



Financial Executive and Internal Audit Agenda

PGA National Resort & Spa, Palm Beach Garden, Florida | April 29 – May 1, 2018

Last updated: March 7, 2018

SUNDAY, APRIL 29th

1:00 p.m. - 5:00 p.m. Golf Tournament- PGA National Champion Course

5:00 p.m. - 6:30 p.m. Welcome Happy Hour

MONDAY, APRIL 30th

7:00 a.m. – 7:50 a.m. BREAKFAST

7:50 a.m. – 9:00 a.m. OPENING KEYNOTE

Change, Reality, Response: A Prescription For Retail Survival

Kevin Coupe, “Content Guy”/ Prime Storyteller, MorningNewsBeat.com, Producer/Co-Host, “The Innovation Conversation” Podcast Author, “Retail Rules! 52 Ways To Achieve Retail Success,” & Co-Author, “The Big Picture: Essential Business Lessons From The Movies”

It is easy to acknowledge the obvious: The retail business is undergoing tectonic disruption. It is harder to figure out how to respond, since identifying solutions sometimes can seem like drinking from a fire hose, and the pace of change makes it difficult to figure out what paths to take and investments to make. Kevin Coupe, MorningNewsBeat’s “Content Guy” - using his unique combination of real-world examples and what he calls “serious levity” - reconnoiters the competitive landscape, identifies the opportunities for success, and recommends how companies should move forward tactically, strategically, and philosophically.

CPE Field of Study: Personal Development

9:00 a.m. – 10:00 a.m. **FINANCIAL EXECUTIVE**

The Changing Role of the CFO

Panel Moderator: Kevin Coupe, “Content Guy”/ Prime Storyteller,

*MorningNewsBeat.com, Producer/Co-Host, "The Innovation Conversation"
Podcast Author, "Retail Rules! 52 Ways To Achieve Retail Success," & Co-
Author, "The Big Picture: Essential Business Lessons From The Movies"*

**Panel Participant: Clay Oliver, Chief Financial Officer, Brookshire Brothers, Inc.
The Store Consulting Group, Speaker TBD**

The role of the CFO in organizations has transformed over the past decade due to financial crisis, the impact of social media and big data. Historically the CFO could be characterized as the gatekeeper of financial information and in many cases, information that wouldn't be accessible to the rest of the organization.

During this panel discussion we will discuss how the CFO's role has evolved over the years and what this role holds in the future for organizations.

CPE Field of Study: Personal Development

9:00 a.m. – 10:00 a.m.

INTERNAL AUDIT

Shrink and the Role of Internal Audit

**Kevin Lee, Manager, The Store Consulting Group
Craig Moyer, Director, The Store Consulting Group**

Fresh shrink is a never-ending challenge for all grocery retailers as they try to balance between needed sales, the merchant's jobs of interpreting customer value, desire and perception, technology and data capabilities and operations ability to control and execute. Typical outcomes – all these pieces don't play well together, and millions of dollars are lost to shrink every year

And how about internal audit – How do they fit in? Should they?

During this session we'll explore effective processes and tools, how none of this works without integration and sustainability and the changing role of Internal Audit.

CPE Field of Study: Auditing

10:00 a.m. – 10:30 a.m.

NETWORKING BREAK

10:30 a.m. – 11:30 a.m.

FINANCIAL EXECUTIVE

RPA, How to Communicate Robotics Process Automation Without Scaring Your Staff

**Gregg Maxwell, Group Vice President NSC, Controller Retail Accounting
and Payroll, Albertsons Companies**

CPE Field of Study: Production

10:30 a.m. – 11:30 a.m.

INTERNAL AUDIT

Hacker Meets Auditor - A Love Story?

Bryan Thompson, *Director, Security, and Risk Services, RSM US LLP*

Hackers love auditors. They love auditor's checklist approach to security and their piecemeal and fractured security solutions to meet disparate audit findings. They are also appealed by the "if the minimum wasn't good enough it wouldn't be the minimum" mindset that pervades many audit teams...

The goal of this session is to make hackers hate you! By exploring current cyber-attacks, best practices for security, and new approach to conducting cybersecurity audits for protection, you'll be prepared to break the old auditor stereotypes that hackers love to exploit.

CPE Field of Study: Auditing

11:30 a.m. – 12:30 p.m. **General Session**

Update From The Hill

Andy Harig, *Senior Director, Sustainability, Tax & Trade, Food Marketing Institute*

Scott Moses, *Managing Director, Head-Food Retail & restaurant Investment Banking, PJ Solomon*

It is a crucial time for the food industry, Financial Executives Internal Auditors need new tools, new approaches and a new mindset. Never has collaboration and engagement with your colleagues been more important.



