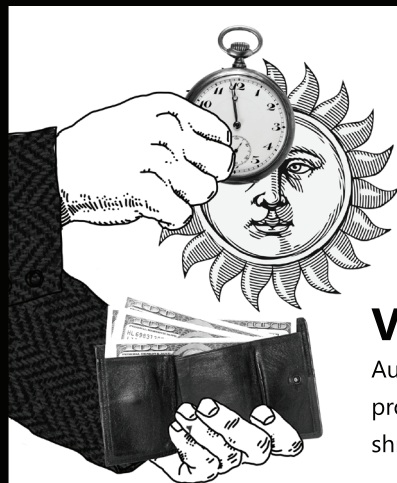


# REALIZE YOUR CASH OFFICE POTENTIAL



## VeriBalance

Automates cash office procedures to reduce labor, shrink and bank fees

### vbEPIX

Offers all-in processing for any check type to improve returns and reduce transportation and bank costs

### vbInSight

Provides web-based corporate reporting to make monitoring cash office activities more efficient

### vbScout

Optimizes self-checkout balancing and monitors terminals to reduce balancing frequency and cash on hand

### vbSecure

Allows retail cash offices to more efficiently track, balance and reconcile deposits to electronic safes

For more information about Balance Innovations, visit us at [www.balanceinnovations.com](http://www.balanceinnovations.com) or follow us on Twitter @BalanceInnov



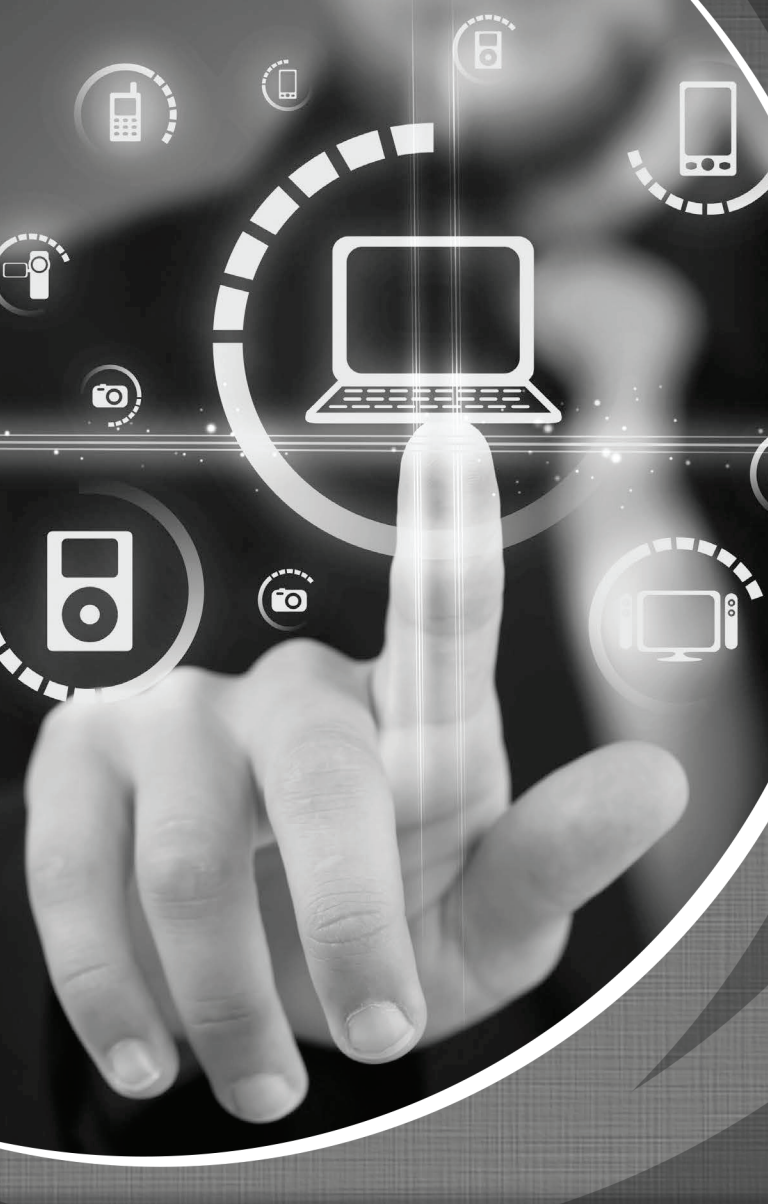
## AGENDA AT A GLANCE

	Financial Executive	Internal Auditing
SUNDAY, MAY 4		
2:00 PM – 2:10 PM	<b>Welcome Remarks</b> PEACOCK COURT	
2:10 PM – 3:10 PM	<b>Fire Them Up: The Seven Secrets of Inspiring Leaders</b> PEACOCK COURT	
3:10 PM – 3:25 PM	<b>Networking Break</b> PEACOCK FOYER	
3:25 PM – 4:15 PM	<b>Mergers and Acquisitions: A Snapshot of the Marketplace – Past, Present and Future</b> PEACOCK COURT	
4:25 PM – 5:15 PM	<b>Driving Profitability Through Customer-Centric Demand Planning</b> PEACOCK COURT	<b>The Changing Role of the Auditor: How to Meet Management Expectations and Deliver Winning Results</b> SIX CONTINENTS / GEORGE D. SMITH
5:15 PM – 5:45 PM	<b>First-Timers Reception</b> ROOM OF THE DONS <i>Sponsored by BMO Harris Bank</i>	
5:45 PM – 7:15 PM	<b>Vendor Showcase and Cocktail Reception</b> ROOM OF THE DONS <i>Sponsored by PRGX</i>	
MONDAY, MAY 5		
7:00 AM – 8:00 AM	<b>Continental Breakfast</b> ROOM OF THE DONS <i>Sponsored by Epicor</i>	
8:00 AM – 8:50 AM	<b>Talent Magnetism: How to Create a Workplace that Attracts the Best</b> PEACOCK COURT	<b>Leveraging Technology to Deliver Value</b> SIX CONTINENTS / GEORGE D. SMITH
8:55 AM – 9:45 AM	<b>Understanding Capital Equipment Finance: Best Practices, Economic Benefits and Tax Implications</b> PEACOCK COURT	<b>Battle of the Brands: Strategies for Attracting, Engaging and Retaining Quality Audit Talent in a Competitive Market</b> SIX CONTINENTS / GEORGE D. SMITH
9:45 AM – 10:00 AM	<b>Networking Break</b> PEACOCK FOYER <i>Sponsored by Balance Innovations</i>	

