



**HILTON BONNET CREEK  
JANUARY 29-31, 2012  
ORLANDO, FL**

**DETAILED SCHEDULE \***

**SATURDAY, JANUARY 28, 2012**

- 10:00 am – 5:00 pm**     **Registration**  
**Floridian Ballroom Foyer**  
*Sponsored by: Chemstar, The Hershey Company and Nestlé Waters North America*
- 1:30 pm – 5:15 pm**     **Strategic Executive Exchange**  
**Hilton Bonnet Creek, 14<sup>th</sup> – 18<sup>th</sup> Floors**

**SUNDAY, JANUARY 29, 2012**

- 7:00 am – 8:00 am**     **First Timers Coffee**  
**Hamilton/Indian River Room**  
*Sponsored by: Kellogg Company and Kraft Foods, Inc.*
- 10:00 am – 12:30 pm**     **Strategic Executive Exchanges**  
**Hilton Bonnet Creek, 14<sup>th</sup> – 18<sup>th</sup> Floors**
- 11:00 am – 7:00 pm**     **Registration**  
**Floridian Ballroom Foyer**  
*Sponsored by: Chemstar, The Hershey Company and Nestlé Waters North America*
- 12:00 pm – 1:00 pm**     **Joint Board and Golfers Luncheon**  
**Waldorf Astoria Golf Club**  
*Sponsored by: Unilever*
- 1:00 pm – 5:00 pm**     **Tennis Round Robin**  
**Hyatt Grand Cypress Racquet Club** – *transportation will be provided*  
*Hosted by: Catalina and The Clorox Company*
- 1:00 pm – 5:30 pm**     **FMI Food Industry Golf Tournament**  
**Waldorf Astoria Golf Club**  
*Sponsored by: MillerCoors, Niagara Waters and Source Interlink Companies*
- 6:00 pm – 10:00 pm**     **FMI Presents the PepsiCo X Factor Backstage Party**  
**Bonnet Creek Ballroom, Salons IV-XII**  
Connect with your friends and colleagues during a "must see" evening event. Join the fun in a casual, relaxed atmosphere with special appearances by celebrity judges and singing talent from this new hit TV show. You won't want to miss the fun, deliciously infused menu, beverages and live entertainment provided by our generous sponsors.  
**Premier Sponsor: PepsiCo, Inc.**  
*General Sponsors: Anheuser-Busch, Inc., Campbell Soup Company, CHEP, The Hershey Company, Kraft Foods, Inc., McCormick & Company, Inc., SymphonyIRI Group, Inc., Unilever*

**MONDAY, JANUARY 30, 2012**

- 6:30 am – 7:45 am**      **Breakfast**  
**Grand Ballroom**  
*Sponsored by: Catalina*
- 7:00 am – 3:30 pm**      **Registration**  
**Floridian Ballroom Foyer**  
*Sponsored by: Chemstar, The Hershey Company and Nestlé Waters North America*
- 8:00 am – 12:30 pm**      **Midwinter Business Sessions**  
**Floridian Ballroom, Salons D-L**  
*Sponsored by: The Hershey Company, Nestlé Waters North America, Retail Sense*
- 8:00 am – 8:15 am**      **Midwinter Chairman's Welcome and Opening Remarks**  
**Steven A. Junqueiro, President and COO, Save Mart Supermarkets**
- 8:15 am – 8:45 am**      **FMI Chairman's Welcome Remarks**  
**Fred Morgenthall, President, Harris Teeter, Inc.**
- 8:45 am – 9:30 am**      **FLIP: Creative Strategies for Turning Challenge into Opportunity, and Change into Competitive Advantage**  
*Sponsored by: Retail Solutions Inc.*  
Innovation doesn't just mean a hot new product or advertising campaign. True innovation is more often a realignment of the way that leaders think about business structure and organizational design. Peter Sheahan reveals that in order to find new opportunity and increase competitive advantage, organizations must look at their business and industry in a new way. Whether the answer is a change in supply chain, a transition in commission structure or an internal campaign for positive behavioral change, Sheahan examines the ways organizations must change with the demands of the new marketplace. Using industry-specific examples, and an energetic stage presence, Sheahan challenges his audience to think differently to create mind-blowing success.  
**Peter Sheahan, Author, Flip**
- 9:30 am – 10:15 am**      **SPEED: The Future Currency for Growth and Profitability**  
The retail food industry is experiencing an unprecedented era of change in new digital technologies, store formats, supply chain innovation and social media. These trends are redefining retailing and the relationship manufacturers have with their core consumers and shoppers. The key to thriving in this new framework requires us to develop a new paradigm of SPEED to enable future growth and profitability. During this session you will hear from the senior leaders of PepsiCo about their vision to thrive in this new world by changing how retailers and manufacturers can work together.  
**Indra K. Nooyi, Chairman and CEO, PepsiCo, Inc.**  
**John Compton, Chief Executive Officer, PepsiCo Americas Foods and Global Snacks Group, PepsiCo, Inc.**
- 10:15 am – 10:45 am**      **Coffee Break**  
**Floridian Ballroom, West Foyer**  
*Sponsored by: The J.M. Smucker Company*
- 10:45 am – 11:15 am**      **FMI CEO Remarks**  
**Leslie Sarasin, Esq., CAE, President and Chief Executive Officer, Food Marketing Institute**
- 11:15 am – 11:45 am**      **Presentation of FMI Awards**  
Herbert Hoover Award  
Sidney R. Rabb Award  
Robert B. Wegman Award