Congress' overhaul of the tax code will lower corporate and pass-through rates significantly, while also allowing for immediate expensing. Along with the opportunities these moves create are a host of new challenges for which companies will need to be prepared. Companies are going to be looking to their Financial Executives and Internal Auditors to lead in making changes that will keep their companies competitive.

Please join us for what promises to be an informative discussion.

CPE Field of Study: Accounting

12:30 p.m. – 2:00 p.m.

LUNCH **Sponsored NCH**

2:00 p.m. – 3:00 p.m.

IDEA EXCHANGE (Retailer & Wholesaler Only) **Both Financial Executive and Internal Audit**

Join in a lively discussion about the issues and challenges that keep financial executives in the food retail business up at night. Get ideas, swap best practices, share your pain points and connect with your finance peers during our most popular session.

CPE Field of Study: Finance

3:00 p.m. – 4:00 p.m.

FINANCIAL EXECUTIVE

The Hidden Costs of Deduction Management

Tom Flynn, *Vice President of Supplier Services, PRGX*

Retail organizations incur significant internal resource costs to not only facilitate their payment processes, but to support the subsequent Deduction Management and Help Desk processes as well. In most environments, these processes can become manual, riddled with work arounds, and take time to reach resolution from stakeholders throughout the entire organization. The end result is a costly, time-consuming process for the both the retailers and their suppliers.

CPE Field of Study:

3:00 p.m. – 4:00 p.m.

INTERNAL AUDIT

Occupational Fraud and The Internal Controls Impacted

Michael Howse, *Vice President, Internal Audit and Asset Protection, SpartanNash Company*

Join us for a round table discussion on fraud case studies and the relevant process controls that were impacted. In some cases the process controls enabled the detection of the fraud. More often than not the process controls were not properly executed and failed to prevent or detect the fraud.

Participants are encouraged to share their own experiences with fraud investigations and your evaluation of the related process controls. Share your best practices.

CPE Field of Study: Auditing

4:00 p.m. – 4:30 p.m.

NETWORKING BREAK

4:30 p.m. – 5:30 p.m.

General Session

An Update on Accounting and Financial Matters

Elizabeth Miller, *National Audit Industry Lead Partner for Retail, KPMG LLP*
Dan Amat, *Audit Partner, KPMG LLP*

Designed for financial executives and internal auditors from both public and private companies, this session will provide updates on important financial accounting and reporting developments from the past year, as well as insights about what to expect in the future. The presentation will be tailored to be most relevant to matters impacting the food retail industry.

CPE Field of Study: Accounting

5:30 p.m. – 7:00 p.m. **HAPPY HOUR**

TUESDAY, MAY 1st

7:00 a.m. – 7:50 a.m. **BREAKFAST**

7:50 a.m. – 9:00 a.m. **GENERAL SESSION**

Business Continuity in the Aftermath of Disaster

Clay Oliver, *Chief Financial Officer, Brookshire Brothers, Inc.*

Sam DiCarlo, *Chief Financial Officer & SVP, Administration, The Food Marketing Institute*

2017 was a very busy year filled with tropical storms, hurricanes and fires that devastated many parts of the United States. Even till today many of the areas that have been affected are still trying to pick up the pieces.

This panel discussion will cover the disasters that have taken place and lessons learned.

CPE Field of Study: Business Management

9:00 a.m. – 10:00 a.m. **FINANCIAL EXECUTIVE**

Applicable Leading practices and Case Studies on Using Business Incentives to Lower Cost and Drive Value

Rose Burden, *Executive Director Southeast Incentives Leader, Indirect Tax Services, Ernst & Young LLP.*

Benton Blaine, *Manager, Location Investment Services, Ernst & Young LLP.*

During this session we will work through a retail location, distribution/processing facility and headquarters case study to illustrate credits and incentives that should be pursued. Noting regional differences in value, veteran hiring benefits and common mistakes. The session will conclude with a synopsis on the national credit/incentive program changes in lieu of the recent tax reform.

CPE Field of Study: Finance

9:00 a.m. – 10:00 a.m. **INTERNAL AUDIT**

What Retailer and Wholesaler Internal Auditors Need to Know about FSMA

Hilary Thesmar, *Chief Food & Product Safety Officer & VP, Food Safety Programs, Food Marketing Institute*

The Food Safety Modernization Act (FSMA) has changed the federal food safety regulations for all companies that manufacture, process, pack or hold food. Embedded in the FSMA regulations are countless requirements for written

policies, procedures and records that must be available to the FDA typically within 24 hours upon request. This session will go through the major FSMA regulations, the requirements for documentation by regulated facilities and how internal auditors can work with interdepartmental teams within retail and wholesale companies to help assure compliance with food safety requirements.

