

Energy & Store
Development Conference
E+Sd
September 8-10, 2013
Hilton Baltimore • Baltimore, MD



Schedule 2013 FMI Energy & Store Development Conference

Saturday, September 7

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

Sunday, September 8

- 6:30 am – 3:00 pm **Golf Tournament (with Continental Breakfast and Lunch)**
SPONSORED BY KEEPRITE REFRIGERATION AND NATIONAL REFRIGERANTS, INC.
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.
NOTE: Buses will leave promptly at 6:30 am from the Eutaw Street exit on the first floor/lobby level of the hotel. Breakfast and lunch will be provided at the golf course.
- 11:00 am – 7:00 pm **Registration**
KEY BALLROOM EAST FOYER
- 12:30 pm – 4:00 pm **Store Tours**
SPONSORED BY VERISAE, INC.
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 suburban Food Lion, a LEED Silver Harris Teeter in downtown Baltimore, and a Weis Markets “fresh market” prototype, which is a GreenChill Gold certified store.
NOTE: A box lunch will be available as of 11:30 am in the Holiday 4-5 room at the Hilton, prior to departure for the tours. Buses will leave promptly at 12:30 pm from the Pratt Street exit on the first floor/lobby level of the hotel.
- 4:30 pm – 7:00 pm **Manufacturer/Retailer Exchange and Opening Reception**
KEY BALLROOM 1-6
SPONSORED BY ZERO ZONE, INC.

Meet more than 90 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. Offered on two successive evenings.

NOTE: Company descriptions, websites and key contacts are listed in the Directory and on the ESD Conference app; a one-pager showing the floor plan and company table locations will be provided at the Exchange.

Monday, September 9

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|-------------------|---|
| 7:00 am – 6:00 pm | Registration
KEY BALLROOM EAST FOYER |
| 7:00 am – 8:00 am | Continental Breakfast
HOLIDAY BALLROOM 4-6
SPONSORED BY SEASONS-4, INC. |
| 7:00 am – 8:00 am | GreenChill Awards Ceremony/Breakfast (optional)
HOLIDAY 1 & 2
EPA will host the GreenChill Partnership's annual Achievement Awards. In just five years, GreenChill has expanded to over 8,000 partner stores in all fifty states, allowing GreenChill partners to benchmark their refrigerant management performance versus each other and the industry. Join GreenChill in congratulating this year's winners and learn about best-in-class refrigerant emissions rate reductions, emissions prevention in new store construction, and emissions rates for advanced refrigeration technologies.
<i>Tom Land, Stratospheric Protection Division, U.S. Environmental Protection Agency</i> |
| 8:00 am – 8:15 am | Welcome and Opening Remarks
KEY BALLROOM 7-12
<i>Becky Foster</i> , Vice President, Construction and Maintenance, Buehler Food Markets, Inc. (co-chair, FMI Energy & Store Development Committee)
<i>Sandy Sandahl</i> , Senior Manager, Refrigeration Engineering, Target Corporation (co-chair, FMI Energy & Store Development Committee) |
| 8:15 am – 9:15 pm | Opening General Session: Food Retailing 2013: Tomorrow's Trends Delivered Today
KEY BALLROOM 7-12
SPONSORED BY HUSSMANN CORPORATION
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.**

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

KEY BALLROOM 7-12

SPONSORED BY HUSSMANN CORPORATION

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, Professional Retail Advisor, Store Optimization and Development, Merchandising By Design, Inc.

10:15 am – 10:45 am **Break**

REFRESHMENTS SPONSORED BY BASELINE

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

ENERGY TRACK SPONSORED BY NOVAR

REFRIGERATION TRACK SPONSORED BY BALTIMORE AIRCOIL COMPANY

STORE DEVELOPMENT TRACK SPONSORED BY AMERLUX, LLC

The Evolution of Energy Management Systems

PEALE

Energy Management Systems (EMS) have evolved over the years, from refrigeration controllers to a comprehensive system management platform optimizing operations across the entire site. This new breed of EMS utilizes a mix of technologies including flexible algorithms, role-based user interfaces, energy analysis and demand-side management, distributed control and cloud services. This presentation will describe these technologies and explore how they can be used to lower energy and maintenance costs and facilitate compliance with corporate sustainability and food safety initiatives.

John Wallace, PE, Director of Product Management, Emerson Climate Technologies

Supermarket Energy Reduction Plan

HOLIDAY 1

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.

