

FINANCIAL EXECUTIVE CONFERENCE AGENDA

SUNDAY, MAY 19

5:00 p.m. – 7:00 p.m.

COCKTAIL WELCOME RECEPTION AND VENDOR SHOWCASE

Sponsored by SIB Development and Consulting

MONDAY, MAY 20

7:00 a.m. – 8:00 a.m.

BREAKFAST

Sponsored by Phyle Inventory Control Specialists (PICS)

8:00 a.m. – 8:10 a.m.

WELCOME AND OPENING REMARKS

8:10 a.m. – 9:00 a.m.

DESIGNING A NEW RETAIL ECONOMIC MODEL

FMI's Trends 2013 research tells a compelling story of change. Shoppers are now in control, as retailers battle to capture loyalty with a focus on value creation. Emerging trends such as new electronic channels, experience-based formats, rewired merchandising and marketing and personal technologies are dramatically transforming the food retailing landscape and driving new economic models. This session will review the key factors driving this transformation, address the subsequent challenges faced by retailers and offer recommendations to financial leaders to enable them to compete and succeed within this increasingly complex and competitive food retail environment.

- *Thom Blischok, Chief Retail Strategist and Senior Executive Advisor, Booz & Co.*

9:00 a.m. – 9:10 a.m.

BREAK

9:10 a.m. – 10:00 a.m.

TAX UPDATE: 2013 AND BEYOND

Stay on top of recently enacted federal tax legislation changes and get expert opinion on the impact these changes will have on your business now and in the future. Discuss the outlook for future legislation in 2013 and beyond.

- *Dustin Stamper, Washington National Tax Office, Grant Thornton*

10:00 a.m. – 11:00 a.m.

WASHINGTON PANORAMA

See what the new administration and Congress means for your business and the retail food industry. Get an overview of the current legislative, regulatory and political changes that will impact your operations for months and years to come and get updates on critical issues such as tax fairness, LIFO, pensions, swipe fees and health care.

- *Jennifer Hatcher, Senior Vice President, Government and Public Affairs, Food Marketing Institute*

11:00 a.m. – 11:15 a.m.

BREAK

11:15 a.m. – 12:15 p.m.

FMI 2013 FINANCIAL REVIEW: INSIGHTS, BENCHMARKS AND TRENDS TO MEASURE SUCCESS

Join us to hear the latest trends, benchmarks and best practices for financial leaders in the food retail industry. Based on original research conducted exclusively for this conference by means of a survey designed in consultation with your financial peers, this presentation will reveal insights on shrink metrics and reporting, provide benchmarking of major operational expenses categories such as pay and benefits and disclose candid impressions on the outlook for 2013. Leave this session with a clear understanding of what other retailers are doing in major expense areas to better gauge their performance and how to benchmark your own organization against those of your peers.

- *Anne-Marie Roerink - Principal, 210 Analytics, LLC*
- *Bob Graybill, President and CEO, FMS*

12:15 p.m. – 1:15 p.m.

LUNCH

1:15 p.m. – 2:15 p.m.

THE BIG PICTURE: MACROECONOMIC FACTORS SHAPING THE FOOD INDUSTRY

sponsored by Ameriquest Business Services

Gain insight into key macroeconomic factors that financial executives in the grocery industry can incorporate into their strategic and financial projections calculus. Review the current state of the U.S. and global macroeconomy and the potential implications for the food retail industry. Learn which key metrics food retailers should monitor and discuss the impact of current macroeconomic dynamics on your operating region and performance.

- *Scott Moses, Managing Director - Head of Food, Drug & Specialty Retail Investment Banking, Sagent Advisors*

2:15 p.m. – 2:30 p.m.

BREAK

2:30 p.m. – 4:00 p.m.

IDEA EXCHANGE (OPEN TO RETAILERS/WHOLESALERS ONLY)

Join your industry peers in an open dialogue on the top issues facing financial executives in the food retailing industry.

4:00 p.m. – 4:15 p.m.

BREAK

4:15 p.m. – 5:15 p.m.
Regency East 1-3

TREASURY'S NEW ROLE: MONETIZING BIG DATA ACROSS THE FIVE MOBILE TRIGGER POINTS

sponsored by WorldPay

Discover how Treasury is using mobile payments to transform payments from a “cost of doing business” to a “new line of business” by monetizing the “big data” feeds from transaction processing. In this candid, interactive discussion learn how the Treasury and Finance functions lead the strategy effort and eventual

deployment of mobile payments and capture the upside revenue streams derived from the opt-in transaction data generated before, during and after each sale transaction. Real examples of the ROI and business drivers used to establish the new mobile payment profit center governed by Treasury and/or Finance will be shared and critiqued in the discussion.

