



Dear Midwinter Attendees

Thank you for joining us at the 2015 FMI Midwinter Executive Conference at The Fontainebleau Miami Beach, Florida. We look forward to welcoming you at the food retail industry's premier senior executive event.

As you prepare to depart for the conference we would like to take this opportunity to help you plan your trip and stay in Miami with some useful details. If you have any questions that are not covered here, please feel free to contact us at 202-220.0606 / abondthorley@fmi.org. All registration questions should be directed to register@fmi.org. Download the complete schedule [here](#).

Registration Checklist

Your registration includes attendance at the following events and no additional registration or fee is required:

- All Business (Education) Sessions
Monday, January 26th and Tuesday, January 27th
- TPA "Cocktails With" Reception
Friday, January 23rd at 5:15 p.m.
- TPA "Coffee Withs" Sessions (Closed To Press)
Saturday, January 24th and Sunday, January 25th
- Midwinter First-Timers Reception (For First-Time Attendees)
Saturday, January 24th at 5.00 p.m.
- FMI Midwinter Reception
Saturday, January 24th at 6:00 p.m.
- FMI's Big, Bold, Bleau Music Experience
Sunday, January 25th at 6.00 p.m.
- Breakfast
Monday, January 26th at 6:30 a.m.
- FMI Midwinter Reception
Monday, January 26th at 6:00 p.m.
- Breakfast
Tuesday, January 27th at 7:00 a.m.

The following events require pre-registration and / or additional fees. Please contact the individual listed below if you are not sure whether you are registered or would like to register.

- Strategic Executive Exchanges
Saturday, January 24th – Tuesday, January 27th

Contact: Suzanne George: sgeorge@fmi.org / 202.220.0820

- FMI Foundation Gala and Industry Awards Dinner
Saturday, January 24th at 7:00 p.m.

Contact: Cathy Polley: cpolley@fmi.org / 202.220.0631

- FMI Food Industry Golf Tournament
Sunday, January 25th at 11:00 a.m.

Contact: Julie Schrei: jschrei@fmi.org / 202.220.0636

- Tennis Round Robin
Sunday, January 25th at 11:30 a.m.

Contact: Meghan Mangan: Meghan.Mangan@catalinamarketing.com

- Spouse/Guest Luncheon
Monday, January 26th at 12:00 p.m.

Contact: Gladys Swearingen: gswearingen@fmi.org / 202.220.0641

Weather & Attire

The forecast for Miami looks very pleasant with daytime highs in the upper 70's and mostly sunny with overnight temperatures in the 60's. All meeting space at **The Fontainebleau** is located inside, but we recommend that you dress in layers as meeting rooms can get chilly. The official Midwinter Conference attire is resort business casual. For men, this means khaki pants or slacks, polo shirts, button down shirts, with the option of wearing a sport coat. For women, slacks, nice top, casual dress, or sundress are appropriate. Evening and special events in conjunction with Midwinter have their own dress codes:

Foundation Gala and Industry Awards Dinner
Midwinter Business Sessions
FMI Big, Bold, Bleau Music Experience

Cocktail Attire
Resort Business Casual
Casual

Transportation

The Fontainebleau is located approximately 12 miles or 20-25 minutes from Miami International Airport (MIA) and 28 miles or 45 minutes from Fort Lauderdale International Airport (FLL).

Taxis are available at the airport and cost approximately \$25-\$35 one way to The Fontainebleau. Car service can also be arranged through the hotel, please contact the concierge desk at (305) 674-4641 for more information.

Valet parking is available at The Fontainebleau at a rate of \$41.00 per room per day.

Attendee List

Attendance this year is another record turnout with close to 1,000 attendees. View the most [up-to-date list](#) of your colleagues attending.

Satellite Hotel Check-In (Thursday and Friday only)

Sponsored by BMO Harris Bank

Satellite hotel check-in is available exclusively to FMI Midwinter attendees on Thursday and Friday to help avoid long check-in lines. Please make sure to instruct your drivers to discharge you at the [Main Drive Entrance](#), the first entrance ramp into the hotel off of Collins Avenue [[see map](#)]. All other hotel check-in areas will be able to accommodate you at their stations, but some wait time may apply.