10:00 AM – 10:45 AM AND 10:50 AM – 11:35 AM (SESSIONS REPEAT)	<b>ROUNDTABLES</b>		
	<b>Trade Fund Transparency</b>		
	BARCLAY 1		
	<b>Third Party Pharmacy Audits</b>		
	BARCLAY 2		
	<b>Budgeting/Planning</b>		
	WILLARD 1		
	<b>FMI on The Hill</b>		
	WILLARD 2		
	<b>Benchmarking Audit Recovery Practices</b>		
	STANFORD ROOM		
11:35 AM – 12:30 PM	<b>A View From The Hill: What The 2014 Congress Means For Your Business</b> PEACOCK COURT <i>Sponsored by Ameriquest Transportation Services</i>	<b>Band Aids Don't Fix Headaches: Using Simple Root Cause Analysis to Improve the Effectiveness of Your Audit Recommendations</b> SIX CONTINENTS / GEORGE D. SMITH	
12:30 PM – 1:45 PM	<b>Lunch</b> THE TOP OF THE MARK <i>Sponsored by NCH Marketing Services</i>		
1:45 PM – 2:45 PM	<b>Guard Your Exits: How To Retain Top Talent in Turbulent Times</b> PEACOCK COURT	<b>Leading The Charge: Internal Audit's Role in Directing Organizational Change</b> SIX CONTINENTS / GEORGE D. SMITH	
2:50 PM – 3:45 PM	<b>Tax Tangible Property Regulations – Opportu- nities (and Pitfalls) for Retailers</b> PEACOCK COURT	<b>Cloud- First: Is This The Right Strategy for Your Company?</b> CALIFORNIA/ POWELL	<b>Building Fraud Risk Assessment into Audit Planning</b> SIX CONTINENTS / GEORGE D. SMITH
3:45 PM – 4:00 PM	<b>Networking Break</b> PEACOCK FOYER		
4:00 PM – 5:00 PM	<b>Why We Make Mistakes</b> PEACOCK COURT <i>Sponsored by Apex Analytix</i>		
6:15 PM – 9:15 PM	<b>Mixology at Infusion Lounge</b> <i>Hosted by Flextecs</i>		

## TUESDAY, MAY 6

7:00 AM – 7:50 AM	<b>Continental Breakfast</b> ROOM OF THE DONS <i>Sponsored by Connolly LLC</i>	
7:50 AM – 8:50 AM	<b>Accounting Update</b> PEACOCK COURT	
8:55 AM – 9:45 AM	<b>Employee Benefit Solutions in the Age of PPACA</b> PEACOCK COURT	<b>High Impact Auditing Practices That Pay</b> SIX CONTINENTS / GEORGE D. SMITH
9:45 AM – 10:00 AM	<b>Networking Break</b> PEACOCK FOYER	
10:00 AM – 10:55 AM	<b>Zeroing in on Payments: 2014 and Beyond</b> PEACOCK COURT	<b>Preparing for a Government Audit: When Not If</b> SIX CONTINENTS / GEORGE D. SMITH
10:55 AM – 11:45 AM	<b>Using Predictive Analytics to Identify, measure and Counter the Impact of Non-Traditional Channels</b> PEACOCK COURT	<b>Following The Counterfeit Trail</b> SIX CONTINENTS / GEORGE D. SMITH
11:50 AM – 12:40 PM	<b>Information Security and Privacy: Are You Ready for a Breach</b> PEACOCK COURT	
12:40 PM – 1:45 PM	<b>Lunch</b> ROOM OF THE DONS <i>Sponsored by Inmar</i>	
1:45 PM – 2:45 PM	<b>Idea Exchange (Retailers/Wholesalers only)</b> WILLARD AND BARCLAY	<b>Idea Exchange</b> SIX CONTINENTS / GEORGE D. SMITH
2:55 PM – 3:45 PM	<b>Why Training and Compliance Programs Don't Prevent Ethical Lapses</b> PEACOCK COURT	
3:45 PM – 4:00 PM	<b>Networking Break</b> PEACOCK FOYER	
4:00 PM – 5:00 PM	<b>Big Data: Is It Boon or Bust for Your Cyber Security Efforts?</b> PEACOCK COURT	
5:00 PM – 5:10 PM	<b>Closing Remarks</b> PEACOCK COURT	
5:10 PM	<b>Conference Adjourns – Evening on Own</b>	



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## INTERNAL AUDITING CONFERENCE AGENDA

### SUNDAY, MAY 4

2:00 PM - 2:10 PM

PEACOCK COURT

#### WELCOME REMARKS

- » *Kristina Rota, Vice President, Accounting and Control, Ahold USA, Inc.*
- » *Marty Gurry, Internal Audit Director, Meijer, Inc.*
- » *Mike Fordney, Managing Director, BMO Harris Bank, N.A.*

2:10 PM - 3:10 PM

PEACOCK COURT

#### Guest Keynote Speaker

#### FIRE THEM UP: THE SEVEN SECRETS OF INSPIRING LEADERS

- » *Carmine Gallo, Communications Coach and Author*  
Fewer than 10 percent of employees look forward to going to work. It doesn't have to be that way. We all have the ability to influence, persuade and inspire everyone in our personal and professional lives—if we learn the language of motivation. Communications coach, Carmine Gallo reveals this language through extensive research and interviews with entrepreneurs who started Google, Starbucks, and Travelocity as well as top educators, business leaders and branding experts like Suze Orman. Gallo helps individuals become “Chief Inspiration Officers” for the people in their personal and professional lives. Fire Them Up! has been featured in BusinessWeek.com, Forbes.com, Investor's Business Daily, Selling Power Magazine and CNBC's “Big Idea with Donny Deutsch.”

