

# 2004 ADVERTISING

# MARKETING

ORLANDO  
FLORIDA

## EXECUTIVE CONFERENCE

APRIL 25-27

ROYAL PACIFIC RESORT



**FMI**  
FOOD MARKETING INSTITUTE

# PROGRAM



## SUNDAY, APRIL 25

**10:00 am – 2:00 pm**     **Registration**

**12:45 – 1:00 pm**     **Opening/Welcome**

Chuck Corbeil  
*Vice President, Marketing*  
*Harris Teeter, Inc.*  
(conference chair)

Chuck Corbeil has over 20 years of experience in grocery retail marketing. He is responsible for Harris Teeter's advertising and marketing departments. Chuck has held previous marketing positions with Bi-Lo, Inc., Zimmerman Public Relations, Florida Choice Food and Drug, The Kroger Co., and Promotion Works, Inc., his self-started marketing company. He has a BS in business administration from Bowling Green State University.

**1:00 – 2:30 pm**     **Keynote Address**

**2:30 – 2:45 pm**     **Attendee Introduction**

**2:45 – 3:15 pm**     **Refreshment Break**

**3:15 – 4:00 pm**     **Beyond Language: Understanding Key Media and Marketing Influencers that Fuel Hispanic Spending Power**

At the core of diversity marketing strategy is the need to understand key consumer segments and unique influencers that drive multi-cultural attitudes and shopping behavior. New American Dimensions was commissioned to conduct the definitive Hispanic Segmentation Study to get underneath this key learning. The study identifies distinct Hispanic consumer segments and the unique marketing drivers – including advertising – that motivates them to purchase... and decide where to shop. You will find this study invaluable in making strategic marketing and advertising plans to enable you to get your fair share of the fastest-growing demographic segment in America.

Adrienne Zaitz  
*Director of Market Intelligence*  
*ADVO, Inc.*

Adrienne Zaitz is a 20-year market research veteran with expertise in both quantitative and qualitative research and hands-on experience in multi-cultural marketing.

**4:00 – 5:00 pm**     **Channel Blurring – A Consumer Perspective**

As more consumer products find their way onto shelves of diverse retail channel formats, consumers have more choices in terms of where and how they shop. Trends in how consumers are taking advantage of their channel shopping opportunities will be examined. Details on which retailers and retail channels are capturing an increasing share of shopping households, shopping trips and/or shopping baskets, and insights into the demographic groups driving changes in retail channel shopping will be shared. Explore some macro consumer trends that offer retailers and manufacturers current and future sales opportunities.

Todd Hale  
*Senior Vice President*  
*Consumer Insights*  
*ACNielsen*

Todd Hale has over 24 years experience in the consumer panel analysis arena. He has been with ACNielsen for 19 years, where he has held various marketing and sales management positions. Todd has been heavily involved in the development of innovative consumer panel applications for both manufacturers and retailers. He earned an MBA and a BA in business from Wright State University.

**6:00 – 8:00 pm**     **Reception**  
Sponsored by Fanfare Media Works

## MONDAY, APRIL 26

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

**8:00 am – 12:30 pm**     **Business Session**

Dave Henry  
*Senior Vice President, Marketing*  
*Winn-Dixie Stores, Inc.*  
(session chair)

**8:00 – 9:00 am**     **Just Ask a Woman**

Although women comprise just over half of the U.S. population, they make or strongly influence more than 85 percent of all products and services sold nationwide. Yet, far too often, products marketed specifically to women fail to address their needs or connect with them on an emotional and motivational level. Learn why focus groups don't work and learn new ways to listen to women, understand their needs, and meet their expectations for customer service. Find out how women judge brands and advertising, how they make decisions, and how stress affects their consumer behavior. The days of marketing to women are over. These are the days of marketing WITH women, treating them as business partners and really listening to them as opposed to paying lip service. So if you want to succeed with the most powerful consumer group in the world, all you have to do is ask.