- 11:45 am – 12:30 pm    Endeavour to Succeed**  
On January 8, 2011, Captain Mark Kelly would face the toughest challenge of his life when an assassination attempt was made on his wife, Congresswoman Gabrielle Giffords. His dedication to family and Giffords' road to recovery would captivate the nation. For Mark Kelly, focus equals success—even in the face of adversity. Personifying the best of the American spirit, Kelly is a homegrown hero who was a combat pilot in Iraq, an astronaut on four space shuttle missions, and commander of the final flight of Space Shuttle *Endeavour*. He has combined teamwork, leadership, communication, and family in an unwavering commitment to succeed. Kelly shows audiences how to accomplish their mission while maintaining the love and devotion to family that is the foundation of true success.  
**Captain Mark Kelly**, *Commander of the Space Shuttle Endeavour's Final Mission*
- 12:00 pm – 2:00 pm    Spouse/Guest Event and Luncheon**  
**Grand Ballroom**  
*Sponsored by: Accenture, Hallmark Cards, Inc. and Source Interlink Companies*  
Hosted by the FMI Executive Board Officers spouses, this exceptional event is planned especially for all spouses and guests with a gourmet lunch and an entertaining guest speaker.  
**Guest Speaker: Stacey Bess**, *Author, "Nobody Don't Love Nobody."*
- 12:30 pm – 1:30 pm    Independent Operator Luncheon**  
**Broadway/Carnegie Room**  
**(Independent Operators only)**  
*Sponsored by: SAS Institute Inc.*  
**Using Analytics in Grocery to Optimize Assortment and Space**  
Analytics have become a vital element for grocery retailers, helping them to hone in on best practices in order to improve customer service. From space management and promotion planning to price optimization and assortment planning, analytics are delivering the insights that help grow the business and improve the bottom line. Attend this session to learn more from a panel of industry experts about the benefits of analytics, highlighting innovation and how you can gain greater customer insight to drive better merchandising decisions.  
**Moderator:**  
**Jim Hertel**, *Managing Partner, Willard Bishop, LLC*  
**Panelists:**  
**Chris Vukich**, *Vice President, Business Optimization and Pricing, Winn-Dixie Stores, Inc.*  
**Eric Williams**, *Executive Vice President, Chief Information Officer (Retired), Catalina*
- 12:45 pm – 5:45 pm    Strategic Executive Exchanges**  
**Hilton Bonnet Creek, 14<sup>th</sup> – 18<sup>th</sup> Floors**
- 1:30 pm – 3:00 pm    Independent Operator Business Session**  
**Broadway/Carnegie Room**  
**(Independent Operators only)**  
**The 25 Best Retail Food Ideas in 25 Years**  
In the music recording industry, it is common to package the top songs of an artists' career into a "Best of..." album. Following this model, we offer you a "Best of Food Retail" session. With over 25 years in the food retail business, Harold Lloyd has accumulated a wealth of ideas to boost your sales, help you improve your employee morale, and reduce your costs. This session offers his greatest hits. All have passed the test of time and been validated in the real world. Harold will provide a detailed handout and access to additional resources to help you reap the rewards of his experience by putting the ideas into action.  
**Harold Lloyd**, *President, H. Lloyd & Associates, Inc.*



6:00 pm – 7:00 pm

**Midwinter MyPlate Reception**  
**Floridian Ballroom**

*Sponsored by: American Italian Pasta Company, BMO Harris Bank and TCC*

Demonstrating FMI's commitment to health and wellness, this year's reception is structured in accord with the new USDA food guidance program, *MyPlate*. Selections of delicious and healthful foods representing the five *MyPlate* food groups will be served along with information on how to create, and enjoy, a healthy plate.

**TUESDAY, JANUARY 31, 2012**

6:30 am – 7:45 am

**Breakfast**  
**Grand Ballroom**

*Sponsored by: Coca-Cola Refreshments and Malt-O-Meal Company*

7:00 am – 12:00 pm

**Registration**  
**Floridian Ballroom Foyer**

*Sponsored by: Chemstar, The Hershey Company and Nestlé Waters North America*

8:00 am – 12:00 pm

**Midwinter Business Sessions**  
**Floridian Ballroom, Salons D-L**

*Sponsored by: The Hershey Company, Nestlé Waters North America, Retail Sense*

8:00 am – 8:15 am

**Outlook 2012: A Recipe for Politics and Regulation in the Retail Food Industry**

From country of origin labeling to labor rules to swipe fees, Washington's legislation and regulation impacts nearly every aspect of your business. What's cooking for 2012? What effect will ingredients such as election year politics and a continued sluggish economy have? How can you and FMI educate government officials to understand the industry and work with us to solve problems and grow your business rather than imposing additional costs and paperwork? After more than a decade in the industry and more than two decades in Washington, Jennifer Hatcher shares her perspective on achieving legislative and regulatory victories in 2012 and beyond and highlights your critical role.

