



Energy & Store
Development Conference
E+Sd²⁰¹³

September 8-10, 2013
Hilton Baltimore
Baltimore, Maryland

**Building Better
Stores through
Collaboration**

Find cost saving solutions while making your stores more customer-friendly at this one-of-a-kind professional development experience that includes interactive breakouts, store tours, networking events with business partners and compelling education sessions.

FMI



TM

THE VOICE OF FOOD RETAIL 

FMI's Energy & Store Development Conference is your chance to learn from and share with the best in the food retail industry on energy-efficiency and conservation, as well as store design and merchandising. You will have the opportunity to:

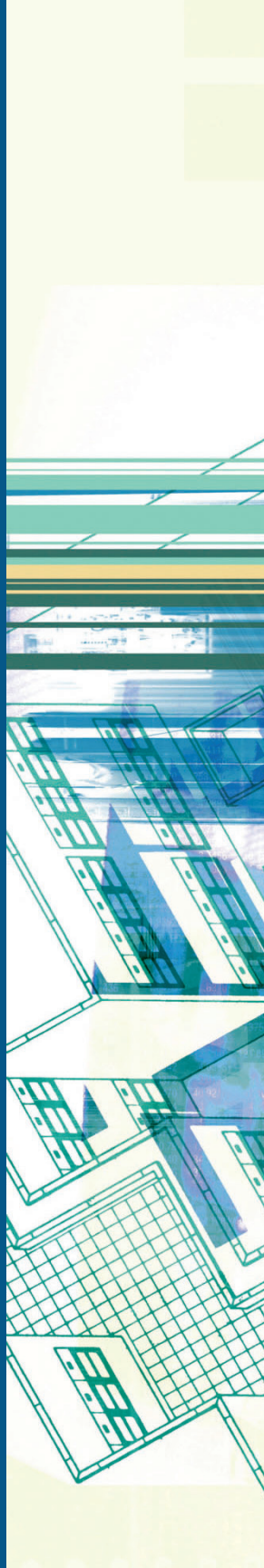
- Enhance your knowledge and skills in your area of expertise to take your business to the next level.
- Connect with other professionals and potential business partners who have similar responsibilities and challenges.
- Invest in cost-saving solutions while creating customer-focused, environmentally friendly stores.

Our education program will include inspiring presentations, focused breakouts and off-site events including store tours.

- Discover new and emerging trends in design, merchandising and energy conservation.
- Gain new ideas to help reduce costs, improve sustainability and build a shopping experience that meets your customers' evolving needs.

This is your opportunity to share an education and networking experience with the rest of the food retail industry that provides innovative ideas and tactical solutions to develop and maintain your stores for years to come.
DON'T MISS IT!

E+Scd²⁰¹³



Schedule At-a-Glance

SATURDAY, SEPTEMBER 7

5:00 pm – 6:30 pm Pre-Conference Committee Meeting

SUNDAY, SEPTEMBER 8

6:30 am – 3:00 pm Golf Tournament (with Continental Breakfast and Lunch)

11:00 am – 7:00 pm Registration

12:30 pm – 4:00 pm Store Tours

4:30 pm – 7:00 pm Manufacturer/Retailer Exchange and Opening Reception

MONDAY, SEPTEMBER 9

7:00 am – 6:00 pm Registration

7:00 am – 8:00 am Continental Breakfast

7:00 am – 8:00 am GreenChill Awards Ceremony/Breakfast (optional)

8:00 am – 8:15 am Welcome and Opening Remarks

8:15 am – 9:15 pm Opening General Session: Food Retailing 2013: Tomorrow's Trends Delivered Today

9:15 am – 10:15 am General Session: The Art and Science Behind Compelling Fresh Food Formats

10:15 am – 10:45 am Break

10:45 am – 11:45 am Concurrent Breakouts (6)

11:45 pm – 1:00 pm Lunch

1:00 pm – 2:00 pm Concurrent Breakouts (6)

2:15 pm – 3:15 pm Concurrent Breakouts (6)

3:30 pm – 4:30 pm Concurrent Breakouts (6)

4:30 pm – 7:00 pm Manufacturer/Retailer Exchange and Reception

TUESDAY, SEPTEMBER 10

7:00 am – 1:30 pm Registration

7:00 am – 8:00 am Continental Breakfast

8:00 am – 9:00 am General Session: A Wall Street Perspective on the Supermarket Industry