**9:00 – 10:00 am**     **Future Trends in the Mom Market: Riding the Wave of Opportunity into Mom's Wallet**

It takes more than good marketing strategies to keep up with today's "on the go" mom. You have to be with her in the boardroom, carpool lane, on her computer screen, and next to the soccer field with marketing initiatives that are creative, clever and offer her solutions. Trends in the mom market that offer opportunities to capture the \$1.7 trillion dollars mothers are spending annually will be revealed. Examples and ideas that you can easily apply to your future marketing plans will be delivered. Topics will include key influencers of moms as consumers; out of the box ideas for reaching moms; increasing ROI without increasing your marketing spend on moms; dos and don'ts of marketing to moms; and the "best of the best" mom marketing.

Maria T. Bailey  
CEO  
BSM Media

Maria Bailey is the author of "Marketing to Moms: Getting Your Share of the Trillion Dollar Market" and the CEO of BSM Media, a marketing and media company that specializes in connecting companies with moms. She also founded BlueSuitMom.com, the award-winning website exclusively for executive working women. In addition, Maria hosts *Mom Talk Radio*, a radio show for moms, and has appeared on such shows as *Simplify Your Life* on the Fine Living Network.

**10:00 – 10:30 am Refreshment Break**

**10:30 -11:30 am Branding Equity: The Missing Link to Supermarket Loyalty & Profitability**

As supermarket competition intensifies and consumers become more sophisticated and more cynical, shopper loyalty is being threatened by an over-reliance on pricing as the sole point-of-difference. Gain valuable insights and actionable tools that will demonstrate the importance of avoiding "supermarket commoditization." Acquiring and retaining customers is not a function of this week's lowest price. Rather, it is the result of a total shopping experience based on the same combination of elements utilized by all successful consumer product marketers... listening to the consumer, building a brand identity based on a unique selling proposition, delivering on this promise, and consistently communicating the message that separates your supermarket from your competition.

Stephan G. Kouzomis  
*Entrepreneurial Consulting Inc.*

Over a thirty year period, Stephan Kouzomis has shared his knowledge and expertise as a consultant and marketing professional in the supermarket, convenience store, and foodservice industries. He spent 20 years in consumer foods marketing, start-up ventures, sales and new products positions, with such corporations as Ralston Purina, Nestlé, Pillsbury, Kraft Foods, and Esmark/Beatrice/ConAgra. Presently, he has a thirteen-year-old consultancy in business start-ups and is also a partner in the strategic marketing firm of Aarons, Badame, Kouzomis & Associates. Stephan holds a B.S. in marketing from the University of Illinois.

Michael S. Aarons  
*Director of Client Services*  
*RLR/Jarrin Advertising*

Michael Aarons has spent a significant portion of his career in the consumer packaged goods industry, including sales and brand management positions with Ralston Purina and The Keebler Company. He then expanded his professional horizons as an advertising executive with Young & Rubicam, Foote Cone & Belding and Chiat/Day. In addition to his responsibilities at RLR/Jerrin, Michael is a partner in the strategic marketing consulting firm of Aarons, Badame, Kouzomis & Associates. He holds a B.S. in marketing from California State University at Long Beach and has done graduate studies in marketing at Washington University, St. Louis.

**11:30 – 12:30 pm What Makes Customers Tick?**

Ever wonder why some "sure things" misfire while other stuff just seems to work? Even though we ourselves are customers, trying to predict their behavior or entice them to our cause can be frustrating, if not impossible at times. Dr. Gerald Zaltman, author and professor emeritus at the Harvard School of Business, will share insights and findings from years of studying "How Customers Think," to quote the title of his most recent book.

Gerald Zaltman  
*Professor Emeritus*  
*Harvard Business School*

**12:30 – 1:30 pm Luncheon**

**1:30 – 5:00pm Business Session**

Judi Palmer  
*Director, CRM*  
*The Stop & Shop Supermarket Company*  
*(session chair)*

**1:30 – 2:30 pm Be Direct!... Direct Marketing**

How, what, when, where.... The traditional means of communicating to your audience are changing... almost daily! E-mail, snail-mail and voice-mail communications continue to offer opportunities and challenges. Learn what's new and what can work for your company to develop cost-effective communications.