Close the Case – Results in 10 Easy Steps

HOLIDAY 2

This breakout will provide a comprehensive step-by-step review that covers retrofitting doors on open multi-deck medium and low temperature cases. Topics include building effective teams for project implementation; estimating total project cost to determine the return on investment;

working with the electrical utilities to identify energy incentives; surveying existing refrigeration systems to detect essential design changes; scheduling work activities to minimize store impact and customer disruption; and ensuring project completion and complete customer satisfaction.

Rob Arthur, PE, LEED AP BD+C, Director of Refrigeration Engineering, CTA Architects Engineers

Sean McGrann, Director, Aftermarket Services, Anthony

Refrigerant Update

HOLIDAY 3

Supermarket customers are increasingly facing pressures to make “green” choices in their selection of refrigerants for their new and existing stores. What does “green” mean? How should one go about selecting the next “green” refrigerant? How will this selection be affected by regulations in the US and elsewhere? What about standards to enable these choices? And what are these refrigerant options? These and other questions will be answered in this presentation. Included in this talk will be an update on the AHRI’s Low GWP AREP results and other available system level performance comparisons that can help the industry pick the most efficient and lowest global warming impact system.

Rajan Rajendran, Ph.D., Vice President, Engineering Services and Sustainability, Emerson Climate Technologies

Setting a Selling Stage through Effective Lighting

CARROLL

In-store lighting often does not get enough attention, especially since it is an important part of the customer experience. Sales potential, and ultimately, the success of a retailer can suffer in an environment that lacks effective lighting. This session will show the impact that effective lighting strategies can have on the selling stage, while exploring ways to improve energy efficiency without sacrificing product appearance.

Mark Hershman, IALD, MIES, LC, Associate, Director of Lighting Design, Henderson Engineers, Inc.

Jessica Magnussen, Interior Designer, Associated Wholesale Grocers, Inc., Design and Décor Source Group

Stay Up to Date on the Latest Trends in Building Codes

PACA

What is the importance of understanding the latest trends and codes that are increasingly being adopted by jurisdictions? The obvious answer is that these trends directly affect the way owners must build and operate their facilities in the years to come. This session will review a few of the most significant changes in building codes and discuss their possible impacts that will shape the future of building design, construction and operation.

Brad Morris, Engineering Manager, Giant Eagle, Inc.

Sam Khalilieh, P.E., P.Eng., LEED AP BD+C, Senior Vice President, Architecture & Engineering, WD Partners

11:45 pm – 1:00 pm **Lunch**

HOLIDAY BALLROOM 4-6

SPONSORED BY BITZER US AND SPORLAN DIVISION OF PARKER HANNIFIN

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

The Evolution of Energy Management Systems

PEALE

(repeated from 10:45 am)

Producing Clean Renewable Energy from Organic Waste

HOLIDAY 1

According to the US EPA, if 50 percent of food waste produced each year in the United States were anaerobically digested, enough electricity would be generated to power more than 2.5 million homes for one year. Food waste is high in energy-generating volatile solids and is also one of the least recovered materials in the municipal solid waste stream. Anaerobic digestion not only generates clean renewable electricity and natural gas from organic waste, it also provides the opportunity for food producers and distributors to divert organic material from landfills and prevent the emission of greenhouse gases. Managing organics via on-site maceration and sending the slurry to an anaerobic digester can offer a sustainable solution for stores that reduces your carbon footprint, produces renewable energy, provides a cost-competitive and consistent waste management solution, and helps meet existing and emerging zero-waste goals.

Mel Kurtz, President, quasar energy group

Remodels and R-22: What You Need to Know

HOLIDAY 2

Thinking of remodeling that R-22 store? Learn what you can and can't do when remodeling a store that runs on R-22. In this presentation, you will learn about EPA's rules regarding installation of new and expanded R-22 systems. Wayne Rosa of Food Lion will also discuss one way to ensure access to R-22 for remodeled stores: refrigerant banking. At the end of the session, you'll know how to comply with EPA regulations and what documentation you could use to demonstrate your compliance.

Wayne Rosa, Manager, Energy and Maintenance, Delhaize America Shared Services, LLC
Elizabeth Whiteley, Environmental Scientist, Stratospheric Protection Division, U.S. Environmental Protection Agency

Refrigerant Update

HOLIDAY 3

(repeated from 10:45 am)

Innovations in Food Service Design

CARROLL

Change in the customer's eating patterns and demographics are forcing the grocery industry to innovate their food service offerings. From convenience of enhanced prepared meals to full service sit down restaurants, this session explores what retailers are doing to win over the changing food consumer. We will take a look at the creative way food retailers are redesigning their stores to offer enhanced food service options.

Jeffrey Markey, Vice President, Store Development, Hy-Vee, Inc.

