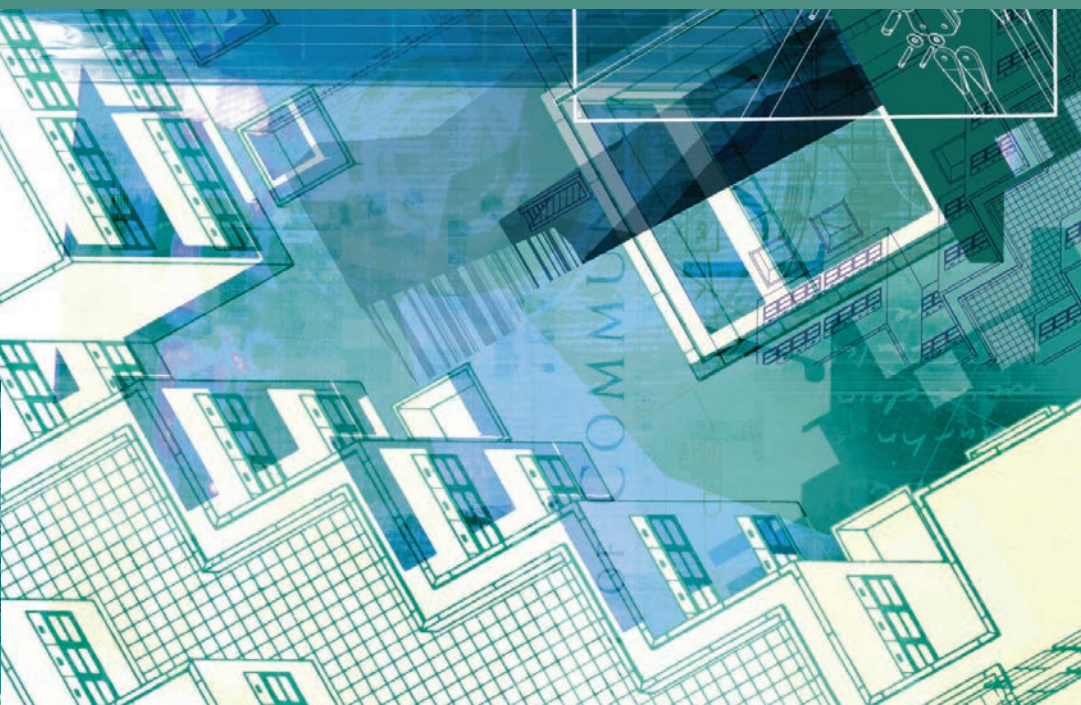


Energy & Store Development Conference E+SD²⁰¹⁵

September 27-30, 2015
Sheraton San Diego Hotel • San Diego, CA



Don't miss your chance to learn from the best in the food retail industry about energy-efficiency and refrigeration, as well as store design and merchandising!

REGISTER TODAY!
fmienergysd.com



Enhance your knowledge and skills 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.

We've designed this program for our peers and business partners...please join us!

FMI ENERGY & STORE DEVELOPMENT COMMITTEE

Jon Scanlan (co-chair), Director,
Refrigeration and Energy Management,
Hy-Vee, Inc.

R. Kevin Small (co-chair), Vice
President, Construction and Development,
Weis Markets, Inc.

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 and Remodels,
Meijer, Inc.

Bree Cooper, Director, Retail Facilities,
Hy-Vee, Inc.

Ian Crookston, Manager, Energy
Management, Sobeys Inc.

Deborah Gonzalez, Store Director's
Assistant, Northgate Gonzalez Market

Eric Johnson, Director, Store Planning,
Brookshire Brothers, Inc.

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

Richard Kelley, Manager, Engineering,
Wegmans Food Markets, Inc.

Gary Kuchyt, Manager, Energy and
Sustainability, Big Y Foods, Inc.

Neil Kudrinko, President, Kudrinko's Ltd.

Brad Morris, Engineering Manager,
Giant Eagle, Inc.

Sandy Sandahl, Refrigeration
Engineering, Target Corporation

Michal Shepard, Director, Energy and
Maintenance, Harris Teeter LLC

Benny Smith, Vice President, Facilities,
Price Chopper Supermarkets

Mary Upham, Manager, Design
and Development, Wakefern Food
Corporation

Bill Walley, Vice President, Construction
and Maintenance, Associated Food Stores,
Inc.

Scott Wilmoski, Senior Vice President,
Real Estate, Associated Wholesale Grocers,
Inc.



