

# 2019 FMI Midwinter Executive Conference

## Agenda (subject to change – last updated January 18, 2019)

### FRIDAY, JANUARY 25, 2019

7:30 AM - 4:30 PM

#### **Refresh Lounge**

*Living Room Lounge & Veranda*

In anticipation that you will need some relaxation and down time, the Midwinter Refresh Lounge is open to all attendees during peak conference hours. It's the perfect spot to re-energize between conference events, SEE meetings and education sessions, and is conveniently located in the Living Room Lounge of the resort clubhouse. Complimentary snacks and beverages will be available for your enjoyment.

7:30 AM - 7:00 PM

#### **Registration**

10:00 AM – 12:00 PM

#### **Tech@Midwinter Talks**

*Imperial Ballroom*

Hang with your industry peers during these informal, fire-side chats. We'll have two lounge areas, occupied in 7-minute intervals, focusing on the top trends in technology. Your technology partners will delve into the highest priority areas.

#### **The Iron Man Suit for Retail & Consumer Goods**

*David Moran, Co-Founder and Chairman, Eversight*

Join the discussion to explore how machine learning algorithms and artificial intelligence deliver value to retailers by enabling coaching networks. We are seeing a shift toward machines assuming rote data processing and pattern recognition tasks, while surfacing important information to merchants through coaching-based user interfaces. This allows merchants to spend their time solving interesting problems that they are uniquely well suited to make judgment calls on.

#### **Pricing and Promotion Opportunities of Automation**

*Jose Gomes, President, North America, dunnhumby*

Like it or not, automation will be the game changer that enables early adopters to gain competitive advantage through pricing and promotions efficiencies. There are opportunities for retailers of all sizes to automate elements of their pricing and promotions. Learn the three areas that can deliver the biggest impact to your business.

## **Innovating Ecommerce Product Discover with Attribute Data**

*Dave Byman, Vice President Business Development, Label Insight*

Today's shoppers buy value-added products like "gluten free" and "paleo," often regardless of brand or price. Building these types of consumer-focused attributes into the search and filter features in your ecommerce experience can drive significant increases in product discoverability, expanded assortment presentation and ultimately sales growth and customer satisfaction. See what an attribute-rich environment looks like.

## **Tools for Tomorrow's Workforce**

*Joey Alfano, CPO and Co-Founder, GoSpotCheck*

Over 2 billion retail workers don't have tools to do their jobs most efficiently. But leading brands are adopting new technologies to gain store-level intelligence, monitor supply chain efficiencies, increase sales, save labor, and inform marketing spend. Learn how new tools are leveraging machine learning and image recognition to revolutionize work.

## **Prescriptive AI for Optimizing Total Customer Experience**

*Kaustubha Phene, Founder and CEO, Pristine Infotech*

Can artificial intelligence profitably synchronize assortment, placement, price, promotions and personalized offers? Deep learning detects infinite customer behavior patterns from big data. Prescriptive recommendation engines make AI actionable with precision and speed. Learn how real time customer intelligence, AI and recommendation engines can optimize total customer experience.

## **Solving the Retail Labor vs. Workload Puzzle**

*Grady Barnard, National Account Executive, Reflexis, Inc.*

To maintain a nimble retail environment and offer excellent customer service, top grocery retailers ensure that their labor is optimized based on real-time store workload. By aligning labor schedules with work in stores, you guarantee store associates can execute all work efficiently and still deliver an engaging customer experience. Learn the strategies and solutions to optimize store execution and labor operations.

## **Transparency, Traceability, Point-of-Sale, Engagement and More with a Single Digital QR Code**

*Maryann Moschides, Scanbuy*

QR codes can help you manage the complex environments of product regulatory mandates, consumer transparency, traceability and point-of-sale requirements –from a single product package. Learn how QR Codes can deliver multipurpose digital links today and prepare product portfolios for UPC sunsetting.

## **Moving to the Intelligent Enterprise: Focusing on the Digital Shopper**

*Randy Evins, Industry Advisor, SAP*

The food industry has always been a customer first industry. But in today's digital world that customer first focus has changed. The store is critical, but it is only one part of the strategy. SAP has designed a way to bring a comprehensive view of ALL shoppers into play and ensure that companies can truly focus on the shopper regardless of where they choose to interact.