- *Richard K. Crone, CEO, Crone Consulting, LLC*
- *Heidi Liebenguth, Research Director, Crone Consulting, LLC*

5:30 p.m. – 7:00 p.m.

COCKTAIL RECEPTION

Sponsored by Apex Analytix

TUESDAY, MAY 21

7:00 a.m. – 8:00 a.m.

BREAKFAST

Sponsored by Connolly, LLC

8:00 a.m. – 9:00 a.m.

FINANCIAL REPORTING AND ACCOUNTING UPDATE

Sponsored by Balance Innovations, LLC.

Attend this informative session to get crucial updates on upcoming financial reporting revisions and stay current on changes in the regulatory environment. Get an overview of recently issued accounting standards, proposals and exposure drafts and hear SECs views on accounting and reporting issues. Discuss proposed changes to private company standard setting and reporting.

- *Amy Grubbs, Executive Director, Ernst & Young LLP*

9:00 a.m. – 9:10 a.m.

BREAK

9:10 a.m. – 10:10 a.m.

WHAT'S THE BUZZ ABOUT BIG DATA? AND WHY SHOULD FINANCIAL EXECUTIVES CARE?

How does a finance executive use data to drive better business decisions and value within an organization? Attend this session to gain insight into the evolution of data analytics and business intelligence in grocery. Learn best practices and discover how to develop the appropriate structure within your organization to use business analytics effectively. This session will also address the use of mobile strategies and effective dashboard techniques and will reveal the quick and easy ideas that every organization can implement, regardless of size.

- *John O'Rourke, Vice President, Product Marketing, Oracle Corporation*

10:10 a.m. – 11:10 a.m.

SUSTAINABILITY AND CSR – WHAT FINANCIAL LEADERS NEED TO KNOW AND DO.

Concern over natural resource shortages and increased pressure among investors and stakeholders means that for today's C-Suite executives, corporate social responsibility (CSR) and sustainability is far from just a "nice to have" business

model. Scenario planning is becoming a sustainability imperative and CEOs and CFOs at leading companies are recognizing the need for deeper engagement. Gain insight into the emerging trends in the world of CSR and sustainability and learn how markets and stakeholders are holding the reins when it comes to driving companies to address sustainability-related risks and opportunities. Discover what you, as financial leaders, need to know and do to stay on top of these hot button issues.

- *John J. DeRose, Executive Director, Climate Change & Sustainability Services, Ernst & Young, LLP*

11:10 a.m. – 11:20 a.m.

BREAK

11:20 a.m. – 12:20 p.m.

ROUNDTABLE DISCUSSIONS

REVENUE RECOGNITION

Join your peers in a roundtable discussion on accurate and timely recognition of vendor funds and deals in the grocery industry. Get an overview of the latest accounting guidance on revenue recognition and hear how one retailer successfully streamlined systems and procedures throughout the company to improve controls, accelerate cash collection and improve the revenue recognition process. Discuss how such process improvements can be applied across all areas of the business.

- *Holly Shotts, Director of Financial Accounting, Brookshire Grocery Company*
- *Chris Pierce, Managing Partner – Assurance Services, McGladrey LLP*

LEASE ACCOUNTING

With the publication of a new exposure draft related to the joint IASB/FASB leasing project expected in the first half of 2013, this roundtable discussion will address the more significant changes included in, or expected in the draft the potential impacts of adoption on the retail food industry. This session will also include a discussion on the impact of default and other contractual provisions on lease classification and measurement, construction or renovation of leased real estate including illustrations of possible accounting models and disposals involving continued use of the property.

- *Chad Soares, Partner, PriceWaterhouseCoopers*

12:20 p.m. – 1:45 p.m.

LUNCH WITH KEYNOTE SPEAKER REVIVE SPIRIT IN THE WORKPLACE!

Sponsored by NCH Marketing Services, Inc.

Spirit is the atmosphere and attitude of a place or situation that influences effort and attitude in its people. Reviving spirit in the workplace is about creating awareness that excellence still matters. Teamwork still works. Positive communication is a must. And profit, productivity, and performance depend on attitude and effort now more than ever. Learn how reviving spirit in the workplace

can improve employee engagement and communication, recharge attitudes and detox the negative thinking and behaviors that disrupt performance. Discover how to unleash the leader within and find solutions and ideas to deal with the stresses of changes, challenges, and the unexpected, as your company makes new decisions based on current trends.

