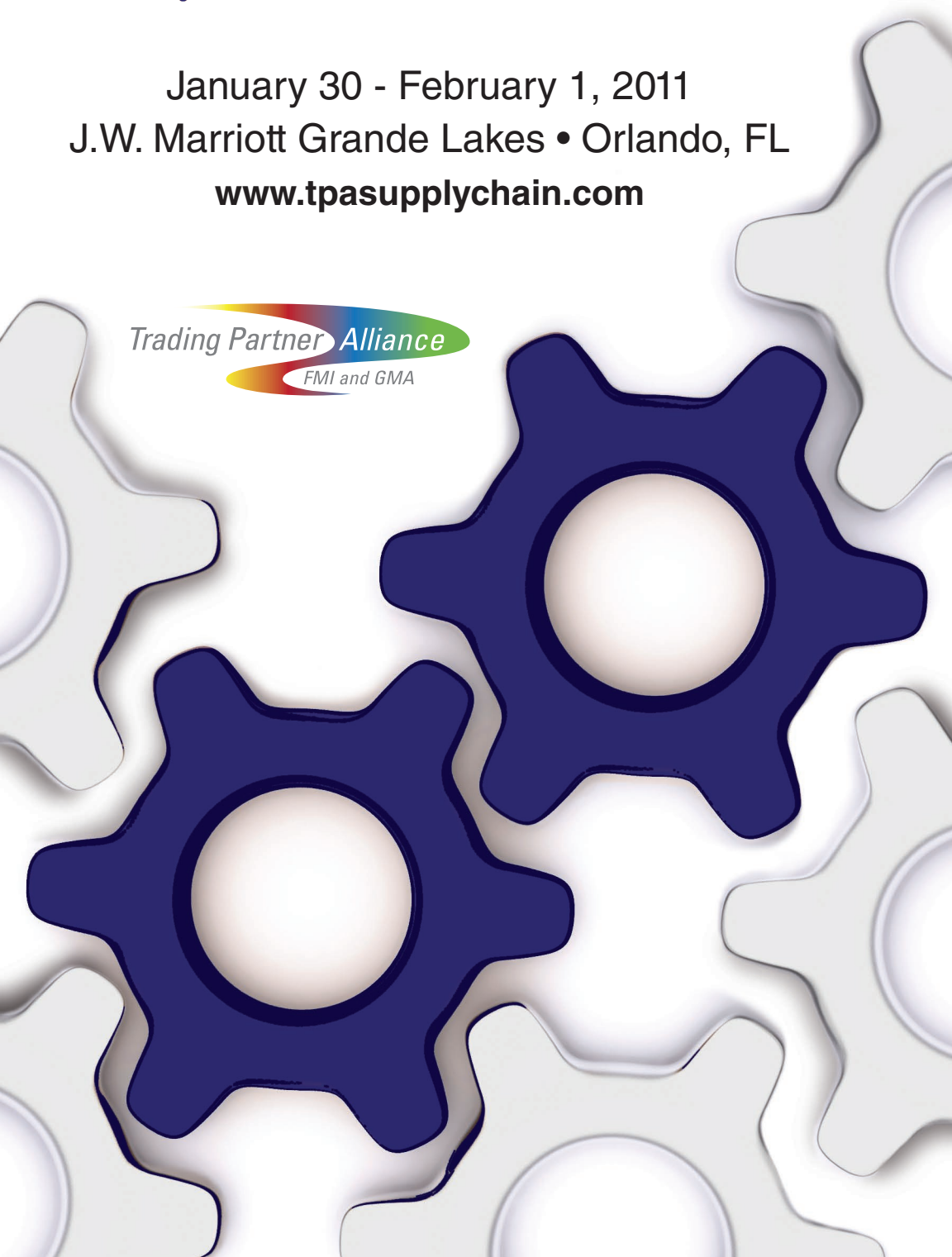
SUPPLY CHAIN CONFERENCE

January 30 - February 1, 2011

J.W. Marriott Grande Lakes • Orlando, FL

www.tpasupplychain.com

Trading Partner Alliance
FMI and GMA





TRANSPORTATION • TECHNOLOGY

CUSTOMER SERVICE/LOGISTICS • SUPPLY CHAIN

LOGISTICS • OPERATIONS

DIRECT STORE DELIVERY • DISTRIBUTION • STRATEGIC

**The Food Marketing Institute (FMI) and
Grocery Manufacturers Associate (GMA)**

are pleased to announce the

2011 SUPPLY CHAIN CONFERENCE:

PEOPLE, PRODUCTS, PROCESS

AND POTENTIAL,

jointly hosted by the

FMI-GMA Trading Partner Alliance (TPA*).