## **Wake up! Avoid Ad Landmines and Spend Effectively**

*Andrew Mandzy, Sr. Client Partner, Oracle Data Cloud*

Today almost half of digital ads are not viewable by humans, resulting in inefficient spend. Worse, grocers can't be certain their ads won't be placed on undesirable pages. Oracle Data Cloud will share best practices on how to face these challenges head on, along with real life examples of how marketers are successfully maximizing ad viewability and attention while minimizing brand safety concerns.

## **Automation is the New "Online", Do Not Miss It!**

*Francois Chabard, CEO, Focal Systems*

What would happen if retailers took 10% of their online budgets and applied it to in-store automation using state-of-the-art artificial intelligence? We'll walk through pro forma income sheets for major retailers, proving that this would drive an 8% increase in operating profit per year. Learn how this is possible now with modern deep learning computer vision and how we are doing this for more than 10 of the largest retailers today.

## **Maximizing Shopper Engagement and Loyalty with Technology**

*Brian Hammer, VP Sales, TCC Global*

Your shoppers' share of wallet is greatly fragmented. They are looking for ways to make their weekly shopping trips easier and more efficient and for reasons to engage with your brand in new ways. From loyalty programs to e-commerce and augmented reality, technology plays an increasingly important role in engaging shoppers throughout their journey and overall customer experience. Learn more about the role of technology in shopper engagement.

## **The New Age of Data Science**

*Brian Murphy, Managing Director, emnos USA*

What is the next bright shiny star? What is the next moonshot?  
Stay on earth and get grounded  
in new methodologies in applying data science to your business.

12:00 PM - 1:30 PM

## **Independent Operator Committee Meeting (By Invite Only)**

FMI Midwinter presents a rare opportunity for food retail independent operators to meet with hundreds of key suppliers, expand existing partnerships and share ideas with other industry leaders.

In this invite-only session, independent operators will identify optimal digital solutions, capitalize on trends like online shopping, in-store experiences and explore strategies to maintain sustainable growth and exceed customer expectations.

12:00 PM - 4:45 PM

## **Strategic Executive Exchanges**

The SEE program offers you a venue to meet face-to-face with top food retail and wholesale company C-level peers in the supplier and manufacturing communities, through pre-arranged, one-on-one appointments.

12:00 PM – 4:55 PM

## **Tech@Midwinter Exchanges**

*Imperial Ballroom*

Your opportunity to sit face-to-face with your technology partners is here! These Tech Exchanges are designed to give you that personalized time you need. Each appointment lasts 25 minutes.

5:30 PM - 6:30 PM

## **Midwinter First-timers Welcome Reception**

*Royal Palm Pool*

Mingle with many first-timers and FMI staff to make the most of your investment! A few veteran attendees will be onsite to answer any of your questions and provide tips about how to most effectively use your time at Midwinter.

6:30 PM - 9:30 PM

**PepsiCo Presents: A Little Bit Country, A Little Bit Rock 'n Roll**  
*Grand Ballroom*

A little bit country, a little bit rock 'n roll — a whole lot of party! Join PepsiCo on opening night for the rock barbecue event of the year! Enjoy southern cuisine, craft cocktails and conversation on the patio followed by a rockin' performance by American Idol finalist and Grammy Award Nominee, Daughtry in the Grand Ballroom. This is a party you will not want to miss!

## SATURDAY, JANUARY 26, 2019

7:00 AM - 4:00 PM

**Refresh Lounge**

*Living Room Lounge & Veranda*

In anticipation that you will need some relaxation and down time, the Midwinter Refresh Lounge is open to all attendees during peak conference hours. It's the perfect spot to re-energize between conference events, SEE meetings and education sessions, and is conveniently located in the Living Room Lounge of the resort clubhouse. Complimentary snacks and beverages will be available for your enjoyment.