**2:30 – 3:30 pm Create Excitement!!! Increase Sales!**

Wonder what your peers are doing to increase sales? What's one idea that you can re-work to make it a success for you? This segment promises to help get those creative thoughts going when several respected advertising professionals present their promotions that worked!

Jann McKellar  
*Marketing Manager*  
*Spartan Stores, Inc.*  
*(moderator)*

With Spartan Stores since 1980, Jann McKellar is accountable for marketing the Spartan-owned chain: The Pharm, grocery store & Pharm pharmacy marketing, and retail web marketing. Previously she was with Shurfine Central's ad agency and an NBC television affiliate. Jann served on the Grand Rapids Ad Club board of directors and was recipient of the American Women in Radio and Television award for professionalism. She has been a member of FMI's Ad/Marketing Conference planning committee for ten years.

Kristin Manning  
*Director, Retail Marketing*  
*Bozzuto's Inc.*

Renee Underwood  
*Director, Marketing*  
*United Supermarkets, Inc.*

**3:30 – 4:00 pm Refreshment Break**

4:00 – 5:00 pm

**Privacy: How to Think about  
Customer Loyalty without  
Creating Disloyal Customers**

Developments in information technology and database marketing have created new and powerful ways for retailers to target consumers through in-store promotions, direct contact, and advertising. While these advances create compelling opportunities to increase sales, there are also hidden dangers. Similar advances in technology and communications strategies provide consumer activists and politicians with new ways to pressure retailers to address the privacy of consumer data. Where should retailers draw the line? What are the upsides and downsides of sophisticated customer loyalty programs? Explore these questions from the perspective of the business bottom line, an eye toward the latest technological developments, the scope of current privacy laws, and the tactics of consumer activists.

Jonah Seiger  
*Visiting Fellow*  
*The Institute for Politics, Democracy  
& the Internet*  
*Graduate School of Political Management*  
*The George Washington University*

Jonah Seiger is a communications strategist with more than a decade of experience in the politics of technology. He has been deeply involved in national debates about technology and its implications on privacy since the early 1990s, having worked on these issues with the Electronic Frontier Foundation, the Center for Democracy and Technology, and Congressman Edward J. Markey (D-MA). An entrepreneur, Jonah co-founded a successful DC-based communications strategy firm in 1997 and has developed award-winning communications programs for some of the country's most influential corporations, trade associations and issue groups.

6:00 – 8:00 pm

**Reception**  
Sponsored by Vertis

## TUESDAY, APRIL 27

7:00 – 8:00 am

**Continental Breakfast**

8:00 – 11:15 am

**Business Session**

Scott Smith  
*Vice President, Marketing*  
*Haggen, Inc.*  
(session chair)

8:00 – 9:00 am

**Advice from God:  
The 10 Commandments  
(More or Less)**

Does advertising critic Bob Garfield think he's God? No. He merely claims to be God's prophet on earth, picking up the divine slack on issues of marketing communications. Brutally candid and wickedly funny, Bob lays down the law, as he says, "once and for all."

Bob Garfield  
*Editor at Large*  
*Ad Age Magazine*

9:00 – 10:00 am

**How to Get the Most From  
Your Agency Relationship**

Find out how to get the most effective work possible from your advertising agencies and other outside resources. Specific skills and resources designed to help build true partnerships to improve work effectiveness will be provided, such as identifying elements critical to a successful agency relationship, helping clients assess the effectiveness of their current relationship, and tools for subjectively evaluating creative work and providing constructive feedback.

Lyn E. Rosoff  
*Partner*  
*MatchWorks*

Lyn Rosoff is a communications trainer and coach, utilizing 20 years of advertising and marketing experience to help clients and advertising agencies work more effectively. Her professional background includes 18 years at Arnold Worldwide, where she served as senior vice president, managing clients that included Blue Cross and Blue Shield, McDonald's, Mystic Color Labs and The United Way. Lyn formed her own marketing consulting and training practice in 1996. She became a partner in MatchWorks in 2001. She sits on the marketing committee of the Greater Boston Food Bank and the communications committee of The United Way of the Greater Seacoast area.