9:00 am – 10:00 am General Session: Integrated Store Design Strategy

10:00 am – 10:30 am Break

10:30 am – 11:30 am General Session: Transcritical CO₂ Refrigeration

11:30 am – 12:15 pm General Session: Energy Market Update

12:15 pm – 1:15 pm Lunch

1:15 pm – 2:15 pm Concurrent Breakouts (6)

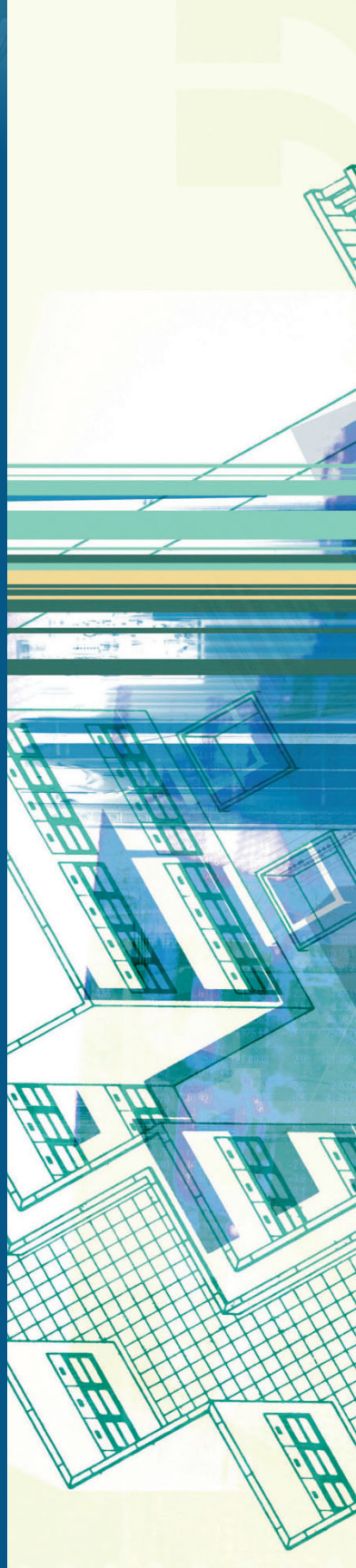
2:30 pm – 3:30 pm Concurrent Breakouts (6)

3:45 pm – 5:00 pm Closing General Session: Corporate Athlete – The Power of Full Engagement

5:30 pm – 10:00 pm Off-Site Social Event – Reception and Baseball Game at Camden Yards (Orioles vs. Yankees)

WEDNESDAY, SEPTEMBER 11

7:30 am – 9:00 am Post-Conference Committee Meeting



Highlighted Education Sessions

Food Retailing 2013: Tomorrow's Trends Delivered Today (GENERAL SESSION)

A research analysis conducted for FMI in early 2013 reveals that four factors will drive an unparalleled change at retail over the next ten years: a growing imbalance of capacity versus demand; an evolving ethnic-centric shopper base; a new generation of merchandising and marketing innovation designed to interpret and align with both changing shopper needs as well as their paths to purchase; and the "wild card" of personal and store technologies. These four factors are destined to influence major changes in grocery retailing going forward. Our discussion will center on two areas: the role that these factors will play, and the role of the store environment in delivering the next-generation retail shopping experience.

Thom Blischok, Chief Retail Strategist, Senior Executive Adviser, Booz & Co.

The Art and Science Behind Compelling Fresh Food Formats (GENERAL SESSION)

This session connects the dots on global trends in consumer behaviors, store designs, technologies, and retailers' strengths to create dynamic and compelling fresh food formats. Consumers want to be excited and stimulated by sights, sounds, colors and activity when shopping for fresh foods (otherwise they'd order on-line), and retailers need a compelling competitive advantage. See how combining the art and science of merchandising creates a responsive, flexible, compelling shopping experience with consistent brand messaging. Find out what technologies are essential for the retailer to be "fast and fresh" – and what's coming soon to a competitor near you!

Terry Roberts, President, Merchandising By Design, Inc.