- *Sam Glenn, Motivational Speaker and Author of “A Kick in the Attitude”*

1:45 p.m. – 2:45 p.m.

BREAKOUT SESSIONS

PHARMACY PROFITABILITY

This session is designed to provide financial leaders with directional insights to drive profitability from retail pharmacies and maximize the opportunity to leverage the pharmacy as a channel to drive new store traffic and maintain an existing customer base. Gather analytical skills to help drive operational efficiency, optimize cost of goods and reimbursement and obtain and retain pharmacy revenue. Gain insight on aspects of the pharmacy industry that will help you define your pharmacy business in the next three years including an assessment of the pipeline of drugs, specialty pharmacy, the impact of the Affordable Care Act and how you can adjust your business to meet these issues.

- *Ned Finn, Vice President, Pharmacy Services, Inmar, Inc.*
- *Millard Nance, Former Vice President, Pharmacy, Delhaize America*

MONETIZING OWNED REAL ESTATE THROUGH A REIT IPO – A CASE STUDY

This case study analyzes the recent decision by Loblaw's Canada to spin off its real estate holdings in a separate real estate investment trust (REIT) in order to unlock value for its shareholders and create an additional source of capital. Attend this informative session to discover how U.S.-based food retailers could benefit from a similar transaction. Learn how to decipher the math behind the Loblaw's spin-out, discover methods for valuing and monetizing owned real estate and hear how to perform an analysis on your own real estate portfolio.

- *Karen Short, Managing Director, Equity Research Analyst, BMO Capital Markets*

2:45 p.m. – 3:45 p.m.

DRIVING FINANCIAL PERFORMANCE THROUGH COST MANAGEMENT STRATEGIES

In a competitive environment, managing SG&A costs while pushing top-line growth is a continued strategic imperative for retailers. Managing spending for indirect goods and services (not for resale) is a critical component of SG&A. Leading companies are applying corporate governance, contract management, processes and business controls in a variety of ways to drive savings. This session will summarize the findings from Accenture's global high performance research and reveal what these leading companies are doing to deliver significant financial results.

- *Jorge Corral, Partner, Accenture Management Consulting*

3:45 p.m. – 4:00 p.m.

BREAK

4:00 p.m. – 5:00 p.m.

**THE TRUST EDGE: HOW TOP LEADERS GAIN FASTER RESULTS,
DEEPER RELATIONSHIPS AND A STRONGER BOTTOM LINE**

A lack of trust is your biggest expense. It may take years for a manager or an executive to develop the trust of his or her employees, but only moments to lose. Without trust, transactions cannot occur and influence is destroyed. Without trust, leaders lose teams and people lose sales. Without trust, organizations lose productivity, relationships, reputation, talent, customer loyalty, creativity, morale, revenue, and results. Indeed trust, not money, is the currency of business. This session, based on David Horsager's top-selling book *THE TRUST EDGE*, will provide you with the ultimate guide to earning, maintaining, and even rebuilding this most critical factor of every business relationship.

- *David Horsager, Business Strategist and Author*

6:00 p.m. – 10:30 p.m.

**COUNTRY WESTERN EVENING AT RIO CIBOLO RANCH
“A Little Bit of Texas and a Whole Lot of Fun!”**

Sponsored by Flextecs, North America

Buses begin leading at 5:45 p.m. and will leave promptly at 6:00 p.m. Latecomers will need to find their own transportation to the event! Buses will return to the hotel by 10:30 p.m.

WEDNESDAY, MAY 22

7:00 a.m. – 8:00 a.m.

BREAKFAST

sponsored by PRGX

8:00 a.m. – 9:00 a.m.

OPTIMIZING YOUR SPEND FOR VALUE

Most companies have implemented good spend management practices. So how do you continue to reduce your P2P costs and move to best practices in spend management? Share your challenges with your peers and learn how to migrate to an analytics driven business model.

- *Mathew Harrowing, VP Business Analytics & Advisory Services, PRGX USA, Inc.*

9:00 a.m. – 9:20 a.m.

BREAK

9:20 a.m. – 10:20 a.m.

DISCUSSION GROUPS

Incentive Plans, Shrink Analytics, Inventory Valuation

10:20 a.m. – 10:30 a.m.

BREAK

10:30 a.m. – 11:30 a.m.

DISCUSSION GROUPS

Healthcare Expenses, Succession Planning, Expense Accountability

11:30 a.m.

CONFERENCE ADJOURNS