3:10 PM - 3:25 PM

PEACOCK FOYER

#### NETWORKING BREAK

3:25 PM - 4:15 PM  
PEACOCK COURT

## **MERGERS AND ACQUISITIONS: SNAPSHOT OF THE MARKETPLACE, PAST, PRESENT AND FUTURE**

- » *Ken Tuchman, Vice Chair Investment & Corporate Banking, BMO Capital Markets Corp.*  
2013 was a watershed year for food as well as grocery mergers and acquisitions. Reflecting on his over 30 years in providing M&A services to major and regional grocers, Ken Tuchman will review M&A activity in 2013 and discuss the underlying fundamentals including today's robust capital markets. Get an overview of where valuations are moving and the overall issues that can tie up transactions. Gain insight into what may lie ahead in 2014 and beyond on the M&A front.

4:25 PM - 5:15 PM  
SIX CONTINENTS/  
GEORGE D. SMITH

## **THE CHANGING ROLE OF THE AUDITOR: HOW TO MEET MANAGEMENT EXPECTATIONS AND DELIVER WINNING RESULTS**

- » *Sonal Sinha, Associate Vice President of Industry Solutions, MetricStream*  
In today's dynamic business environment, the internal audit department faces increasing expectations from stakeholders to deliver a crisis-ready organization. Management relies on internal audit professionals to take appropriate risks, guarantee policy, standards and procedural compliance and implement a systemic and consistent audit process to ensure effective internal controls, protect assets and maximize retail operation efficiency. Gain insight into the latest hot button issues facing internal audit professionals in the food retail industry and steps you can take to meet changing management expectations and deliver winning practices. Learn how to holistically manage existing and emerging risks, resulting from an ever-changing business scenario, with a proactive approach. Examine case studies demonstrating how world class retail organizations are implementing best practices to address critical issues and improve audit program quality and effectiveness and discover how, with the right combination of skills, processes and technology solutions, you can take your company's internal audit function to the next level.

5:15 PM - 5:45 PM  
ROOM OF THE DONORS



## **FIRST-TIMERS RECEPTION**

**Hosted by BMO Harris Bank**

First-time attendees are invited to join members of the 2014 conference planning committee prior to the official cocktail reception.

5:45 PM - 7:15 PM  
ROOM OF THE DONORS



## **VENDOR SHOWCASE AND COCKTAIL RECEPTION**

**Hosted by PRGX**

Find new solutions to your internal audit and financial challenges as you mix and mingle with colleagues and potential business partners

## **MONDAY, MAY 5**

7:00 AM - 8:00 AM  
ROOM OF THE DONORS



## **CONTINENTAL BREAKFAST**

**Sponsored by Epicor**

8:00 AM - 8:50 AM  
SIX CONTINENTS/  
GEORGE D. SMITH

## **LEVERAGING TECHNOLOGY TO DELIVER VALUE**

- » *Keri Dawson, Vice President of Industry Solutions and Advisory Services, MetricStream*  
As businesses adapt to changing market conditions, internal auditors are expected to play a more proactive role in preventing and deterring fraud, providing broad-based risk intelligence and aligning audits with business strategy. To protect stakeholders' and customers' interests, internal auditors face data and resource challenges in procuring enterprise-wide risk intelligence and insights that proactively mitigate risks and assure regulatory compliance. While technology can play an essential role in meeting critical strategic audit objectives, research suggests that the internal audit function is not adequately leveraging technology to deliver value. This session will highlight new technology-enabled methods to automate processes, integrate internal audit with other business functions and facilitate real-time visibility into audits across the enterprise. Take home actionable techniques for leveraging data analytics to make better informed decisions and hear how to develop an integrated approach to Governance, Risk and Compliance programs to improve retail operations.

8:55 AM - 9:45 AM  
SIX CONTINENTS/  
GEORGE D. SMITH

## BATTLE OF THE BRANDS: STRATEGIES FOR ATTRACTING, ENGAGING AND RETAINING QUALITY AUDIT TALENT IN A COMPETITIVE MARKET

- » Caitlin McGaw, President and Chief Recruiting Officer, Candor McGaw, Inc.

In a competitive job market, how can you attract the best auditing talent to the retail industry and how do you keep them there in a career landscape where job-hopping is the norm? This interactive session will arm you with hiring and retention strategies for winning and keeping the audit resources you need to deliver value to your company. Participants will leave with the ability to identify the critical elements of an effective hiring process from interviewing to on-boarding and develop a plan for retaining auditors and protecting their department from "poaching" by external organizations.

9:45 AM - 10:00 AM  
PEACOCK FOYER



## NETWORKING BREAK

*Sponsored by Balance Innovations*

10:00 AM - 10:45 AM  
10:50 AM - 11:35 AM

## Roundtable Discussions

*Discussions are repeated.  
Please pick two options.*

BARCLAY 1

## TRADE FUND TRANSPARENCY

*Facilitators:*

- » Paul Dinkins, EVP and Chief Marketing Officer, Audit Technology Group LLC
  - » John Franklin, Senior Vice President - Controller, Brookshire Grocery Company
- Managing gross margin in today's competitive retail grocery environment requires a higher level of product cost precision and visibility than ever. Supplier trade funds come in many forms and make item level cost visibility complex and difficult to achieve. Discuss the importance for trade fund transparency and share ideas on how a disciplined and structured reporting process can empower your teams with actionable information that could improve your supplier negotiations and help protect your margins.

BARCLAY 2

## THIRD PARTY PHARMACY AUDITS

*Facilitators:*

- » Mike Booher, Director of Finance and IT Support
  - » Gary Giger, Audit Director, Connolly LLC
- An audit of pharmacy transactions helps procurement professionals protect their business interests in a dynamic marketplace with frequent disruptions such as product recalls or shortages. These disruptions impose significant unplanned costs on chain pharmacies, that are frequently underestimated. Discuss how a chain pharmacy can minimize the negative impact and improve predictability of results by regularly reviewing procurement policies, evaluating various scenarios and implementing contingency plans.