7:00 AM - 6:00 PM

**Registration**

7:00 AM - 8:45 AM

**Midwinter Breakfast**

*Crystal Ballroom*

9:00 AM - 9:45 AM

**Business Sessions**

**Mastering the Foundations of Digital Success: Digital Imperatives Part 1**

***Insights into Strategic Organizational Structure, Master Data Accuracy, Integrated Forecasting***  
*Imperial Ballroom*

*Moderator:*

*Thom Blischok, Chairman and CEO at The Dialogic Group, LLC*

*Panelists:*

- *Randy Burt, Partner, Chicago Office Consumer & Retail Practice, A.T. Kearney*
- *Jim Smits, Vice President Retail Development, North America, Retail Solutions, Inc.*
- *Natalie Williams, VP Product Leadership, Nielsen*

There is no disruptor more at the forefront of changes in food retail today than that of the growth and potential of omnichannel shopping. Over the last three years, FMI and Nielsen have been working to identify the size and velocity of growth in online food and beverage purchases and help retailers assess their readiness to serve their customers' needs. In 2018, we released six key areas that are imperative to digital success. In this first of two sessions, we offer how-to options for tackling these imperatives. In this session experts will explore three foundational areas that provide the basis for success in all areas of omnichannel: strategic organizational structure, master data accuracy, and integrated forecasting.

### **It's About Time: Strategies for Employing Innovative Personalized Marketing Strategies in Offline Environments**

*Nishat Mehta, President, IRI Media Center of Excellence  
White & Gold Ballroom D*

We know that personalization works. For marketers whose customers purchase primarily in offline retail environments, however, data and technology limitations have prevented the implementation of advanced digital marketing tactics used by other businesses that rely on online conversion. This gap leaves the goal of true personalization unrealized.

All this is changing. With the advent of new technologies and new data sources, marketers can now use deterministic offline behavior at scale in almost real time. Strategies involving frequent targeting optimization, tactic optimization, machine learning and augmented decision making are finally available to an industry that is demanding greater effectiveness from its marketing spend. Join this session to learn how retailers and manufacturers that embrace these capabilities and embed these disciplines within their operations and execution can finally reach the personalization capabilities that their consumers have been demanding. It's about time.

10:00 AM - 10:45 AM

### **Business Sessions**

#### **Investing in Technology and Data Analytics that Make it Possible: Digital Imperatives Part 2**

*Insights into Cohesive Shopper Insights, Marketing & Promotions and Digital Shelf Optimization  
Imperial Ballroom*

*Moderator:*

*Thom Blischok - Chairman and CEO at The Dialogic Group, LLC*

*Panelists:*

- *David Moran, Co-founder and Chairman, Eversight*
- *Tsvetan Tsvetkov, Senior Vice President - Marketing Effectiveness, Nielsen*
- *Barry Klogan, Mi9*
- *Steve Hasen, AVP of Business Development, Precima*
- *David Portalatin, Vice President, Food Industry Analyst, The NPD Group*

Optimization of the shelf takes on a new meaning and opens up new opportunities, as digitally connected commerce becomes the norm. At the same time that the digital shelf becomes intimately smaller to fit the mere 4.7 inches on an iPhone 7 screen, it is also infinitely larger and deeper than its physical counterpart and potentially, far more dynamic. As changes in media consumption, advertising and shopping behaviors are creating new opportunities, finding your course of action based on cohesive shopper insights and identifying the right platform for presentation are a challenge. In this session, you will hear insights on how to create a simplified approach to a complicated landscape with shopper insights, marketing & promotions, digital shelf optimization and the right presentation platform for you. Plan, activate, measure!

### **The Power of Frozen Foods**

*Alison Bodor, President and CEO, American Frozen Food Institute  
White & Gold Ballroom D*

The frozen foods aisle is in the midst of a strong comeback. For several years, the food retailing industry has touted the strength of the perimeter, but the focus has been on fresh departments. Developing an understanding of the drivers for growth in frozen foods will help manufacturers and retailers further align innovation, products, merchandising, marketing and branding with how shoppers live, shop and cook. Sales numbers can tell only part of the story. This session will give you a better understanding of consumer behaviors and attitudes about frozen foods and the usage of frozen foods in the home and reveal insights on how to drive continued growth in this category.