10:00 – 10:15 am

**Refreshment Break**

10:15 – 11:15 am

**Media Planning**

What rules of thumb should you follow when formulating your media plans? What should you avoid? What are the benefits of each medium... cost per point? What role should demographics play? Get answers to these questions and gain insight into how you can take a holistic approach to getting the most out of your media plans.

Greg Clausen  
*Executive Vice President*  
*Director of CK Media*  
*Cramer-Krasselt*

With nearly 20 years spent in the field of media and media research, Greg Clausen has extensive experience in retail, consumer packaged goods, consumer durables and business-to-business media planning. While at C-K, Greg has led his team to two of *MediaWeek Magazine's* "Media Plan of the Year" awards. He also contributed to a Gold Effie the agency won for Northland Cranberries. In addition to Cramer-Krasselt, Greg has worked at Euro RSCG Tatham and Simmons Market Research Bureau, both in Chicago. He has also taught at Northwestern University's Medill Graduate School of Journalism.

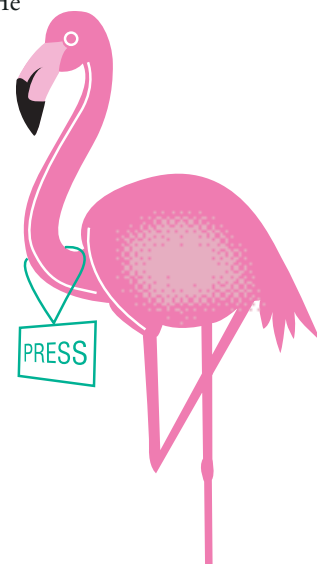
11:15 – 11:30 am

**Closing Remarks**

Chuck Corbeil  
*Harris Teeter, Inc.*

11:30 am

**Adjournment**





# CONFERENCE INFORMATION

## Advertising/Marketing Executive Conference



Fax (202/220-0878) enclosed registration form with credit card payment information or mail it with your payment to Food Marketing Institute, P.O. Box 85080, Lockbox #4317, Richmond, VA 23285-4317. To register online, go to [www.fmi.org/events](http://www.fmi.org/events), select advertising/marketing conference, click on "register online" and follow the instructions. Registration questions, phone (202) 452-8444 and ask for Elizabeth Newton or e-mail her at [enewton@fmi.org](mailto:enewton@fmi.org).

### REGISTRATION FEE

Includes all meeting materials, continental breakfasts, coffee breaks, lunch and receptions. Fee does not include your hotel accommodations. 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 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 registrants must present payment of the registration fee in the form of cash, company check or credit card.

**FMI Member:** \$650.00 per person  
\$600.00 per person when three or more  
(paid) attend from the same company

**FMI Associate Member:** \$935.00 per person

**Non-member:** \$1,100.00 per person

**Companion:** No registration fee

### CANCELLATIONS

Full refund if notification is received prior to one week before meeting; 60 percent refund if less than one week's notification. **NO REFUND IF NOTIFICATION IS RECEIVED AFTER APRIL 23 (COB).** If registration is not cancelled before start of meeting, registrant will be responsible for paying full registration fee.

### AIRLINE RESERVATIONS

United and Delta Airlines, FMI's official carriers for this meeting, are offering discounted airfares to attendees. Call today to take advantage of the special offers available only to Ad/Marketing Conference participants.

#### United

8:00am - 10:00pm daily  
Eastern Standard Time  
1-800-521-4041  
Please refer to File #509RK

#### Delta

8:00am - 11:00pm daily  
Eastern Standard Time  
1-800-241-6760  
Please refer to File  
#DMN197960A

### HOTEL RESERVATIONS

FMI does not arrange hotel accommodations; they should be made directly with the hotel. A block of sleeping rooms (\$189.00 single/double occupancy; additional guests are \$25.00 per night and children under 18 years of age stay free in their parent's room using existing bedding) will be held at the Royal Pacific Resort (6300 Hollywood Way, Orlando, FL 32819; 407/503-3000) for our attendees until April 4, 2004. Reservation requests received after this cutoff will be confirmed on an availability basis. All sleeping room accommodations are subject to applicable taxes.