WILLARD 1

## BUDGETING/PLANNING

*Facilitator:*

- » Chris Morris, Director, Managerial Accounting, Brookshire Grocery Company
- Harnessing the value of a centralized enterprise budgeting and planning system requires a quick turn around and delivery of easy to use managerial and financial plan vs. actual reporting for all stakeholders. Discuss the benefits of moving from a manual, excel and email based system to an integrated system that updates automatically, reduces errors and provides more granular reporting views. Hear lessons learned from a recent implementation as well as real world, tangible benefits achieved. Share your own experiences and determine how you measure up to your peers.

WILLARD 2

## FMI ON THE HILL

- » *Facilitator: Andy Harig, Director of Government Relations, FMI and Hannah Walker, Director, Government Affairs, FMI*
- Discuss legislative and regulatory changes that may impact your company in 2014 and beyond. FMI's government relations team will answer your questions and discuss how FMI represents the retail industry in Washington.



## BENCHMARKING AUDIT RECOVERY PRACTICES

- » *Facilitator: Helen Tueffel, Senior Vice President, Global Marketing*  
Review the results of The Compass Benchmark Recovery Audit survey conducted among top retailers, including several of the largest grocers in the U.S. Discuss key sets of criteria and recommendations for improving insight into recovery audit practices.

11:40 AM - 12:30 PM

SIX CONTINENTS/  
GEORGE D. SMITH

## BAND AIDS DON'T FIX HEADACHES: USING SIMPLE ROOT CAUSE ANALYSIS TO IMPROVE THE EFFECTIVENESS OF YOUR AUDIT RECOMMENDATIONS

- » *Marty Gurry, Internal Auditor Director, Meijer, Inc.*  
» *K. Michael Howse, Vice President, Internal Audit and Asset Protection, SpartanNash*  
Does your audit department ever issue recommendations such as "Management should follow policy ABC" or "Management should adhere to the provisions of SOP 123"? Just as band aids do not cure headaches, such recommendations tend to be ineffective, leaving problems unsolved and controls broken. The key is to identify root causes and recommend countermeasures that address these problems. This session, driven by audience participation, will expose participants to simple tools for identifying the root cause of problems encountered on audits. By practicing using these tools in actual audit situations, participants will learn how to add value to their next audit.

12:30 PM - 1:45 PM

TOP OF THE MARK



## LUNCH AT THE TOP OF THE MARK

Soak in spectacular breathtaking views of the San Francisco skyline, Bay and the Golden Gate Bridge from the amazing rooftop restaurant, Top of the Mark, located on the 19th floor of the InterContinental Mark Hopkins. A popular local destination since its opening in 1939, Top of the Mark has hosted World War II servicemen, along with numerous celebrities and dignitaries. Join us for lunch and discover why this unique lounge with priceless views has continued to captivate visitors from all over the world.

**Hosted NCH Marketing Services**

1:45 PM - 2:45 PM

SIX CONTINENTS/  
GEORGE D. SMITH

## LEADING THE CHARGE: INTERNAL AUDIT'S ROLE IN DIRECTING ORGANIZATIONAL ANTI-FRAUD EFFORTS

- » *John Hall, Hall Consulting, Inc.*  
No department has a broader array of anti-fraud skills than internal audit. They understand fraud exposures, the theory and practices of business risk management, the strengths and challenges of technology, effective preventive controls, sound detection behaviors, and how to efficiently handle fraud incidents. They've seen what works, what gets in the way, and what fails. And they bring an objective consultative presence to what is often an emotional situation. Yet, despite these skills, auditors may be wary of taking proactive steps to lead the organization's anti-fraud efforts, uncertain of their role. Join this session to learn proven techniques to help you take charge and convert knowledge and experience into action. Discuss the core components of an anti-fraud campaign and learn how to conduct and document a comprehensive fraud risk assessment. Discover how to ensure all managers get the anti-fraud skills training they need and how to draft and issue the required policy on anti-fraud responsibilities. Hear the 10 reasons anti-fraud controls break down and learn how to make "how do I know?" and "doubting" the new normal at critical anti-fraud moments

2:45 PM - 3:45 PM  
SIX CONTINENTS/  
GEORGE D. SMITH

## BUILDING FRAUD RISK ASSESSMENT INTO AUDIT PLANNING

» *John Hall, Hall Consulting, Inc.*

All professional standards require that auditors consider the impact of fraud risks during planning. But exactly how do you do that? And what's the best way to document the audit response to fraud risks both entity-wide and on each audit project? During this interactive session you'll learn how to brainstorm fraud risks and "Think like a Thief", document the impact of fraud risks in the audit program and use attribute testing, inquiries, and monitoring to surface fraud symptoms. Discover how to employ Three Step Fraud Detection skills on every project and how to determine the real cause of fraud indicators and red flags.

3:45 PM - 4:00 PM  
PEACOCK FOYER

## NETWORKING BREAK

4:00 PM - 5:00 PM  
PEACOCK COURT  
**apexanalytix**

### Guest Keynote Speaker WHY WE MAKE MISTAKES

*Sponsored by Apex Analytix*

- » *Joe Hallinan, Pulitzer-Prize Winning Author*
- Why do otherwise intelligent people make obvious mistakes? Why are we so easily distracted? Why do we often miss what's right in front of our eyes? Why do we make mistakes? And could we do a little better? Joe Hallinan sets out to explore the captivating science of human error--how we think, see, remember and forget. In this session, chock full of anecdotes, relevant studies and tips you can use immediately (such as how to remember where you left your keys, and why multi-tasking is a bad idea), Hallinan will reveal why some of the same qualities that make us efficient also make us error-prone. How to prevent these errors--how to anticipate and then "outsmart" them--are at the heart of this engaging, entertaining and interactive session. Attend this session and receive a FREE copy of Joe's book courtesy of Apex Analytix.

6:15 PM - 9:15 PM  
INFUSION LOUNGE  
(OFFSITE)



## Offsite Networking Event MIXOLOGY AT INFUSION LOUNGE

*Hosted by Flextechs*

## TUESDAY, MAY 6

7:00 AM - 7:50 AM  
ROOM OF THE DONS

## CONTINENTAL BREAKFAST

*Sponsored by Connolly LLC*

## CONNOLLY

7:50 AM - 8:50 AM  
PEACOCK COURT

## ACCOUNTING UPDATE

- » *John Scheffler, Senior Client Service Partner, Deloitte and Touche LLP*
- » *Sara Brown, Assurance Senior Manager, Deloitte and Touche LLP*

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.