10:00 AM - 3:45 PM

### **Strategic Executive Exchanges**

The SEE program offers you a venue to meet face-to-face with top food retail and wholesale company C-level peers in the supplier and manufacturing communities, through pre-arranged, one-on-one appointments.

**2019 Top Trends in Fresh – Balancing the Consumer Pendulum**

- *Sally Lyons Wyatt, EVP & Practice Leader, IRI*
- *Jonna Parker, Principal, IRI Fresh Center of Excellence*

*White & Gold Ballroom*

The fresh sector has evolved over the past few years and we have seen shifts in what consumers are buying and where they are buying. Some perimeter products and solutions are winning more than others, but why? During this session, IRI will delve into why trends work in some areas but not others by uncovering insights on the multifaceted U.S. consumers' purchase and consumption habits of Fresh. This session will look at consumer trends from a multicultural, generational and socioeconomic status perspective, examining segmental attitudes towards fresh and actual behavior. IRI's investigation will share new and actionable insights that retailers and manufacturers can use for driving innovation and creating in-store programs that will drive retail traffic.

**Artificial Intelligence / Machine Learning in Grocery:  
Beginning the journey to digital transformation**

*Moderator:*

*Gerarda von Kirk, Managing Director, Management Consulting Talent and Organization, Accenture*

*Panelists:*

- *Ron Bodkin, Technical Director, Applied Artificial Intelligence, Google*
- *David Moran, Co-Founder and Chairman, Eversight*
- *Rick Wenger, Vice President, Industry Value Engineering, SAP*

*Imperial Ballroom*

AI seems to be the next big “thing” in business. But what is it and what does it do? What business outcome/benefit should you expect if you engage and invest in it? And how can your organization transform from a “wait and see”, slow technology adopter, to a company that embraces technology and allows innovation to drive business. As the industry considers digital transformation as the new mantra, AI, and its closely related cousin Machine Learning, can help facilitate that process. Implementing technology that can intelligently learn and solve business problems, and better yet IMPLEMENT solutions resulting from that self-analysis, are cornerstones to leading digital

transformation. Whether you approach this technology innovation in your supply chain, store operation, category management or customer marketing areas, it is already proving to provide deep insights and compelling business value to those that adopt it. Hear from industry experts on how AI can get you headed down the path to that elusive digital transformation.

1:30 PM - 2:15 PM

## Business Sessions

### **Gene Editing; Industry Innovation and/or Consumer Challenge?**

*Moderator:*

- *David Fikes, Vice President, Communications and Consumer/Community Affairs, Food Marketing Institute*

*Panelists:*

- *Andy Harig, Senior Director, Sustainability, Tax & Trade, Food Marketing Institute*
- *Jane Andrews, Retail Nutrition Consultant*
- *Andrew Roberts, Ph.D., Deputy Executive Director, ILSI Research Foundation*

*White & Gold Ballroom*

None of us wants to relive the public relations and government affairs nightmare spurred by the GMO labeling debate. So how do we avoid having the new biotech tool of gene editing trundle down the same treacherous path? Join a frank discussion of:

- The science behind gene editing that differentiates it from GMO technology

- The regulatory landscape regarding this new bio-engineering tool
- The anticipated challenges in consumer acceptance of this technology
- Industry attitudes about this hot emerging issue

### **The Future of Work**

- *Thomas Kilroy, Partner, McKinsey & Company*
- *Sajal Kohli, Senior Partner, McKinsey & Company*

*Imperial Ballroom*

The advancement and adoption at scale of artificial Intelligence and automation technologies introduces significant disruptions to the food retail industry, particularly in alleviating SG&A pressure and enhancing decision making. At the same time, this signifies meaningful adaptation needed in the workforce. This session will

focus on why management teams need to get ahead of workforce planning to support their technology adoption roadmap, including but not limited to, role redesign, retraining, reskilling of existing and new workers, and handling displacement of existing workers to position the organization for success.