This event brings retailers and manufacturers together in one forum to showcase the latest insights and tools that are enabling trading partner collaboration and innovation that is improving efficiency and reducing costs up and down the value chain.

DON'T MISS OUT ON THESE CONFERENCE BENEFITS:

- Build stronger relationships throughout the supply chain to foster more efficient and collaborative execution
- Learn model practices that are saving companies time and money
 - Get ahead of the curve on emerging issues
 - Discuss new ideas and challenges with your peers in informal discussion groups

www.tpasupplychain.com

**The Trading Partner Alliance (TPA) is a joint industry affairs-industry relations leadership group that was formed by GMA and FMI in January 2009. The TPA exists to develop a shared retailer-manufacturer agenda on supply chain efficiency issues, the application of information technology, the adoption of environmentally-friendly business practices and other issues. This common agenda is executed jointly by the FMI and GMA staffs and is overseen by the boards of directors of both organizations.*

PROGRAM OF EVENTS*

Sunday, January 30

12:30 pm **Open Golf Tournament**

6:00 – 7:30 pm **Welcome Reception**

Monday, January 31

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

8:00 am **Welcome and Opening Remarks**
Donald (Dee) Biggs, Director of Customer Logistics, Welch Foods, Inc.
Craig McPhee, Executive Director, Distribution, Associated Food Stores

8:15 am **General Session**
Afterburner, Inc.
Find immediate business relevance and be inspired to lead your team to achieve forward-looking, mission-oriented goals. Short and to the point, Afterburner will give you the tools necessary for long-term business success. When failure is not an option, it's time for the Flawless Execution Model! Considered the world's leading authority on organizational execution, Afterburner Incorporated applies the U.S. Air Force 'zero tolerance for error' and military values to business.

9:15 am **General Session *Hosted by PepsiCo.***
Retail Landscape Overview
Join Kantar Retail as they share strategic insight on business opportunities resulting from the ever-changing macro-retail landscape. Based on global and U.S. trends, shopper understanding, and the implications of new technology, this session is sure to inspire new ways of thinking.

Leon Nicholas, Vice President of Retail Insights, Kantar Retail

10:15 am **Networking Break**

10:45 am **Concurrent Breakout Sessions**

Afterburner, Inc.
Follow up the Afterburner, Inc. opening session with a motivating breakout session in which the crew will provide additional tools for Flawless Execution.

Common Themes for Safe Operations: Priceless

How safe are your operations? Do product distributors and manufacturers share common practices to improve safety? Are there key areas of focus that drive improved performance regardless of differences in the product or service being offered? Hear how two trading partners, Campbell Soup and SUPERVALU, learned from each other as they compared the key tenants of their approaches to injury reduction and workers compensation expense control. Attendees will leave with new strategies for reducing injuries at your company and better managing workers comp expenditures.

James Koskan, Corporate Director of Risk Control, SUPERVALU

Mary Long, Senior Director, Collaborative Supply Chain Solutions, Campbell Soup Company

Inventory Reduction and Improved Product Orders: Align Your KPI's to Drive Costs Down and Service Levels Up

In these economic times many organizations focus on inventory reduction as



the way to manage the bottom line. However, focusing solely on reducing inventory can have adverse effects, driving up costs, damage and the risk of service failure. Price Chopper Supermarkets and Nestle Purina Petcare are working together to align their supply chains and key performance indicators to improve inventory turns, reduce handling and lower unsaleables expense while maintaining the highest levels of service.

Mark Chandler, Vice President Supply Chain, Price Chopper Supermarkets

Barry Henderson, Director of Supply Chain, Nestle Purina PetCare

11:45 am – 1:15 pm Luncheon and Keynote

1:30 pm

Concurrent Breakout Sessions

Handling Slow Velocity Products in the Supply Chain Effectively: A Panel Discussion

This group discussion will provide better understanding of the impact, including financial, of slow moving items on the collective supply chain. There are multiple practical ways to effectively manage items frequently classified as “slow movers”. Attendees will walk away with a clear definition of slow velocity products as well as strategies for collaboratively managing these items within the retailer community as well as the vendor community. Despite the challenges they present, slow velocity items do help drive sales and profits and provide consumers with the variety they desire.

Supply Chain and Yard Visibility

Kraft Foods instituted a dramatic change in the way it managed freight. Working with supply chain partners, Kraft created a sustainable advantage in transportation management, despite market conditions, while keeping cost and service as top priorities. Learn how Kraft enhanced yard management and how the company and its trading partners are reaping the rewards.