If requested room rate is unavailable, one at the nearest available rate will be reserved. Make your reservations directly with the hotel by calling 1-888/331-3592 and **be sure to identify yourself as an attendee at this FMI meeting to receive the special rate.** Reservations are subject to cancellation unless guaranteed by a major credit card or one night's deposit. Reservations must be cancelled 5 days prior to arrival to ensure advance deposit refund. Check-in time is 4:00 pm; check-out time is 11:00 am.

### ATTIRE

Casual attire (no ties!) is recommended for the entire conference. The average daytime temperature can be in the mid-eighties to the low seventies at night.

### PLANNING COMMITTEE

Chuck Corbeil (Chair)

*Harris Teeter, Inc.*

Dave Henry  
*Winn-Dixie Stores, Inc.*

Jann McKellar  
*Spartan Stores, Inc.*

Judi Palmer  
*The Stop & Shop  
Supermarket Company*

Scott Smith  
*Haggen, Inc.*

Terry Stadheim  
*Unified Western Grocers*

Mike Tetmeyer  
*Hy-Vee, Inc.*

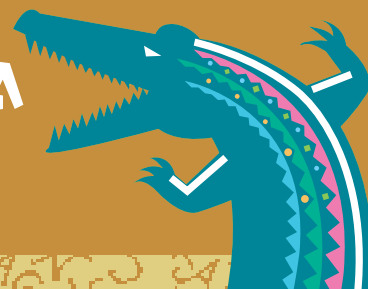
Pat Shinko  
*Food Marketing Institute*



If you have any questions or need additional information contact:  
Pat Shinko or Mike Burke  
Food Marketing Institute  
655 15th Street, NW  
Washington, DC 20005  
Telephone: (202) 452-8444  
Fax: (202) 220-0878  
E-mail: [pshinko@fmi.org](mailto:pshinko@fmi.org)  
[mburke@fmi.org](mailto:mburke@fmi.org)

# REGISTRATION FORM

Advertising/Marketing Executive Conference  
Royal Pacific Resort • Orlando, FL • April 25 - 27, 2004



To register online, go to [www.fmi.org/events](http://www.fmi.org/events), select advertising/marketing conference, click on "register online" and follow the instructions.

Registration questions? Contact Elizabeth Newton (202) 220-0711 ([enewton@fmi.org](mailto:enewton@fmi.org)).

## PLEASE TYPE OR PRINT

Company \_\_\_\_\_ FMI Member# \_\_\_\_\_

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

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Confirm to \_\_\_\_\_ Title \_\_\_\_\_

Last Name	First Name	First Time Attendee	Badge Name	Title	E-mail	Companion Name (no registration fee)
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	_____	<input type="checkbox"/>	_____	_____	_____	_____
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	_____	<input type="checkbox"/>	_____	_____	_____	_____
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	_____	<input type="checkbox"/>	_____	_____	_____	_____

**REGISTRATION FEE:** Payment is required in advance to attend conference. Sorry, we cannot bill. *Fee includes all meeting materials, breakfasts, lunch, coffee breaks and receptions. It does not include hotel accommodations. Please make room reservations directly with the Royal Pacific Resort by calling 1-888/331-3592.*

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☐ \$600.00 per person if 3 or more (paid) attend from the same company
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*No refund if cancellation is received after April 23 (COB).*

## PAYMENT INFORMATION:

MAIL THIS FORM WITH CASH OR CHECK TO: P.O. BOX 85080, LOCKBOX #4317, RICHMOND, VA 23285-4317

- ☐ Enclosed is my check (U.S. funds drawn on a U.S. bank—payable to Food Marketing Institute) for my registration fees.  
Wire transfers acceptable in U.S. funds. For assistance with wire transfers contact Kris Singh (202/220-0758).

FAX THIS FORM WITH CREDIT CARD INFORMATION TO 202/220-0878.

- ☐ 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) \_\_\_\_\_



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

☐ Please check if you need accommodation. Please specify \_\_\_\_\_