8:55 AM - 9:45 AM  
SIX CONTINENTS/  
GEORGE D. SMITH

## HIGH IMPACT AUDIT PRACTICES THAT PAY

- » *John Hall, Hall Consulting, Inc.*
- How can auditors demonstrate measurable value to management while meeting their core audit obligations? Learn five high impact auditing practices that will improve your daily effectiveness and increase your perceived value as an individual and as a member of the audit team. Discover how "Auditing on Purpose" sells audit ideas, learn how to incorporate internal consulting skills in every audit project and discuss the attributes of high impact findings.

9:45 AM - 10:00 AM  
PEACOCK FOYER

## NETWORKING BREAK

10:00 AM - 10:55 AM

SIX CONTINENTS/  
GEORGE D. SMITH

## PREPARING FOR A GOVERNMENT AUDIT: WHEN NOT IF

- » *Kate Hubben, CSFS, Client Advocate, Human Capital Practice, Willis Group*
- Healthcare reform has introduced new compliance standards for the food retail industry and governmental agencies have hired thousands of new auditors to ensure that the standards are met. Most companies are quickly realizing that they are not prepared and it will require time, effort and outside counsel to meet these goals. This session will help you develop an action plan when, not if, the Department of Labor, the Internal Revenue Service and the Department of Health and Human Services come knocking on the door.

10:55 AM - 11:45 AM

SIX CONTINENTS/  
GEORGE D. SMITH

## FOLLOWING THE COUNTERFEIT TRAIL

- » *Bud Miller, Executive Director, Coupon Information Center*
- Coupon counterfeiters are becoming more sophisticated every day. Are your efforts keeping pace? From small time scam artists to multinational industrial criminal organizations, the common factor is they ALL want your money and will stop at nothing to get it. Take this opportunity to learn about the strategic vision and cost effective (sometimes FREE!) practical solutions being implemented by retailers and manufacturers to help protect your bottom line against this constantly evolving economic threat.

11:50 AM - 12:40 PM

PEACOCK COURT

## INFORMATION SECURITY & PRIVACY: ARE YOU READY FOR A DATA BREACH?

- » *Andy Obuchowski, Jr., Director, Security & Privacy Consulting, McGladrey LLP*
- The statistics are scary. Security experts agree that nearly every industry and every type of data have been involved in a breach in the last 12–18 months. But the news isn't all bad. Retailers can take measures to protect themselves and their customers. More than 80 percent of current breaches could have been avoided if reasonable security controls had been implemented. Get an overview of the current cyber threats that retailers face in today's technology-dependent world and discuss strategies they can implement to help mitigate the risks and costs of a breach before it occurs. Learn to distinguish between data privacy incidents and data breaches and their respective legal ramifications and discuss best practices and common pitfalls to avoid in the realm of incident response management.

12:40 PM – 1:45 PM

ROOM OF THE DONS

## LUNCH

*Hosted by Inmar, Inc.*



1:45 PM - 2:45 PM

SIX CONTINENTS/  
GEORGE D. SMITH

## IDEA EXCHANGE



2:55 PM - 3:45 PM  
PEACOCK COURT

**Guest Keynote Speaker**  
**WHY ETHICS TRAINING AND COMPLIANCE PROGRAMS DON'T PREVENT ETHICAL LAPSES AND WHAT YOU CAN DO ABOUT IT.**

» *Professor Marianne M. Jennings, Emeritus  
Professor of Legal and Ethical Studies in Business,  
W.P. Carey School of Business, Arizona State  
University*

Not all ethical issues can be fixed by training and not all compliance programs address every ethical issues. Discover how analyzing and understanding the varying types of ethical issues companies face can help you put the right prevention and correction tools in place. Learn how applying the correct antidote to the different classifications of ethical issues can get to the root cause of ethical lapses.

3:45 PM - 4:00 PM  
PEACOCK FOYER

**NETWORKING BREAK**

4:00 PM - 5:00 PM  
PEACOCK COURT

**Guest Keynote Speaker**  
**BIG DATA: IS IT A BOON OR BUST FOR YOUR CYBER SECURITY EFFORTS?**

» *Theresa Payton, Former White House CIO,  
Cybersecurity Authority and Identity Theft Expert*  
Marketing databases, customer analytics, behavioral patterns are so much easier to manage with big data. But will these data elements be safe from hackers? Payton will provide you with advice and examples on how you can harness the power of big data to improve your cybersecurity posture and how to build your big data so it achieves the business goals while adding in safeguards to fight back the cybercriminals.

5:00 PM - 5:10 PM

**CLOSING REMARKS**

» *Kristina Rota, Vice President, Accounting and Controls, Ahold USA, Inc.*  
» *Marty Gurry, Internal Audit Director, Meijer, Inc.*

ATG

AUDIT  
TECHNOLOGY  
GROUP

Ask us how  
recovery audit



Can increase  
margin...

We're thinking bigger about growing  
client profit:

- Near real-time audits

**Recover NOW™**

NEAR REALTIME AUDITING

- Visibility to supplier terms & trade funds

**TRADEVIEW ANALYTICS™**  
FOR FACT BASED NEGOTIATION

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# FINANCIAL EXECUTIVE CONFERENCE AGENDA

## SUNDAY, MAY 4

2:00 PM - 2:10 PM

PEACOCK COURT

### WELCOME REMARKS

- » *Kristina Rota, Vice President, Accounting and Control, Ahold USA, Inc.*
- » *Marty Gurry, Internal Audit Director, Meijer, Inc.*
- » *Mike Fordney, Managing Director, BMO Harris Bank, N.A.*

2:10 PM - 3:10 PM

PEACOCK COURT

### Guest Keynote Speaker

#### FIRE THEM UP: THE SEVEN SECRETS OF INSPIRING LEADERS

- » *Carmine Gallo, Communications Coach and Author*  
Fewer than 10 percent of employees look forward to going to work. It doesn't have to be that way. We all have the ability to influence, persuade and inspire everyone in our personal and professional lives—if we learn the language of motivation. Communications coach, Carmine Gallo reveals this language through extensive research and interviews with entrepreneurs who started Google, Starbucks, and Travelocity as well as top educators, business leaders and branding experts like Suze Orman. Gallo helps individuals become “Chief Inspiration Officers” for the people in their personal and professional lives. Fire Them Up! has been featured in BusinessWeek.com, Forbes.com, Investor's Business Daily, Selling Power Magazine and CNBC's “Big Idea with Donny Deutsch.”