Registration

Sponsored by The Coca-Cola Company and The Hershey Company

Please proceed to the registration area to pick up your badge and conference information. Registration is located in the Luster Gallerie.

Registration hours are as follows:

Saturday, January 24, 2015	10:00 a.m. – 6:00 p.m.
Sunday, January 25, 2015	11:00 a.m. – 7:00 p.m.
Monday, January 26, 2015	7:00 a.m. – 3:30 p.m.
Tuesday, January 27, 2015	7:00 a.m. – 10:30 a.m.

Education Program

This year our educational program will focus on the diverse ways consumer empowerment is reshaping the role of the retailer. More than ever before, customer trust and loyalty is being determined not only by the value of the products and services offered, but also by the way the company values are being communicated and demonstrated. Shoppers want you to know them, but they want to know you, so they can be assured you share the concerns they hold dear. You will want to be part of this conversation as we explore the new levels of customer connections and what those connections points will mean for you personally and professionally. [View the education program and conference schedule in detail.](#)

Independent Operators Program

We encourage all Independent Operators to join us from 12:45 – 3:45 pm on Monday afternoon for a luncheon and afternoon business sessions designed specifically for Independent Operators. [View the schedule in detail.](#)

TPA Coffee With Sessions (open to all Midwinter attendees but CLOSED TO PRESS)

The Trading Partner Alliance is pleased to invite all GMA members and attendees of the FMI Midwinter Executive Conference to join us at Midwinter for networking and educational content during 'Cocktails With' and 'Coffee With' sessions.

The 'Cocktails With' reception will take place 5:15pm - 6:30pm Friday evening and is a chance to unwind and connect with friends and colleagues. 'Coffee With' sessions from 7:00am - 11:45am on Saturday and 7:00am - 7:45am on Sunday are an opportunity to have intimate dialogue with industry leaders about their efforts to better serve consumers and shoppers.

All individuals registered for the FMI Midwinter Executive Conference and/or attending GMA committee and council meetings are eligible to attend at no charge the 'Cocktail With' reception and the 'Coffee With' sessions presented by the Trading Partner Alliance. [View the schedule in detail.](#)

First-Time Attendees

If you are a first time Midwinter attendee, we are delighted to have your participation at the Midwinter Executive Conference; we hope this will be the first of many years to come. Please join us for a Welcome Reception hosted by FMI on Saturday evening from 5:00 – 6:00 pm in Scarpetta Bar/Lounge.

Midwinter Conference Mobile App

Sponsored by TCC Global

Download the official FMI Midwinter mobile app on your smartphone or tablet via Google Play (Android), iTunes (iOS) or <https://fmimec.gatherdigital.com> (Windows or Blackberry). Get up-to-the-minute conference information such as agenda updates, speaker information, feedback opportunities, maps, sponsor details, attendee list and more. You can create a personal profile, customize your schedule, send messages and network with your peers. To enable these features, open the app, go to "More" and then "My Account" to establish a password. Please use the email address that you used to register for the conference.

Just Released: FMI : News Mobile App

The FMI: News app delivers the latest updates and resources from FMI straight to your mobile device. The app aggregates news from every FMI department alongside stories from the FMI dailyLead, Safe Quality Food Institute and FMI Family Meals. Customize your home screen to see articles most relevant to your field and interests. Search "FMI News" in the apple or android store and download today.

Supermarket News at FMI Midwinter

Supermarket News will broadcast video interviews that will spotlight the FMI Midwinter Conference beginning Monday, January 26. View topical discussions with key industry leaders, including FMI President and Chief Executive Officer Leslie G. Sarasin. The videos will be available for viewing at www.supermarketnews.com. Coverage from the 2015 FMI Midwinter Executive Conference will be available online each morning of the conference via *Supermarket News*.

FMI Foundation Gala and Industry Awards Dinner

Premier Benefactor: Kraft Foods Group, Inc.