Energy Market Update (GENERAL SESSION)

Dramatic changes in the US energy landscape over the last decade have created both opportunities and challenges for grocery companies. The financial crisis coupled with the overwhelming success of shale gas and tight oil production fostered a low-cost dividend. Alongside this abundant natural gas supply, demand response, distributed generation, energy efficiency and renewables weighed on prices. Perhaps masked by these variables, several undercurrents are developing that could reverse this low-cost environment. Challenges related to transmission, congestion, supply decline rates and significant new demand must be considered in any discussion of future energy availability and pricing. A keen understanding of emerging issues is key to developing future business plans. Join us to get an overview of these important topics.

Cody Moore, Senior Vice President of North American Power, EDF Trading

Supermarket Energy Reduction Plan (BREAKOUT)

Review the efforts that Schnuck Markets put forth over the last three years to reduce their electrical expense, and find out the financial results that followed. The discussion will include data analysis, survey information, current technologies used, utility incentives, implementation activities, payback and lessons learned, as well as the cultural changes necessary for implementation. Several case studies will be provided, including anti-sweat heater controllers, electronically commutative motors, lighting, store re-commissioning and variable frequency drives.

Garrick N. McFarland, BSME, Manager, HVAC/R & Energy, Schnuck Markets, Inc.

Better Customer Experience, Better Shopper Engagement: Optimizing Store Design and Décor at Retail (BREAKOUT)

Designing the right experience for customers in grocery retail has grown increasingly critical, with shoppers moving fluidly across different formats, and leveraging digital resources as part of the shopping process. With the dynamics of shopping fundamentally changed, delivering a better customer experience requires new strategies and deeper shopper insights. Join retail expert Paula Payton in this special session as she discusses how to optimize innovative store design and compelling décor to drive store traffic and influence purchase behavior.

Paula Payton, SaleMaker and Oxford Institute of Retail Management, Said School of Business, University of Oxford (UK)

Refrigeration Leak Detection (BREAKOUT)

There are many things to consider when deciding on a leak detection strategy, from basic code compliance, environmental stewardship, cost of refrigerant, equipment down time, all the way to energy efficiency. This session will present a comprehensive look at supermarket leak detection. From simple, low-cost best practices through permanently installed monitoring systems. An attendee will get the information they need to decide what strategy and technology is the best fit for their organization.

Jim Kirk, AAA Refrigeration Service, Inc.

Breakout Topics

REFRIGERATION

- Refrigeration 101
- Condenser Overview
- Refrigerant Leak Detection
- ROI of Retrofits – Close the Case
- Refrigerant Update
- Ammonia/CO2 Refrigeration

ENERGY

- Supermarket Energy Reduction Plan
- Energy Price Risk and Contract Structures
- The Evolution of Energy Management Systems in Supermarkets
- Produce Clean Renewable Energy from Organic Waste
- The Grocer's Guide to Energy-Efficient Lighting

STORE DESIGN/DEVELOPMENT

- Options, Options: Which Floor is Right for My Store?
- Better Customer Experience, Better Shopper Engagement: Optimizing Store Design and Décor at Retail
- Small Store Formats
- Regulatory Trends in Building Codes
- Food Service Future Design
- Setting a Selling Stage through Effective Lighting
- The Store Development Process

Networking Activities

In addition to insightful discussions and informative educational sessions, this conference is the perfect forum for connecting with colleagues who have similar responsibilities and challenges and networking with business partners providing relevant products and services.

GOLF TOURNAMENT

Enjoy a day of fun and networking at the Mountain Branch Golf Club, dubbed a "must-play" by Washington Golf Monthly, the Washington Times and Mid-Atlantic Golfer. With engaging architecture featuring split fairways, rolling greens, rock and water features and breathtaking views, all the elements come together for an unforgettable day of golf. Breakfast and lunch will be provided. Registration required (check the box on the registration form).

Sponsored by KeepRight Refrigeration & National Refrigerants, Inc.

STORE TOURS

The always-popular store tours will be offered on Sunday afternoon (overlapping with the Golf Tournament). We will take a look at several stellar stores in the Baltimore market, including a LEED Silver Harris Teeter in downtown Baltimore and a Weis Markets "fresh market" prototype, which is a GreenChill Gold certified store.

Sponsored by Verisae, Inc.

OFF-SITE SOCIAL EVENT – RECEPTION AND BASEBALL GAME AT CAMDEN YARDS

Play ball! Our evening starts with a private reception in a historic warehouse on ballpark grounds, then it's off to stadium seating to see the Orioles play the Yankees. The stadium is across the street from the hotel, allowing attendees flexibility in departing the game.

