



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Communications Committee Meeting
Friday, January 23, 2015
8:30 am-10:00am
Splash 9 & 10 Meeting Room
Fontainebleau Miami

Agenda

I. Call to Order

Tres Lund, Chairman
Lauri Youngquist, Vice Chairman

II. Introductions

III. Review of FMI Antitrust Compliance Policy

IV. Approval of Minutes

V. Review Charge to the Committee

Provide key input to the planning and review of FMI's Communications activities in the execution of FMI's role as the Voice of Food Retail and in effectively representing the retail food industry to key audiences including suppliers, government, advocacy groups and other associations

VI. Review Emerging and Priority Issues for the Retail Food Industry

- Discussion of Values-Driven Consumer Behavior

VII. Enhancing Diversity in the Retail Food Industry and Promoting the Industry as an Attractive Career Option

VIII. Introducing FMI News App

IX. FMI Voice of Food Retail Accomplishments 2014

X. Discussion/Next steps

XI. Adjournment

**FOOD MARKETING INSTITUTE BOARD-LEVEL COMMUNICATIONS COMMITTEE
2014-2016**

Provide key input to the planning and review of FMI's Communications activities in the execution of FMI's role as the Voice of Food Retail and in effectively representing the retail food industry to key audiences including suppliers, government, advocacy groups and other associations.

Tres Lund, Chairman
Lauri Youngquist, Vice Chairman

David Ball
Rob Bartels
Mike Bozzuto
Ed Crenshaw
Kevin Davis
Sandy Douglas
Wesley Eubanks
Jerry Golub
Oscar Gonzalez
Paul Grimwood
Anthony Longo
Brandt Louie
John Lucot
Frans Muller
Gary Rodkin
Randy Skoda
Stephanie Skylar
Richard Smucker
Judy Spires

Staff Coordinator: Sue Borra