Schedule-At-A-Glance

Sunday, September 27

- 11:00 AM – 7:00 PM** Registration
- 1:00 PM – 2:30 PM** Pre-Conference Committee Meeting
- 4:00 PM – 7:00 PM** Manufacturer/Retailer Exchange and Opening Reception
SPONSORED BY ZERO ZONE, INC.

Monday, September 28

- 7:00 AM – 7:00 PM** Registration
- 7:00 AM – 8:00 AM** Breakfast
SPONSORED BY SEASONS 4 INC.
- 8:00 AM – 8:15 AM** Welcome and Opening Remarks

- 8:15 AM – 9:15 PM** Opening General Session: Motivational Speaker
SPONSORED BY FACILITY SOURCE
- 9:15 AM – 10:15 AM** General Session: Channeling Your Inner Fortune Teller to be on the Leading Edge of Grocery Trends
SPONSORED BY VERISAE, INC.
- 10:15 AM – 10:45 AM** Break
ALL BREAKS SPONSORED BY BASELINEES
- 10:45 AM – 11:45 AM** General Session: A Provocative Look at the Future of Refrigeration and Store Design
SPONSORED BY CARNOT REFRIGERATION

Concurrent Breakouts

ENERGY:

- Retro-Commissioning: Unlocking Lost Profit
- Retail Case Studies on Energy Efficiency
- Energy Market Update
- Recommendations for 50% Energy Reduction in Grocery Stores
- HVAC Best Practices/Design Trends
- Energy Roundtable (retailers/wholesalers only)

REFRIGERATION:

- Refrigeration 101
- Refrigeration 401
- Maintenance Programs for Refrigeration Systems
- New Generation of HFO Refrigerants
- What to Expect When Expecting an EPA Inspector
- Refrigeration Roundtable (retailers/wholesalers only)

STORE DEVELOPMENT:

- Optimizing Visual Impact to Engage Customers and Increase Sales
- Trends in High-Performance Food Market Design
- Value Engineering for Construction Costs
- The Benefits of LED Retrofit Solutions
- The Urban Grocery Store
- Store Development Roundtable (retailers/wholesalers only)

- 11:45 PM – 1:00 PM** Lunch
SPONSORED BY BITZER
US AND SPORLAN
DIVISION OF PARKER
HANNIFIN
- 1:00 PM – 2:00 PM** Concurrent
Breakouts (5)
ENERGY TRACK
SPONSORED BY DANFOSS
- 2:15 PM – 3:15 PM** Concurrent
Breakouts (5)
- 3:30 PM – 4:30 PM** Concurrent
Breakouts (5)
- 4:30 PM – 7:00 PM** Manufacturer/
Retailer Exchange and
Reception
SPONSORED
BY HEATCRAFT
REFRIGERATION
PRODUCTS LLC

Tuesday, September 29

- 7:00 AM – 4:00 PM** Registration
- 7:00 AM – 8:00 AM** GreenChill Awards
Ceremony/Breakfast
(optional)
- 7:00 AM – 8:00 AM** Breakfast
- 8:00 AM – 9:00 AM** General Session:
Winning the
Consumer; One Store
at a Time
SPONSORED BY
AMERLUX, LLC
- 9:00 AM – 10:00 AM** General Session:
Marketing Your
Sustainability
Accomplishments
- 10:00 AM – 10:30 AM** Break

- 10:30 AM – 11:15 AM** General Session:
EPA Update
SPONSORED BY
CHEMOURS COMPANY
- 11:30 AM – 12:30 PM** Concurrent
Breakouts (6)
- 12:30 PM – 1:30 PM** Lunch
SPONSORED
BY NATIONAL
REFRIGERANTS, INC./
KEEPRITE REFRIGERATION
- 1:30 PM – 2:30 PM** Concurrent
Breakouts (6)
- 2:45 PM – 3:45 PM** Concurrent
Breakouts (6)
- 4:00 PM – 5:00 PM** Closing General
Session: Building World
Class Teams: The 8
Essential Elements of
Human Synergy
- 5:30 PM – 9:30 PM** Off-Site Social Event –
San Diego Harbor
Cruise
SPONSORED BY
HILLPHOENIX

Wednesday, September 30

- 7:30 AM – 12:00 PM** Store and Facility Tours
Tour 1 - Tour of the
Energy Innovation
Center
Tour 2 - Tour of San
Diego Stores
SPONSORED BY
EMERSON CLIMATE
TECHNOLOGIES
- 12:30 PM – 2:00 PM** Post-Conference
Committee Meeting

BACK BY POPULAR DEMAND! ROUNDTABLE DISCUSSIONS

There will be a retailer/wholesaler roundtable discussion for each of the three primary disciplines – energy, refrigeration and store development. Retailers and wholesalers are encouraged to join their peers for an opportunity to discuss several key issues and challenges.