**Jennifer Hatcher**, *Senior Vice President, Government Relations, Food Marketing Institute*

8:15 am – 9:00 am

**Jobs, the Economy, and America's Competitiveness in a Global Environment**

The longest-serving U.S. Secretary of Labor since World War II, Elaine Chao was at the forefront of the analysis of labor statistics for nearly a decade. Currently, as a fellow at The Heritage Foundation and a FOX commentator, she continues to look in-depth at the employment situation and the recovering U.S. economy. She will address the interwoven economic indicators, world events, policy developments, and leadership that affect our current fiscal situation and explain how they impact the future of American jobs and our nation's competitiveness at home and abroad. Understanding there is nothing more important to your business than your labor force and your customers having good, stable jobs, Secretary Chao will offer her assessment on the current economy and how to run your business in this challenging environment.

**Elaine Chao**, *Former U.S. Secretary of Labor; Distinguished Fellow, The Heritage Foundation; Fox News Contributor*

9:00 am – 9:45 am

**Stomach Wars: How and Why Supermarkets Should Become a Food Force for Fun and Profit**

The Food Network. Obesity wars. Nutrition concerns. Organic vs. local. Fast food vs. slow food. They all have one thing in common — America's complicated obsession with food. Sometimes it is healthy, sometimes it is not, but food is increasingly top of mind. Supermarkets are on the front lines of the battle over what to eat, how to cook it and where to buy it. In this provocative conversation, Kevin Coupe of MorningNewsBeat.com will chat with four experts from the restaurant/culinary universe and the world of food entertainment. Get an inside look at today's trends, tomorrow's opportunities and how supermarkets can capitalize on them to build share of market and share of stomach.

**Moderator:**

**Kevin Coupe**, *Founder and Content Guy, MorningNewsBeat.com; Co-Author, "The Big Picture: Essential Business Lessons from the Movies"*

**Panelists:**

**Luigi Bonini**, *Vice President, Global Consumer Product Development and Innovation, Starbucks Coffee Company*

**Victor A.L. Gielisse, DBA, CMC, CHE**, *Vice President, Advancement and Business Development, The Culinary Institute of America*

**Sandra Lee**, *Editor-in-Chief, Sandra Lee Semi-Homemade magazine; Host, Sandra Lee Semi-Homemade Cooking, Sandra's Money Saving Meals, and Sandra Lee Celebrates*

**Michael O'Donnell**, *President and CEO, Ruth's Hospitality Group*

9:45 am – 10:00 am

**Presentation of FMI Awards**

William H. Albers Industry Relations Award

Glen P. Woodard, Jr., Public Affairs Award

10:00 am – 10:30 am

**Coffee Break**

**Floridian Ballroom, West Foyer**

*Sponsored by: The J.M. Smucker Company*

10:30 am – 11:15 pm

**Social Networking: Demystifying the Discussion**

Although social networking is one of the most widely discussed business topics and is seen as a fundamental part of business, most companies struggle to understand the rules, goals and best practices. The Coca-Cola Retailing Research Council is examining the fundamental challenges of social networking by examining Facebook, Twitter, FourSquare and mobile applications that are all part of a new arena that changes and grows daily. This session will help you understand social networking; provide key facts about this rapidly evolving arena; and demonstrate some of the tools that will impact your future business choices.

**Cathy Green Burns**, *President, Food Lion, Harveys and Reid's*

**Jesse Spencer**, *Social Media Manager, The Integer Group*

11:15 am – 12:00 pm

**Competing in a Changed Retail Environment**

Gain keys to competing in the new retail environment through insights from customers and experts alike. This session examines the results from a custom survey to reveal the new rituals and rhythms of the American shopper and captures the key shopper preferences in order to increase their loyalty. This will be followed by an engaging conversation between retailer and manufacturer executives who will be challenged to reflect on new ways to compete.

**Moderator:**

**Thom Blischok**, *President, Global Innovation and Strategy, SymphonyIRI Group, Inc.*

**Panelists:**

**Donald Knauss**, *Chairman and CEO, The Clorox Company*

**Jeff Martin**, *Executive Vice President, Merchandising and Marketing Ahold USA, Inc.*

**Michael Minasi**, *President, Marketing, Safeway, Inc.*

**Judy Spires**, *Chief Executive Officer, AG Supermarket Holdings*



**12:00 pm – 1:00 pm**

**Closing Midwinter Luncheon  
Grand Ballroom**

**1:00 pm – 5:45 pm**

**Strategic Executive Exchanges  
Hilton Bonnet Creek, 14<sup>th</sup> – 18<sup>th</sup> Floors**