Mike Cole, Director of Transportation, Kraft North America

The Safe Quality Food Institute

A division of the Food Marketing Institute (FMI), the Safe Quality Food Institute (SQF) is a leading global food safety and quality certification and management system. The program provides independent certification that a supplier's food safety and quality management system complies with international and domestic food safety regulations, enabling suppliers to assure their customers that food has been produced, processed, prepared and handled according to the highest possible standards, at all levels of the supply chain. Learn how SQF can benefit to your organization.

2:30 pm

Discussion Groups

Small, multi-disciplinary discussion groups will offer conference attendees the chance to share ideas with their trading partners and vendors, covering specific and general industry concerns and areas of opportunity.

3:45 pm

Networking Break

4:15 pm

General Session

Del Monte Puts the Customer First: Using Retailer Data to Drive Supply Chain Efficiencies

At Del Monte, the information technology (IT) and supply chain teams work in concert to implement supply chain efficiencies based on customer feedback. In this session, discover how these units have collaborated to develop a plan flexible enough to work with any retailer regardless of the retailer's data sharing capabilities and have reduced trading partner inventories to zero working capital requirements for Del Monte.

David W. Allen, Senior Vice President,
Operations and Supply Chain, Del Monte Foods Company

Marc Brown, Vice President and Chief Information Officer,
Del Monte Foods Company

6:00 – 8:00 pm

Networking Reception *Sponsored by CHEP, Inc.*

Tuesday, February 1

7:00 – 8:00 am

Continental Breakfast with Exhibitors

8:00 am

General Session *Sponsored by Freight Handlers, Inc.*

Learn How to Connect, Not Just Communicate

John C. Maxwell, internationally respected leadership expert, speaker, author, and founder of INJOY® and Giant Impact examines Five Connecting Principles and Five Connecting Practices of top-notch achievers. He believes that a person's ability to create change and results in any organization – be it a company, church, nonprofit, or even a family – is directly tied to the ability to connect, not just communicate. Learn how in this energizing opening session of conference day two.

John C. Maxwell, Founder, INJOY® and Giant Impact

9:00 am

General Session

Current and Long-Term Transportation Trends

Key stakeholders representing retail, manufacturing, 3PL, and commercial carrier segments will discuss current and expected challenges, cost containment strategies and visioning for the future related to transportation in the value chain.

Dennis Donelon, Director, Customer Supply Chain Integration, PepsiCo Chicago

Craig McPhee, Executive Director, Distribution, Associated Food Stores, Inc.

10:00 am

Networking Break

10:30 am

General Session

Value Chain 2020 Overview

During this session, Value Chain 2020 team members will share the findings of the Value Chain 2020 initiative and share some of the related projects that retailers and suppliers are working on around the globe, including the debut of "Knowledge Navigator", a knowledge portal that provides a platform for individuals to collaborate and work effectively.

John Phillips, Vice President, Customer Supply Chain and Logistics, PepsiCo.

11:30 am

Concurrent Breakout Sessions

Sourcing and Retaining Talent

Join retail and manufacturer executives as they reveal strategies that are enabling their companies to recruit, retain and train personnel to meet the specialized needs of today's value chain. Specific topics to be discussed include working with Generation Y, leveraging social media channels, intern programs, and employee retention.

Denny Armstrong, Senior Vice President, Supply Chain Logistics and Operations Support, The J. M. Smucker Company

Mark Chandler, Vice President, Supply Chain, Price Chopper Supermarkets

Brook Lashely, Manager, Sourcing Strategies, Nestle Purina PetCare

John McKillop, Director, Product Supply Excellence, Nestle Purina PetCare

Amy Richmond, Human Resources Manager, NA Supply Chain, Campbell Soup Company

Maximizing Fully Integrated DSD

Join Bill Bishop and members of the GMA Direct Store Delivery Committee as they deliver findings on research conducted at 32 retailer locations to determine how compliant live shelves are with planograms. The discussion will focus on the correlation between the degree of trading partner collaboration and successful shelf conditions.

Bill Bishop, Chairman, Willard Bishop Consulting

***Program subject to change. Additional sessions and speakers to be announced.**

Visit www.tpasupplychain.org for updates.