ADDITIONAL SPONSORS INCLUDE:

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Education Program Highlights



Building World Class Teams: The 8 Essential Elements of Human Synergy

What do the world's most successful teams have in common? The

ability to upgrade their "teamwork" to Human Synergy to go farther AND faster in pursuit of their goals! In this fast-paced multimedia adventure you will:

- Learn how to increase performance by inspiring your team to adapt, overcome, and win as ONE.
- Leave with ideas about how to raise your team to the next level, both personally and professionally.
- Take home simple and easily applied skills to create Human Synergy with your teammates.

Join us to be inspired and get ideas about how to raise your team to the next level (against all odds), both personally and professionally.

- **ROBYN BENINCASA, FIREFIGHTER, WORLD CHAMPION ECO-CHALLENGE ADVENTURE RACER, CNN HERO, NEW YORK TIMES BESTSELLING AUTHOR**

A Provocative Look at the Future of Refrigeration and Store Design

The refrigeration industry has seen more developments in past years than in the past several decades. New technologies that will be available in the future have the potential to cause whole scale changes in our fundamental approach to refrigeration and store design. Shopping habits of millennials and trends such as smaller store formats, a shortage of qualified service technicians, rising costs, resource constraints, and environmental demands put further pressure on us to change. Whether you are a store designer, refrigeration engineer, service technician, or a manufacturer, we're all under pressure to evaluate how these trends impact us. Attendees will be presented with how today's trends will lead to new options for store design, refrigeration technology, and energy efficiency. Presenters will challenge preconceived notions about refrigeration technology, store maintenance, store design and merchandising, as well as environmental best practices.

- **PAUL ANDERSON, SENIOR GROUP MANAGER, TARGET**
- **KEILLY WITMAN, OWNER, KW REFRIGERANT MANAGEMENT STRATEGY**



Channeling Your Inner Fortune Teller To Be On the Leading Edge of Grocery Trends

In this session, innovation-minded grocery designers from BRR Architecture will present their insights on how grocery chains can become better at identifying and preparing for the shopping trends that will shape the physical grocery store environment in the not-so-distant future. By studying the latest trends that have emerged in other commercial/retail industries, and understanding what is driving these trends, this presentation will provide a framework for your store development team to become better equipped to visualize the future, and be on the leading edge of consumer trends.

- DAVE SCHUKAI, AIA, LEED AP – SENIOR VICE PRESIDENT, BRR ARCHITECTURE
- CAROL BARTOLO, SENIOR PROJECT MANAGER, BRR ARCHITECTURE

New Generation of HFO Refrigerants

Learn everything you need to know about the new generation of HFO refrigerants that are being adopted globally to meet advancing energy and sustainability needs. Understand the environmental, thermodynamic, and chemical properties of the new refrigerants and how they perform in systems. Review the learnings from actual supermarket store tests, with an emphasis on energy performance.

- CHUCK ALLGOOD, PHD, REFRIGERANTS TECHNOLOGY, CHEMOURS, INC.

Retro-Commissioning: Unlocking Lost Profit

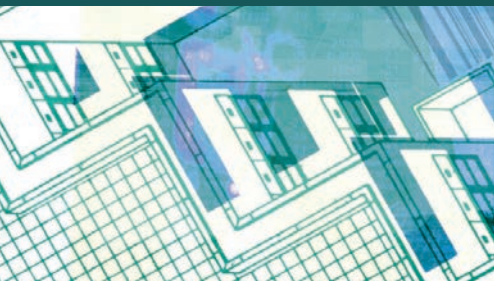
Stop overpaying on your utility bills and discover how you can save money, and energy! Many grocery stores that are running poorly remain undetected, costing owners unrealized profit. Learn how you can harness significant cost savings via quick-payback, no- and low-cost projects as well as the value of a holistic monitoring-based retro-commissioning (MBCx) program that substantially increases store profitability and performance by reducing energy and maintenance costs. You'll learn if your store is a good candidate for retro-commissioning and how utility-sponsored programs and incentives can help pay you to retro-commission your store.