3:10 PM - 3:25 PM

PEACOCK FOYER

### NETWORKING BREAK

3:25 PM - 4:15 PM

PEACOCK COURT

### MERGERS AND ACQUISITIONS:

#### SNAPSHOT OF THE MARKETPLACE, PAST, PRESENT AND FUTURE

- » *Ken Tuchman, Vice Chair Investment & Corporate Banking, BMO Capital Markets Corp.*  
2013 was a watershed year for food as well as grocery mergers and acquisitions. Reflecting on his over 30 years in providing M&A services to major and regional grocers, Ken Tuchman will review M&A activity in 2013 and discuss the underlying fundamentals including today's robust capital markets. Get an overview of the inherent risks found in these transactions, where valuations are moving and the overall issues that can tie up transactions. Gain insight into what may lie ahead in 2014 and beyond on the M&A front.

4:25 PM - 5:15 PM

PEACOCK COURT

### DRIVING PROFITABILITY THROUGH CUSTOMER-CENTRIC DEMAND PLANNING

- » *Has Dosanjh, Founder and CEO, EYC Ltd*  
The food retail industry has been collecting data since before the advent of the bar code. Today, retailers understand the power that information can wield to deliver improvements in distribution, logistics, merchandise planning and store operations, and ultimately provide better financial analysis and planning. Consumer insights drive the world of retail today and customer loyalty is recognized as a tangible asset. How can financial executives in the food retail industry incorporate insights on customer preferences and behavior into the financial planning process to enhance profitability? Discuss how retailers can gain competitive advantage by applying customer-centric demand planning to the 4 Ps of retailing and incorporating the 5th “P” of Personalization.

5:15 PM - 5:45 PM  
ROOM OF THE DONOS



## FIRST-TIMERS RECEPTION

**Sponsored by BMO Harris Bank**

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5:45 PM - 7:15 PM  
ROOM OF THE DONOS



## VENDOR SHOWCASE AND COCKTAIL RECEPTION

**Hosted by PRGX**

Find new solutions to your internal audit and financial challenges as you mix and mingle with colleagues and potential business partners.

## MONDAY, MAY 5

7:00 AM - 8:00 AM  
ROOM OF THE DONOS



## CONTINENTAL BREAKFAST

**sponsored by Epicor**

8:00 AM - 8:50 AM  
PEACOCK COURT

## TALENT MAGNETISM: HOW TO CREATE A WORKPLACE THAT ATTRACTS THE BEST

- » *Roberta Matuson, President, Matuson Consulting*  
What if you could create the type of workplace that attracts the best workers? You don't have to have a Google-sized budget to create an exceptional work environment. Learn what it takes to create a culture of commitment where employees deliver high levels of service because they want to, not just because they have to. Discover five best practices that will help you cut your recruitment time (and budget) in half. Leave with actionable ideas you can immediately use to begin this transformation and achieve extraordinary results across your organization.

8:55 AM - 9:45 AM  
PEACOCK COURT

## UNDERSTANDING CAPITAL EQUIPMENT FINANCE- BEST PRACTICES, ECONOMIC BENEFITS AND TAX IMPLICATIONS

- » *Jud Snyder, President, BMO Harris Equipment Finance Company*
- » *Tom Sbordone, Senior Vice President and Managing Director, Large Corporate Market National Sales Manager, BMO Harris Equipment Finance Company*

As a CFO, what do you need to know to negotiate and close an equipment lease? What are the structural and economic benefits of tax leasing and why are so many companies making this an integral part of their overall capital strategy? What is the current state of FASB/IASB accounting convergence deliberations and how might they impact balance sheet treatment of operating leases going forward. Find the answers to all these important questions in this informative session that will equip you with best practices for using loan and lease financing for capital equipment acquisitions.

9:45 AM - 10:00 AM  
PEACOCK COURT



## NETWORKING BREAK

**sponsored by Balance Innovations**

10:00 AM – 10:45 AM

## Roundtable Discussions

10:50 AM – 11:35 AM

*Discussions are repeated.*

*Please pick two options.*

BARCLAY 1

## TRADE FUND TRANSPARENCY

*Facilitators:*

- » *Paul Dinkins, EVP and Chief Marketing Officer, Audit Technology Group LLC*
  - » *John Franklin, Senior Vice President - Controller, Brookshire Grocery Company*
- Managing gross margin in today's competitive retail grocery environment requires a higher level of product cost precision and visibility than ever. Supplier trade funds come in many forms and make item level cost visibility complex and difficult to achieve. Discuss the importance for trade fund transparency and share ideas on how a disciplined and structured reporting process can empower your teams with actionable information that could improve your supplier negotiations and help protect your margins.

BARCLAY 2

## THIRD PARTY PHARMACY AUDITS

*Facilitators:*

- » *Mike Booher, Director of Finance and IT Support*
  - » *Gary Giger, Audit Director, Connolly LLC*
- An audit of pharmacy transactions helps procurement professionals protect their business interests in a dynamic marketplace with frequent disruptions such as product recalls or shortages. These disruptions impose significant unplanned costs on chain pharmacies, that are frequently underestimated. Discuss how a chain pharmacy can minimize the negative impact and improve predictability of results by regularly reviewing procurement policies, evaluating various scenarios and implementing contingency plans.

WILLARD 1

## BUDGETING/PLANNING

*Facilitator:*

- » *Chris Morris, Director, Managerial Accounting, Brookshire Grocery Company*
- Harnessing the value of a centralized enterprise budgeting and planning system requires a quick turn around and delivery of easy to use managerial and financial plan vs. actual reporting for all stakeholders. Discuss the benefits of moving from a manual, excel and email based system to an integrated system that updates automatically, reduces errors and provides more granular reporting views. Hear lessons learned from a recent implementation as well as real world, tangible benefits achieved. Share your own experiences and determine how you measure up to your peers.