Supply Chain Risks: Considerations for Managing the Rising Tide

Author and consultant Gary Lynch discusses key points from his book "Single Point-of-Failure: 10 Essential Laws of Supply Chain Risk Management" focusing on how the supply chain is exposed to an infinite number of constantly changing threats; how weak links in the chain represent threats to profitability, continuity, safety and health; and how these threats can be managed, reduced and even eliminated.

Gary S. Lynch, Global Leader, Supply Chain Risk Management Practice, Marsh Consulting

Networking Luncheon

Concurrent Breakout Sessions

Diversity Works in Supply Chain

The Diversity Forum's first-ever Diversity Champion Award-winner Eric Watson of Delhaize details how creating a vision to manage diversity, designing leadership mentoring programs to promote diversity and establishing an accountability system for business diversity can enhance overall company success. Giving real-life examples, Watson will share how a diverse workforce has enhanced supply chain professionalism at Delhaize.

Eric Watson, Vice President of Talent Acquisition and the Office of Diversity and Inclusion, Delhaize

Labor Update 2011: What Are Congress and the Obama Administration Up To?

2011 potentially poses some of the most dramatic changes in traditional labor law in the 76 year history of the National Labor Relations Act. Learn strategies and techniques your organization can implement to stay compliant and help to keep workers content in a world where "employing change" is essential.

Mark Schneider, Shareholder, Littler Mendelson, P.C.

Rapid Recall Exchange

Join FMI and GMA executives along with CPG manufacturing and retail users of Rapid Recall Exchange as they share information on service upgrades and model practices they have employed to standardize product recall and withdrawal notifications between retailers/wholesalers and suppliers. The online service enables prompt, accurate, and secure information exchange to protect consumers.

Brian Lynch, Director, Sales and Sales Promotion, Grocery Manufacturers Association

Jodi Knoke, Manager, Customer Logistics, Land O'Lakes, Inc.

Patrick Walsh, Senior Vice President, Industry Relations and Education/Research, Food Marketing Institute

Concurrent Breakout Sessions

Motivating People

American Sales Company (ASC) began its purchasing and distribution services in 1994, housed in a 200,000 square foot warehouse. Just seven years later, ASC expanded into its current state-of-the-art distribution center that is nearly three times the size of its original home. ASC has quickly grown to become one of the largest distributors of health and beauty care items, seasonal items, and general merchandise in the United States. To sustain rapid growth and implement the company's innovative approach to product distribution requires a well-trained and highly motivated workforce. Join Norm Haberl as he discusses how and why ASC employees are inspired to go the extra mile.

Norm Haberl, Vice President of Distribution, American Sales Company (an affiliate of Ahold USA)

Networking Break

General Session

Networking Gala *Sponsored by Freight Handlers, Inc.*

12:30 pm

1:30 pm

2:30 pm

3:30 pm

4:00 pm

6:00 pm



CONFERENCE INFORMATION

HOTEL INFORMATION

JW Marriott Orlando Grande Lakes
4040 Central Florida Parkway
Orlando, FL 32837
Phone: 407.206.2300
<http://jw-marriott.grandelakes.com/>

RESERVATIONS

Conference attendees are responsible for making their own room reservations at the JW Marriott Orlando Grande Lakes by calling (800) 576-5750. Please be certain to reference the "FMI/GMA Supply Chain Conference" to receive the group rate of \$199.00/night, plus applicable taxes and fees.

Conference rates and availability cannot be guaranteed after the cut off date of January 7, 2011. Attendees are strongly encouraged to reserve their rooms as soon as possible before January 7, 2011.

GROUND TRANSPORTATION

Mears Shuttle Service is available from Orlando International Airport (MCO) for \$17.00 (one way); reservation required.
Contact: www.mearstransportation.com.
Estimated taxi fare to/from MCO: \$50.00 (one way).

CONFERENCE ATTIRE

Dress for all conference sessions is business casual.

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

GMA-FMI Joint Supply Chain Conference sponsorship offers an unparalleled value for CPG industry suppliers and service providers.

To learn about the substantial benefits exclusively available to event partners, please contact Jonathan Downey, Manager, Industry Affairs and Business Development, GMA, at 202.295.3945 or jdowney@gmaonline.org.

CONFERENCE CONTACTS

Jeanne Iglesias- 202.295.3949 or
jiglesias@gmaonline.org
Amanda Bond-Thorley- 202.220.0606 or
abondthorley@fmi.org

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

Jonathan Downey- 202.295.3945 or
jdowney@gmaonline.org

REGISTRATION AND HOUSING

Liz Cookson- 202.295.3950 or
ecookson@gmaonline.org

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1350 I Street, NW

Suite 300

Washington, DC 2005

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