Join your colleagues and friends to support the FMI Foundation's commitment to the food retailing industry through its focus on research and education in the areas of food safety, nutrition and health while also celebrating industry leaders and the many ways in which they feed families and enrich lives. During this evening of fun and festivity FMI will present a selection of its 2015 awards, where we'll highlight the many varied contributions our industry makes and congratulate and honor those who do it best. The event will take place in the Sparkle Ballroom on Saturday, January 24th from 7:00 p.m. – 9:30 p.m. Pre-registration is required for this event. Please contact Cathy Polley at cpolley@fmi.org to RSVP.

FMI Food Industry Golf Tournament

Title Sponsors: MillerCoors, Nestlé USA and Niagara Bottling LLC

Please join us for the FMI Food Industry Golf Tournament on Sunday, January 25, 2015 at the Miami Beach Golf Club (11:00 a.m. lunch, 12:00p.m. shotgun start). There is no cost for FMI retailer/wholesaler members to attend, thanks to our generous sponsors. Funds go to support FMI political education efforts. Separate registration is required for this event. Transportation to and from the golf course will be provided. Buses will pick-up and drop-off at both the Sorrento Tower and the Chateau Tower (North Drive / lobby entrance). If you need to secure rental golf clubs or rental shoes, please contact Julie Schrei. Please check in by 11:30am at the golf course. **Please note that email confirmations have been sent to registered attendees. If you did not receive a confirmation, please contact Julie Schrei at 202.220.0636 or jschrei@fmi.org**

Tennis Round Robin

Hosted by Catalina, Mondelēz International and The Clorox Company

Enjoy an afternoon of exciting tennis matches on Sunday, January 25, 2015 at the Turnberry Isle Miami Resort (Canas Tennis Club) from 11:00 a.m. – 4:30 p.m. Matches will begin at 12:00 p.m. and refreshments will be provided. Transportation will also be provided from the Fontainebleau. Box lunch will be available at 11:30 a.m.

FMI's Big, Bold, Bleu Music Experience

Presented by Premier Sponsor PepsiCo, Inc. in conjunction with Anheuser-Busch Companies, LLC., E&J Gallo Winery, Mars Chocolate N.A., IRI, InComm, McCormick & Company, Inc. Market6, Chep and Textron Aviation

Kick off Midwinter with an exhilarating and fun music celebration. Enjoy cocktails and dinner pool-and ocean-side followed by an exclusive experience featuring a live musical performance from the award winning, multi-platinum group Karmin on the Ocean Lawn. Catch up with old friends and mingle with new acquaintances in an exciting, casual, relaxed environment.

No ticket required for this event, but we kindly request that badges / wristbands are worn as there are other groups in-house at the hotel.

Spouse/Guest Luncheon

Sponsored by Campbell Soup Company, Accenture, E.&J. Gallo Winery and Hallmark Cards, Inc.

Hosted by the FMI Executive Board Officer spouses, this exceptional event is planned for all spouses and guests and includes a gourmet lunch and entertaining speaker - Michelle Bernstein - a James Beard Foundation Award-winning chef

known for her Latin-style flavors of cooking. A special gift will be given in appreciation of your participation in the Midwinter Conference.

Network of Executive Women (NEW) Session: It's Time: Women's Leadership Call To Action

Midwinter attendees are invited to join the Network of Executive Women as they announce a new movement for workplace change on Sunday January 25, 2015 from 3:00 p.m. – 4:00 p.m. in the Flicker Room 1&2.

Host: Joan Toth, President and CEO, Network of Executive Women

Special guests:

NEW Board Member Amy Hahn, Senior Vice President, Marketing, Ahold USA

NEW Marketing Chair Lisa Walsh, Senior Vice President, PepsiCo Sales, PepsiCo

Anchored by Kevin Coupe, Founder and Content Guy, MorningNewsBeat

Research shows that companies with more women in leadership roles outperform non-diverse companies. Women make up half the retail industry's workforce but less than 1 in 5 corporate officers and 1 in 20 CEOs. The Network of Executive Women is launching the "It's Time" movement to change that. Our goal: build your business and create a better workplace for all. Be the first to see our new campaign and discover what you can do to unleash the power of women's leadership in your organization and in our industry.