- SANJIV "SUNNY" DEVNANI, P.E., PROJECT MANAGER, KW ENGINEERING
- BILL WALLEY, VICE PRESIDENT, CONSTRUCTION AND MAINTENANCE, ASSOCIATED FOOD STORES, INC.

Optimizing Visual Impact to Engage Customers and Increase Sales

It can be argued that merchandising is more art and experience than science... but how do you know whether your merchandising initiatives are maximizing your potential to create awareness, impulse purchases, and shopper engagement? Visual Attention Analysis (VAA) is a cost-effective way to leverage technology and improve product visibility from a shopper's perspective. This session will include case studies that demonstrate how VAA can provide practical applications to improve existing and future merchandising goals and objectives by optimizing plan-o-grams, lighting, and packaging to maximize merchandising visibility to shoppers.

- JUSTIN WEBSTER, DESIGN CENTER SPECIALIST, HILLPHOENIX



Conference Information

REGISTRATION INFORMATION

Retailer/Wholesaler Member

Individual \$845

Group Registration
(3+ from same company*) \$795

**All registrations must be processed at the same time.*

Associate Member \$1,175

Non-Member \$1,400

Store and Facility Tours \$50
(Wednesday, September 30th, 7:30 AM – Noon)

Table Reservation Fee
(For Manufacturer/Retailer Exchange) \$750

Directory Ad \$500

NOTE: To qualify for FMI-member rates, participants 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.

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

Register for the ESD Conference on-line at www.fmienergysd.com. Registration questions should be directed to Debbie Stewart at dstewart@fmi.org, 202-220-0828.

Registration Cancellation Policy

Please notify registrar in writing by email to Debbie Stewart at dstewart@fmi.org or by fax at 202-220-0830. A refund, minus a \$75 processing fee, is granted when a cancellation is received by September 11, 2015. A 60% refund is granted if cancellation is received by September 18, 2015.

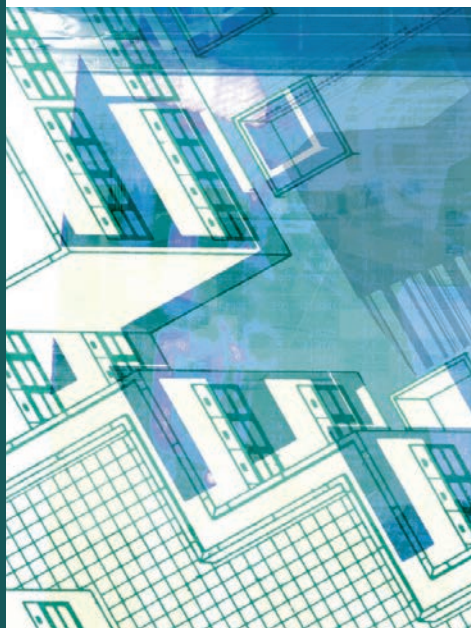
No refund if notification is received after September 18, 2015.



HOTEL INFORMATION

The conference is being held at the Sheraton San Diego Hotel & Marina (1380 Harbor Island Drive, San Diego, CA, 92101). Please make room reservations by calling 877-734-2726. The cutoff date for securing a room at the negotiated rate of \$199 single/double per night, plus tax is **September 4, 2015**.

We encourage you to make your reservations early, as the hotel may sell out before this date. Reservations made after the cut-off date will be accepted on a space-available basis and higher rates may apply. Be sure to mention the FMI Energy and Store Development Conference 2015 to obtain the negotiated rate.



Networking Activities

This conference is the perfect forum for connecting with colleagues and networking with business partners.

MANUFACTURER/RETAILER EXCHANGE (MRE)

Retailers will have the opportunity to meet more than 90 leading suppliers of energy management, HVAC, refrigeration, design, construction and lighting systems.

Suppliers will have the opportunity to get to know supermarket operators and answer questions concerning their company and the development of new equipment, products and services. Suppliers with a table in the Manufacturer/Retailer Exchange (MRE) can include table-top displays.

Deadline to Reserve a Table: **August 14**
Reserve your table through on-line registration at www.fmienergysd.com.
Don't forget to register your team on-line.

Sunday, September 27
4:00pm – 7:00pm

Monday, September 28
4:30pm – 7:00pm

For more information and guidelines, see the Special Events page at: www.fmienergysd.com

STORE AND FACILITY TOURS

Join us for a tour before you leave San Diego!