CPE Field of Study: Auditing

10:00 a.m. – 10:15 a.m. NETWORKING BREAK

10:15 a.m. – 11:15 a.m. FINANCIAL EXECUTIVE

Seamlessly Implementing an Omnichannel Strategy

Andrew Nodes, *VP, Retail Accounts, Instacart*

An omnichannel solution is critical to compete in modern-day grocery. Retailers must understand how to evaluate an e-commerce strategy, predict and prepare for inevitable hurdles and implementation complexities, and assess the success of the program. What are the key questions to ask when determining the digital path forward and what are the pitfalls to avoid?

CPE Field of Study: Finance

10:15 a.m. – 11:15 a.m. INTERNAL AUDIT

Recruiting and Retention Millennials

Yvonne Trupiano, *Senior Vice President, Human Resource, SpartanNash Company*

Millennials have passed Generation Xers to become the largest share of the American labor force. They have had a huge influence on retail business strategies and potentially the greatest impact on the future of the retail industry than any other generation before them. Millennials are also more likely to turnover or leave their employer faster than any other generation. This discussion will be focused around what you can do to attract, retain, and engage your millennial employees.

CPE Field of Study: Personnel/ Human Resources

11:15 a.m. – 12:15 p.m. GENERAL SESSION

THE IRRESISTIBLE POWER OF STRATEGIC STORYTELLING

Kindra Hall, *Speaker, Author, Communication Expert*

The shift from a transactional economy to a connected one has people scrambling; when surveyed, companies admit they believe a substantial portion of their revenue is under threat as a result. Businesses, brands, sales forces, marketing teams and leaders at all levels are desperately trying to capture attention and resonate with consumers who expect more. Is there a secret weapon? A silver bullet to humanize and connect? Yes. The answer is strategic storytelling. Kindra Hall has presented this storytelling keynote for audiences

around the world and across industries to equip them with this essential skill for success in a connected economy. Far from jargon or fluff, Kindra's approach to storytelling is razor-sharp and immediately actionable. The result: Using Kindra's blueprint for effective storytelling, attendees leave empowered and equipped to close more sales, build better relationships, or blow up their brands by leveraging the irresistible power of their stories.

CPE Field of Study: Personnel Development

12:15 p.m. – 1:15 p.m.

LUNCH

1:15 p.m. – 2:15 p.m.

IDEA EXCHANGE (Retailer & Wholesaler Only) Both Financial Executive and Internal Audit

Join in a lively discussion about the issues and challenges that keep financial executives in the food retail business up at night. Get ideas, swap best practices, share your pain points and connect with your finance peers during our most popular session.

CPE Field of Study: Finance

2:15 p.m. – 3:15 p.m.

GENERAL SESSION- Vendor Presentation

Presentation By: SAP

CPE Field of Study: Information Technology

3:15 p.m. – 3:30 p.m.

NETWORKING BREAK

3:30 p.m. – 4:30 p.m.

FINANCIAL EXECUTIVE

Food Retailing M&A: Rapidly Changing Landscape Driving Innovation, Consolidation and the Impact of the “Endless Aisle”

Matt Hamory, *Principal and Leaders of the Consumer and Retail Strategy, KPMG*

Mark Belford, *Managing Director and Leader of Consumer and Retail Corporate Finance, KPMG*

Adam Goodliss, *Director of Consumer and Retail Strategy, KPMG*

We will explore the state of play in the food retailing M&A marketplace by reviewing the underlying rationale, valuation and forecasted benefits for several recent transactions; highlighting trends in the space that we believe will influence future M&A activity; and focusing on tactical measures constituents can undertake to prepare for a possible purchase or sale.

CPE Field of Study:

3:30 p.m. – 4:30 p.m.

Internal Audit

Vendor Promotional Program Auditing

Bill Naughton, *Manager, Corporate Internal Audit, SpartnNash Company*

Lost dollars from your Vendor Promotional Program is a reality. Many external audit firms are knocking at your door wanting to help recover those lost dollars in return for a large finder's fee. SpartanNash's IA department has run a very successful in-house Vendor Promotional Audit Program for over the past 15 years at an annual cost around 3% of the total claims collected. Join this round table discussion to gain insight on running a successful in-house Vendor Promotional Audit Program and have the opportunity to share some of your success stories and some pit-falls for running an in-house promotional review.

CPE Field of Study: Auditing

CONTINUING EDUCATION CREDITS

Attend the 2018 Financial Executive and Internal Audit and you will earn up to 14 CPE credits in fields of study such as Business Law, Economics, Personnel/HR, Personal Development, Information Technology and Accounting. The 2018 Financial Executive Forum is a "group-live" event at the advanced course level and no advanced preparation is required. Total number of credits is being determined. Check back often for updated information.

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