Sponsored by HillPhoenix

MANUFACTURER/RETAILER EXCHANGE (MRE)

Meet more than 80 leading suppliers of energy management, HVAC, refrigeration, design, construction and lighting systems. Discover potential business partners who can provide you with the resources and capabilities to remain competitive, cost-efficient and cutting-edge.

Sunday sponsored by Zero Zone, Inc.

**Monday sponsored by HeatCraft
Worldwide Refrigeration**

NOTE: Suppliers who want to participate in the MRE must reserve a table by AUGUST 1. Reserve your table through on-line registration, or download the table reservation form at www.fmienergysd.com.

FMI ENERGY & STORE DEVELOPMENT COMMITTEE

We designed this program on behalf of our industry partners and peers... please join us!

- Becky Foster (co-chair)**, Director, Construction and Maintenance, Buehler Food Markets, Inc.
- Sandy Sandahl (co-chair)**, Senior Manager, Refrigeration Engineering, Target Corporation
- Ray Agah**, Vice President, Engineering and Construction, Save Mart Supermarkets
- Ted Alwine**, Director, Engineering, Martin's Super Markets, Inc.
- John Behr**, Vice President, Store Planning, Construction & Maintenance, Schnuck Markets, Inc.
- Dan Bertocchini**, Director of Facilities Maintenance, New Stores & Remodels, Retail Operations, Meijer, Inc.
- Eric Johnson**, Director, Construction, Brookshire Brothers Ltd.
- Joe Mac Johnson**, Director of Environmental Services, Brookshire Grocery Company
- Gary Kuchyt**, Energy Manager, Big Y Foods, Inc.

- Jeff Markey**, Assistant Vice President, Engineering and Construction, Hy-Vee, Inc.
- Brad Morris**, Engineering Manager, Giant Eagle, Inc.
- John Pazahanick**, Vice President, Real Estate & Development, Big Y Foods, Inc.
- Keith Ross**, Senior Manager of Engineering, Sobeys Inc.
- Jon Scanlan**, Director, Refrigeration and Energy Management, Hy-Vee, Inc.
- Michal T. Shepard**, Director, Energy and Maintenance, Harris Teeter, Inc.
- Kevin Small**, Vice President, Construction and Development, Weis Markets, Inc.
- Benny Smith**, Vice President, Facilities, Price Chopper Supermarkets
- Rob Uhl**, Engineering Manager, Safeway Inc.
- Bill Walley**, Vice President, Construction and Development, Market Development, Inc., Associated Food Stores
- Scott Wilmoski**, Senior Vice President, Real Estate and Store Engineering, Associated Wholesale Grocers, Inc.

Conference Information

REGISTRATION INFORMATION

Individual Registration Rates

FMI Retailer/Wholesaler Member	\$795
	\$745
(if 3 or more attend from the same company)	
FMI Associate Member	\$1125
Non-Member	\$1350
Manufacturer/Retailer Exchange Table Fee	\$750

Registration fee includes all meeting materials, off-site events, breakfasts, lunches, refreshment breaks and receptions. It does not include hotel accommodations.

HOTEL INFORMATION

The conference is being held at the Hilton Baltimore, 401 West Pratt Street, Baltimore, MD 21201. Please make room reservations with the Hilton by calling 1-800-445-8667. The cut-off date for securing a room at the negotiated rate of \$179 per night is August 16. Be sure to mention the FMI 2013 Energy & Store Development Conference to obtain the reduced rate.

NOTE: Every participant – to qualify for FMI-member rates– must be an employee of an FMI-member company. An FMI member is either a supermarket retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate member dues to FMI. All others are non-members.

Register for the ESD Conference online or download the registration and table reservation forms at www.fmienerysd.com.

Sponsors

Thank you to the following sponsors for their generous support of the 2013 Energy & Store Development Conference.

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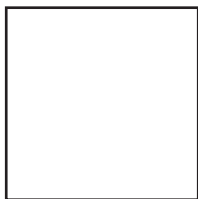
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FMI THE VOICE OF FOOD RETAIL 

2345 Crystal Drive
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Join us in Baltimore this fall for an education and networking experience that brings together everyone in the food retail industry who contributes to making stores safe, efficient and shopper-friendly.