Stay Up to Date on the Latest Trends in Building Codes

PACA

(repeated from 10:45 am)

2:00 pm – 2:15 pm

Break

REFRESHMENTS SPONSORED BY BASELINE

2:15 pm – 3:15 pm

Concurrent Breakouts (6)

Executing a Net Zero Energy Design for Retail

PEALE

Walgreen's has generated a lot of buzz by setting a Net Zero Energy and LEED Platinum goal for their new store in Evanston, IL (currently under construction). The design process requires a high level of collaboration between the owner, designer, builder and vendor. In this session, GI Energy – the prime design/build contractor for the HVAC/R systems – will describe the strategy

to introduce cutting-edge technologies, including geothermal, solar PV, CO2 refrigeration, wind power and LED lighting, to one of the largest Net Zero Energy retail applications in the US to date. This session will describe how multi-faceted energy modeling, advanced commissioning technology, and vendor collaboration are deployed to meet the aggressive owner project requirement (OPR).

Rob Olden, CEM, Director of Engineering, North America, GE Energy

Producing Clean Renewable Energy from Organic Waste

HOLIDAY 1

(repeated from 1:00 pm)

Remodels and R-22: What You Need to Know

HOLIDAY 2

(repeated from 1:00 pm)

Refrigeration 101

HOLIDAY 3

This breakout is intended to familiarize the non-technical person with the information that he or she needs to know to understand the basics of the refrigeration process. It establishes a foundation of the fundamental physical processes that take place during the removal of heat from one area and its transfer to a location where it is unobjectionable. The course includes the identification of the basic components in the refrigeration process and describes the function of each. It examines the refrigerants used in the industry and what part they play in refrigeration. The course also relates the basic refrigeration cycle to commercial and supermarket refrigeration systems.

Rusty Walker, Trainer, Learning Center Program, Hillphoenix

Innovations in Food Service Design

CARROLL

(repeated from 1:00 pm)

Options, Options: Which Floor is Right for My Store?

PACA

Choosing a flooring system for your sales floor, food prep areas, and other high traffic spaces in the store is a critical decision that must be made, as a premature failure of a floor system can have serious financial consequences. This session will discuss the pros and cons of various flooring specifications for the Supermarket environment, from the front door to the back of house. We will discuss the fundamental performance requirements of flooring for different areas of the store and how different flooring types measure up in terms of performance and life cycle costs.

David R. Schukai, Senior Vice President, BRR Architecture, Inc.

Scott Perkins, Coatings Strategic Account Manager, Tennant

3:15 pm – 3:30 pm

Break

REFRESHMENTS SPONSORED BY BASELINE

3:30 pm – 4:30 pm

Concurrent Breakouts (6)

Executing a Net Zero Energy Design for Retail

PEALE

(repeated from 2:15 pm)

Supermarket Energy Reduction Plan

HOLIDAY 1

(repeated from 10:45 am)

Close the Case – Results in 10 Easy Steps

HOLIDAY 2

(repeated from 10:45 am)

Refrigeration 101

HOLIDAY 3

(repeated from 2:15 pm)

Setting a Selling Stage through Effective Lighting

CARROLL

(repeated from 10:45 am)

Options, Options: Which Floor is Right for My Store?

PACA

(repeated from 2:15 pm)

4:30 pm – 7:00 pm

Manufacturer/Retailer Exchange and Reception

KEY BALLROOM 1-6

SPONSORED BY HEATCRAFT WORLDWIDE REFRIGERATION

Tuesday, September 10

7:00 am – 1:30 pm

Registration

KEY BALLROOM EAST FOYER

7:00 am – 8:00 am

Continental Breakfast

KEY BALLROOM 1-6

8:00 am – 9:00 am

General Session: The Forty Year Shift – Economic Fundamentals of Post Modern Retailing

KEY BALLROOM 7-12

The volatility of the retail economic marketplace is impacting how retailers invest, how stores are designed, and how shoppers shop. Along with other dramatic developments, we are seeing more changes in retail than we have seen in forty years, and we predict more volatility to come. The pace of capital investment, the changing focus of store development, the pace of mergers and acquisitions, increasing competitiveness and the effects of technology – everything is impacted, from pricing to store size, to design, to remodeling rates. These in turn alter the role of the retailer brand and require merchandising to adapt. A store built or remodeled today might be relevant to shoppers in 2040 – or its replacement might not even be a physical store. From real estate, both real and virtual, to shopper levels of affluence, from cross-shopping to cherry picking, we are living in a “post- modern” marketplace – one that represents a fundamental shift in what shoppers expect, where they live, and how a successful retailer can remain effective. Join us to find out what kinds of stores are being built today, who is building them, why they need to be different, and how shoppers will use them in the future – and what that means for your design plans today.