Wednesday, September 30
7:30 am – 12:00 noon

Choose from the following options:

- Tour of the Energy Innovation Center
- Tour of San Diego Stores

Attendees interested in the tour must choose their tour and pay the \$50 fee when they register for the conference.

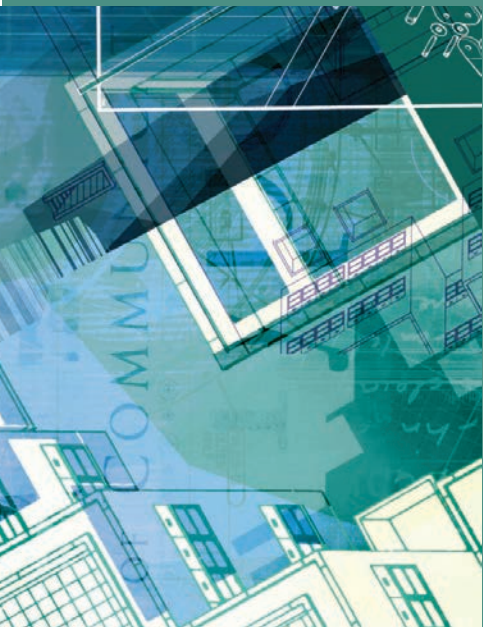


Tour of the Energy Innovation Center:

A building that began as a grocery store in the 1950s was transformed in 2011 into a place where you'll find the latest in energy and environmental technologies. The Energy Innovation Center also houses a working demonstration kitchen for operators to test their recipes on different equipment. The Energy Innovation Center is one of only ten buildings in the world to achieve Double LEED Platinum Certification.
<http://www.sdge.com/eic>

Tour of San Diego Stores:

See several stores in the San Diego area that showcase innovative layouts, customer-centric merchandising, and more.



OFF-SITE SOCIAL EVENT: SAN DIEGO HARBOR CRUISE

Tuesday, September 29, 5:30pm - 9:30pm

Join us for a tour of the San Diego harbor onboard the luxury yacht Admiral Hornblower, while networking with friends and enjoying gourmet refreshments.

Experience fresh ocean air, amazing weather, and miles of interior coastline. We'll cruise by locations including Coronado Island, the Coronado Bay Bridge, several Naval Aircraft Carriers, the US Navy Submarine Base, Harbor Island, Shelter Island, and the Port of San Diego's Historic Waterfront.



Sponsors

**THANK YOU TO THE FOLLOWING SPONSORS
FOR THEIR GENEROUS SUPPORT OF THE
2015 ENERGY & STORE DEVELOPMENT CONFERENCE.**

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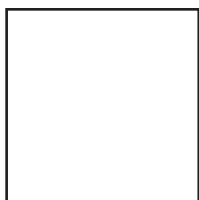
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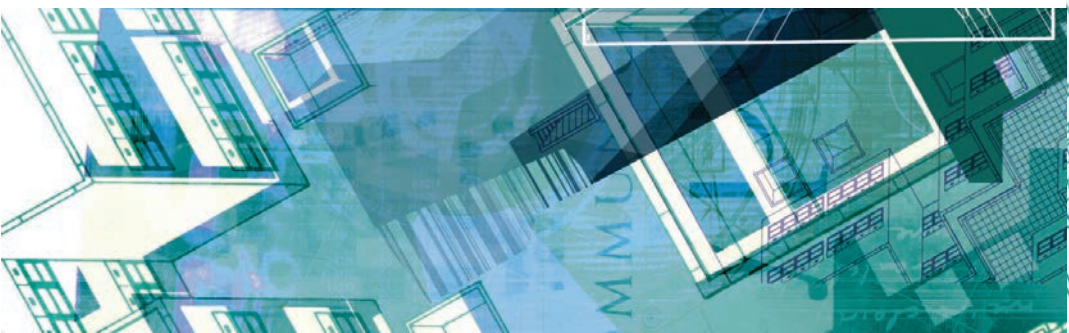
facilitysource

VERISAE



THE VOICE OF FOOD RETAIL 

2345 Crystal Drive
Suite 800
Arlington, VA 22202



“The FMI Energy & Store Development Conference continues to provide the most relevant information for our industry. Hear from industry leaders about trends in supermarket design, energy management strategies, building codes and refrigeration.”

*Sandy Sandahl
Refrigeration Engineering, Target Corporation*

REGISTER TODAY! www.fmienergysd.com