WILLARD 2

## FMI ON THE HILL

- » *Facilitator: Andy Harig, Director of Government Relations, FMI and Hannah Walker, Director, Government Affairs, FMI*
- Discuss legislative and regulatory changes that may impact your company in 2014 and beyond. FMI's government relations team will answer your questions and discuss how FMI represents the retail industry in Washington.

STANFORD

## BENCHMARKING AUDIT RECOVERY PRACTICES

- » *Facilitator: Helen Tueffel, Senior Vice President, Global Marketing*
- Review the results of The Compass Benchmark Recovery Audit survey conducted among top retailers, including several of the largest grocers in the U.S. Discuss key sets of criteria and recommendations for improving insight into recovery audit practices.

11:35 AM - 12:30 PM  
PEACOCK COURT



## A VIEW FROM THE HILL: WHAT THE 2014 CONGRESS MEANS FOR YOUR BUSINESS

**Sponsored by Ameriquest Transportation Services**

- » Andy Harig, Director, Government Relations, FMI
- » Hannah Walker, Director, Government Affairs, FMI
- » Jeff Kummer, Director, Tax Policy, Deloitte Tax LLP

See what Capitol Hill and the Administration have in store for your business and the retail food industry. Get an overview of the current legislative and regulatory changes that will impact your operations in 2014 and beyond. Hear which legislative issues Congress is likely to consider, the prospect of passage and the challenges 2014 presents as a midterm election year. Get updates on critical issues such as market fairness, pensions, swipe fees, data security and breach notification and health care. Hear the latest updates on tax reform and examine the issues that lawmakers grapple with such as whether a tax code overhaul should be revenue neutral or raise revenue for deficit reduction, which corporate tax expenditures should be modified or eliminated to pay for a lower corporate tax rate, and how best to transition from the current code to a new one. Gain the insight you need, as financial executives, to stay on top of the debate and ensure you are positioned to actively participate in the tax reform process and thrive in a post-reform era.

12:30 PM - 1:45 PM  
TOP OF THE MARK



## LUNCH AT THE TOP OF THE MARK

Soak in spectacular breathtaking views of the San Francisco skyline, Bay and the Golden Gate Bridge from the amazing rooftop restaurant, Top of the Mark, located on the 19th floor of the InterContinental Mark Hopkins. A popular local destination since its opening in 1939, Top of the Mark has hosted World War II servicemen, along with numerous celebrities and dignitaries. Join us for lunch and discover why this unique lounge with priceless views has continued to captivate visitors from all over the world.

**Hosted by NCH Marketing Services, Inc.**

1:45 PM - 2:45 PM  
PEACOCK COURT

## GUARD YOUR EXITS: HOW TO RETAIN TOP TALENT IN TURBULENT TIMES

- » Roberta Matuson, President, Matuson Consulting  
What's the point of hiring great people if you can't keep them? Your company is only as good as the talent you keep. How many of your top people are waiting in your departure lounge? Recent surveys indicate that many employees are ready to take flight. Learn how to identify and keep your "keepers"; how to create a workplace that is customer-centric; strategies to engage and retain top performers across the generations and why what you do today matters more than what you do tomorrow.

2:50 PM - 3:45 PM  
PEACOCK COURT

## TAX TANGIBLE PROPERTY REGULATIONS – OPPORTUNITIES (AND PITFALLS) FOR RETAILERS

- » Jeremy Watkins, Senior Manager, Quantitative Tax Services, Ernst & Young, LLP
- » Alison Jones, Principle, Ernst & Young, LLP
- » Mike Booher, Director of Finance and IT Support, Publix Super Markets, Inc

After more than a decade of controversy, litigation, and effort, the U.S. Treasury Department and the IRS have released new regulations related to the proper tax treatment of tangible property. The scope of these new rules is broad - as they affect any business that has real or personal property. This session will shine a light on the opportunities and pitfalls for retailers in the Tangible Property Regulations. Jointly led by Ernst & Young and Publix Super Markets, Inc., the discussion will focus on how many retailers are working through these new rules, focusing on compliance efforts, opportunities for cash tax savings and changes to internal practices such as implementing new accounting policies and procedures.

2:50 PM – 3:45 PM  
CALIFORNIA/POWELL

## CLOUD-FIRST – IS THIS THE RIGHT STRATEGY FOR YOUR COMPANY?

- » *Marc Dietz, Director, SaaS Strategy and Marketing, IBM Software Solutions Group*  
Cloud computing and specifically software-as-a-service (SaaS) has transformed many industries with new cost models and functional capabilities, to the extent that some companies are now employing a “cloud-first” strategy. Join this session and learn how to evaluate whether a cloud-first strategy is right for your retail company based on financial advantages of the SaaS financial model, the IT operations model and key functionality that drives business results.

3:45 PM – 4:00 PM  
PEACOCK FOYER

## NETWORKING BREAK

4:00 PM – 5:00 PM  
PEACOCK COURT  
**apexanalytix**

## Guest Keynote Speaker WHY WE MAKE MISTAKES

*Sponsored by Apex Analytix*

- » *Joe Hallinan, Pulitzer-Prize Winning Journalist*  
Why do otherwise intelligent people make obvious mistakes? Why are we so easily distracted? Why do we often miss what's right in front of our eyes? Why do we make mistakes? And could we do a little better? Joe Hallinan sets out to explore the captivating science of human error--how we think, see, remember and forget. In this session, chock full of anecdotes, relevant studies and tips you can use immediately (such as how to remember where you left your keys, and why multi-tasking is a bad idea), Hallinan will reveal why some of the same qualities that make us efficient also make us error-prone. How to prevent these errors--how to anticipate and then “outsmart” them--are at the heart of this engaging, entertaining and interactive session. Attend this session and receive a FREE copy of Joe's book courtesy of Apex Analytix

6:15 PM – 9:15 PM  
INFUSION LOUNGE  
(OFFSITE)

## Offsite Networking Event MIXOLOGY AT INFUSION LOUNGE

*hosted by Flextecs North America*



## TUESDAY, MAY 6

7:00 AM – 7:50 AM  
ROOM OF THE DONS

## CONTINENTAL BREAKFAST

*sponsored by Connolly LLC*

## CONNOLLY

7:50 AM – 8:50 AM  
PEACOCK COURT

## ACCOUNTING UPDATE

- » *John Scheffler, Senior Client Service Partner, Deloitte & Touche LLP*
- » *Sara Brown, Assurance Senior Manager, Deloitte & Touche LLP*

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.