John Rand, Senior Vice President, Retail Insights, Kantar Retail

9:00 am – 10:00 am

General Session: Job #1: Build Better Stores

SPONSORED BY HUSSMANN CORPORATION

KEY BALLROOM 7-12

We live in unique times of intense retail competition, increased channel fracturing and massive industry disruption. The development of new retail store prototypes, formats and offerings that address evolving consumer needs and desires will be the key to survival for grocery stores in the future. For progressive companies, the new store prototype is the culmination, if not the key test, of an organization's entire business strategy. This has been the case for game-changing retail leaders like Apple, Starbucks, Chipotle and Whole Foods. However, far too often the design of new store formats to meet consumer demands doesn't receive the leadership, attention and resources it deserves. So how can grocery companies make the creation of the new store prototype Job #1? During this provocative session, Kevin Kelley – a retail architect, strategist and life-long advocate for the advancement of grocery stores – will present a simple but comprehensive system to get everyone in the grocery organization involved in the mission and process of building better stores. He will showcase several examples of new store prototypes that not only attract customers, make money and fend off the competition, but also build organizational momentum that can literally transform a company's future direction.

Kevin Ervin Kelley, AIA, Principal, Shook Kelley

10:00 am – 10:30 am **Break**

REFRESHMENTS SPONSORED BY BASELINE

10:30 am – 11:30 am **General Session: One Retailer's Experience with Transcritical CO2 Refrigeration**

KEY BALLROOM 7-12

SPONSORED BY CARNOT REFRIGERATION

Due to the greenhouse gas impact of refrigerant leaks, there is growing interest in the use of refrigerants with low global warming potential (GWP). Carbon dioxide (CO2) is a "natural" refrigerant with a GWP of 1, which is much lower than traditional chemical refrigerants. This results in a much lower "carbon footprint" for an operating supermarket. Hannaford recently installed a transcritical CO2 refrigeration system in a new store in Turner, Maine. This is a pilot project, to demonstrate the technical and economic feasibility of such a system in this climate. This presentation will share some of the experiences and knowledge gained on this project, from the initial concept to operation.

Harrison Horning, PE, Director of Equipment Purchasing, Maintenance and Energy –North, Delhaize America

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

KEY BALLROOM 7-12

SPONSORED BY CAREL USA

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.

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

12:15 pm – 1:15 pm **Lunch**
KEY BALLROOM 1-6

1:15 pm – 2:15 pm **Concurrent Breakouts (6)**
ENERGY TRACK SPONSORED BY NOVAR
REFRIGERATION TRACK SPONSORED BY BALTIMORE AIRCOIL COMPANY
STORE DEVELOPMENT TRACK SPONSORED BY AMERLUX, LLC

Apples to Oranges: The Grocer's Guide to Energy-Efficient Lighting

PEALE

Choosing the right lighting solutions can be like comparing apples to oranges. From illuminating aisles, food displays and freezers to ensuring bright, reliably lit signage, there's a lot to know about today's more energy-efficient options. Eric Johnson of Brookshire Brothers, which operates 72 retail supermarkets across Texas and Louisiana, will share first-hand experiences of recent in-store lighting updates including LED installations in parking lots and refrigerated cases, demonstrating how Brookshire Brothers achieved its goal to reduce annual energy and maintenance costs while supporting its commitment to operating more environmentally responsible stores.

Antoinette Miletì of GE will share additional supermarket lighting successes and information about:

- The value of a lighting audit and what to expect
- Why all LED solutions aren't the same
- Options to accelerate project payback including lighting rebates
- A look at the supermarket of 2020

Eric Johnson, Director of Construction, Brookshire Brothers Inc.

Antoinette Miletì, Retail Brand Manager, GE Lighting

Kyle Mooney, Application Manager, Professional Markets, GE Lighting

Energy Price Risk and Contracting Structures

HOLIDAY 1

Contracting for electricity supply has always had inherent risks with the associated pricing. In a fixed price, contract, that risk is bundled at one time in place with everything you know about the markets. You are at the risk of your understanding of the various ever changing market components from which your price is derived and compared. Many have taken the opposite approach floating with the market and find themselves in spiraling conditions without any ability to mitigate the potential for runaway pricing. In this session, we will describe various contracting strategies and help electricity buyers come away with a better understanding of how to manage the inherent price risks associated with their electricity supply in order to achieve economic pricing levels.