8:55 AM – 9:45 AM  
PEACOCK COURT

## EMPLOYEE BENEFIT SOLUTIONS IN THE AGE OF PPACA

- » *Kate Hubben, CSFS, Client Advocate, Human Capital Practice, Willis Group*  
Join Kate Hubben, a certified self-insurance specialist, specializing in the grocery retail industry, to discuss innovative and cost saving solutions for retail companies in the post-healthcare reform era. Hear about creative plan designs, healthcare captives, private exchanges and other healthcare cost control strategies for the small grocer to the mega-supermarket. Discover how to meet tougher compliance standards with fewer resources and get expert advice to help you plan your employee benefits strategy in the age of PPACA (Patient Protection and Affordable Care Act).

9:45 AM – 10:00 AM  
PEACOCK FOYER

## NETWORKING BREAK



10:00 AM - 10:55 AM  
PEACOCK COURT

## ZEROING IN ON PAYMENTS 2014 AND BEYOND

- » Mark Horwedel, CEO, Merchants Advisory Group
- » Kathy Hanna, Director Enterprise Payments & Store Support, The Kroger Co.

Recent data security breaches in the retail industry have brought the issue of payment card security to the forefront with ensuing hotly debated discussions on EMV migration, chip and pin technology, merchant/bank dialogue and fraud liability. 2014 will see continued fluidity in the realm of payments security as Congress deliberates potential federal legislation on standards and merchants and bankers debate fiercely contested issues regarding mobile payments and payment card technology. Join the CEO of the Merchants Advisory Group, whose mission it is to establish collaborative relationships within the payments industry and a representative of a leading U.S. food retailer, to get an up-to-the-minute update on the status of the payment industry and discuss what's in store for organizations across the entire retail industry as they consider the future of payments and payment security.

10:55 AM - 11:45 AM  
PEACOCK COURT

## USING PREDICTIVE ANALYTICS TO IDENTIFY, MEASURE AND COUNTER THE IMPACT OF NON-TRADITIONAL CHANNELS

- » Deborah Weinswig, Chief Customer Officer, Profitect

The growth of non-traditional grocery channels such as Amazon, Target, Walmart and Costco is putting pressure on the traditional grocery market, prompting a myriad of concerns and questions. To what extent will this growth have a negative impact on existing warehouse clubs? What can grocers do to mitigate the risks they encounter from these new competitors? How can technology change the landscape and even the playing field? Is social media having an impact on the bottom line and how can we exploit its full value? Join this session to

find answers to these questions and learn how leveraging the power of predictive analytics can help retailers identify, measure and counter the impact of non-traditional channels on their business. Discover how this powerful tool can deliver timely, detailed and guided actions to correct business decisions and actions that negatively impact the bottom line and allow traditional retailers to remain competitive in the ever-changing and expanding retail grocery industry.

11:50 A.M. - 12:40 PM  
PEACOCK COURT

## INFORMATION SECURITY & PRIVACY: ARE YOU READY FOR A DATA BREACH?

- » Andy Obuchowski, Jr., Director, Security & Privacy Consulting, McGladrey LLP

The statistics are scary. Security experts agree that nearly every industry and every type of data have been involved in a breach in the last 12–18 months. But the news isn't all bad. Retailers can take measures to protect themselves and their customers. More than 80 percent of current breaches could have been avoided if reasonable security controls had been implemented. Get an overview of the current cyber threats that retailers face in today's technology-dependent world and discuss strategies they can implement to help mitigate the risks and costs of a breach before it occurs. Learn to distinguish between data privacy incidents and data breaches and their respective legal ramifications and discuss best practices and common pitfalls to avoid in the realm of incident response management.

12:40 PM - 1:45 PM  
ROOM OF THE DONS

## LUNCH hosted by Inmar, Inc.



1:45 PM - 2:45 PM  
WILLARD & BARCLAY

## IDEA EXCHANGES (Retailers/Wholesalers only)

2:55 PM - 3:45 PM  
PEACOCK COURT

**Guest Keynote Speaker**  
**WHY TRAINING AND COMPLIANCE  
PROGRAMS DON'T PREVENT ETHICAL  
LAPSES AND WHAT YOU CAN DO ABOUT IT**

» *Professor Marianne M. Jennings, Emeritus  
Professor of Legal and Ethical Studies in Business,  
W.P. Carey School of Business, Arizona State  
University*

Not all ethical issues can be fixed by training and not all compliance programs address every ethical issue. Discover how analyzing and understanding the varying types of ethical issues companies face can help you put the right prevention and correction tools in place. Learn how applying the correct antidote to the different classifications of ethical issues can get to the root cause of ethical lapses.

3:45 PM - 4:00 PM  
PEACOCK FOYER

**NETWORKING BREAK**

4:00 PM - 5:00 PM  
PEACOCK COURT

**Guest Keynote Speaker**  
**BIG DATA: IS IT A BOON OR BUST FOR  
YOUR CYBER SECURITY EFFORTS?**

» *Theresa Payton, Former White House CIO,  
Cybersecurity Authority and Identity Theft Expert*  
Marketing databases, customer analytics, behavioral patterns are so much easier to manage with big data. But will these data elements be safe from hackers? Payton will provide you with advice and examples on how you can harness the power of big data to improve your cybersecurity posture and how to build your big data so it achieves the business goals while adding in safeguards to fight back the cybercriminals.

5:00 PM - 5:10 PM

**Closing Remarks**

» *Kristina Rota, Vice President, Accounting and  
Controls, Ahold USA, Inc.*  
» *Marty Gurry, Internal Audit Director, Meijer, Inc.*



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