Joe Mac Johnson, Director of Environmental Services, Brookshire Grocery Company

Trish Collins, Vice President, Acclaim Energy Partners

Condenser Overview

HOLIDAY 2

The refrigeration condenser is often the most forgotten piece of equipment in the refrigeration system, even though it can have a dramatic effect on energy consumption for the entire system. Using a detailed energy analysis and taking into account typical load variations and climate data, a comparison of air-cooled, evaporative and hybrid condensers will be shown. The varying costs and energy use of the different types of condensers will be evaluated and quantified.

Preston Blay, Director of Refrigeration, Baltimore Aircoil Company
Paul Noreen, Director of Sales, NA, Baltimore Aircoil Company

Refrigeration Leak Detection

HOLIDAY 3

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.

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

CARROLL

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, Director, Strategic Communication, Marketing and Media Programs, SCPS Division of Programs in Business, New York University

Considering Implementation of a Small Store Format Strategy?

PACA

Explore the experiences of one retailer's efforts with 22,000-32,000 square-foot ground-up facilities. While these stores include fuel centers, pharmacies, liquor departments, and bakery/delis, part of the discussion will center on the "give and take" merchandising decisions made throughout all departments. While small stores can be a growth vehicle, they also can help mitigate risk associated with competitive changes from multiple formats including dollar stores, convenience stores, traditional grocers, pharmacies, and superstores. This presentation will also give insight into the store and site design of these particular facilities.

J. Max Van Hoose, Vice President, Store Planning, Harps Food Stores, Inc.

2:15 pm – 2:30 pm **Break**
REFRESHMENTS SPONSORED BY BASELINE

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

Apples to Oranges: The Grocer's Guide to Energy-Efficient Lighting

PEALE

(repeated from 1:15 pm)

Energy Price Risk and Contracting Structures

HOLIDAY 1

(repeated from 1:15 pm)

Condenser Overview

HOLIDAY 2

(repeated from 1:15 pm)

Refrigeration Leak Detection

HOLIDAY 3

(repeated from 1:15 pm)

**Better Customer Experience, Better Shopper Engagement:
Optimizing Store Design and Décor at Retail**

CARROLL

(repeated from 1:15 pm)

Considering Implementation of a Small Store Format Strategy?

PACA

(repeated from 1:15 pm)

3:30 pm – 3:45 pm

Break

REFRESHMENTS SPONSORED BY BASELINE

3:45 pm – 5:00 pm

**Closing General Session: Corporate Athlete –
The Power of Full Engagement**

KEY BALLROOM 7-12

Energy is our most critical human resource, but in today's 24/7 environment, the constant pressure to perform means organizations are asking more of their employees than ever before. Our business routines have often been characterized by non-stop meetings, endless conference calls and energy-zapping operational modes. Without the right training, the demands on our energy inevitably exceed capacity. When demand persistently exceeds our capacity, negative consequences are inevitable to business, body, and home-life alike, resulting in suboptimal performance, disengagement, health issues, and poor work-life balance. This session will examine the challenges we face and offer time-proven strategies for effectively managing energy based on over 30 years of research done by The Human Performance Institute working with elite performers including Olympic gold medalists, professional athletes, military Special Forces, Hostage Rescue teams, surgeons, and Fortune 500 CEOs. By learning how to effectively manage energy in four dimensions (physical, emotional, mental and aligned to one's mission or purpose), people can better meet the ever-increasing demands in their lives, improve their personal and professional performance and enhance their health and happiness.

Rhonda Waters, Performance Coach, Human Performance Institute

5:30 pm – 10:00 pm

**Off-Site Social Event – Reception and Baseball Game at
Camden Yards (Orioles vs. Yankees)**

SPONSORED BY HILLPHOENIX

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.

NOTE: Exit the hotel and cross the street to the main entrance into the Camden Yards ballpark – Camden Street. Enter the brick building or "warehouse" in the outfield to reach the Camden Club, the location of the FMI reception. Walk half way down the warehouse through the glass doors to the receptionist. An attendant will escort you on the elevators to the FMI reception. The reception will be held 5:30 pm – 7:00 pm. Tickets to the Orioles/Yankee game will be distributed at the reception; game time is 7:05 pm.

Wednesday, September 11

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

MANY THANKS TO OUR ADDITIONAL CONFERENCE SPONSORS:

DANFOSS INC. – *CONFERENCE DIRECTORY*

EMERSON CLIMATE TECHNOLOGIES – *HOTEL KEY CARDS*

CARLYLE COMPRESSOR COMPANY – *LANYARDS*