2:45 PM - 3:30 PM

### New Marketplace Realities

*Moderator:*

- *Mark Baum, Senior Vice President, Industry Relations & Chief Collaboration Officer, Food Marketing Institute*

*Panelists:*

- *Scott Moses, Managing Director and Head – Food Retail & Restaurants Investment Banking, PJ Solomon*
- *Justin Dye, Founder & Chief Executive Officer, Ripkurrent*
- *Tom Furphy, CEO, Replenium*

*White & Gold Ballroom*

This provocative panel will review macro dynamics and their impact on the food retail sector and discuss prioritizing investment spending required to compete and examine strategic implications across our rapidly-changing sector.

### The Skills Economy

*Brad Oberwager, Chief Executive Officer, Jyve Corporation  
Imperial Ballroom*

As the retail space evolves with changes in consumer behavior and technological innovation, high wages and turnover remain on the rise. No matter what role you play in the grocery space, shifts in the workforce have implications for everyone. Amid this rapidly evolving landscape, traditional strategies will not solve the new challenges facing our industry. This provocative session will assert that the single most significant factor that will drive our success as an industry is labor, and that the key to unlocking our impending labor crisis is an unorthodox shift in how we think about the future of work.

4:00 PM – 4:15 PM

### FMI Midwinter Chairman's Remarks

*Laura Karet, Chief Executive Officer, Giant Eagle, Inc.  
Grand Ballroom*

4:15 PM – 5:00 PM

### The Future of Shopping

- *Chieh Huang, Co-Founder and CEO, Boxed.com*
- *Chris Walton, CEO, Omni Talk*

*Grand Ballroom*

In today's world the consumer can buy anything they want anywhere and anytime they want. This is a world where the old tenets of success in retail—price, product and convenience—are no longer enough. In this world, it is all about the shopping experience and how this experience aligns with the particular goals and values of the individual consumer. There are disruptors and innovators everywhere, vying to offer consumers something new in their shopping experiences. Who's trying what? Does anyone have it figured out? What's on the horizon? What are the technologies and operations driving the opportunities?

In this keynote, two presenters will share postcards from the future of shopping. First, Chris Walton, Co-Founder of OmniTalk, will explore the many ways in which the practice of retail is changing, what is on the near horizon and where there are new opportunities. The second presenter, Chieh Huang, CEO and Founder of Boxed.com will describe the origin story of his company, one of the disruptive new players in the field.

5:00 PM – 5:30 PM

### **Disrupting the Political Environment: New Identities for Elected Officials**

*Eric Cantor, Vice Chairman and Managing Director, Moelis and Co. and former House Majority Leader*

*Grand Ballroom*

Just as there are many new, personalized choices in food and diet, there are also no longer only 3 distinct political identities – Democrat, Republican and Independent. New identities like Progressives, the Freedom Caucus, Problem Solvers and others have the same potential to upend how we interact with elected officials and how public policy goals can get enacted. Get an inside view of the new political environment and implications for public policy issues impacting our business and our customers.

5:30 PM – 6:00 PM **FMI Executive Leadership Awards Panel Discussion: What It Means to Be a Leader**

*Grand Ballroom*

2018 recipients of FMI's Executive Leadership Awards for statesmanship, innovation and trading partner relations share their insights on leadership in today's fast-paced food retail industry. Celebrate and learn from the winners of the William H. Albers, Sidney R. Rabb and Robert B. Wegman awards.

6:00 PM - 7:00 PM

### **Midwinter Reception**

*North Foyer and Grand Patio*

Join us for the Midwinter Reception immediately following the Saturday keynote sessions. Enjoy food and drinks while you mingle and network with peers in a fun and relaxed environment. This is a great opportunity to connect with other attendees, expand your network of resources and develop true working relationships.

## SUNDAY, JANUARY 27, 2019

6:15 AM - 8:00 AM

### **FMI Midwinter Sunrise Run/Walk**

Join your colleagues and friends for the 3rd Annual FMI Midwinter Sunrise Run/Walk! It's a great way to kick off your conference day. Runners and walkers of all speeds are invited to participate. Registration is open to all FMI Midwinter conference attendees and guests. All participants will receive a race number and commemorative race t-shirt. Music and morning refreshments will be provided.

7:30 AM – 5:00 PM

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8:00 AM - 12:45 PM

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8:00 AM – 9:55 AM

### **Tech@Midwinter Exchanges**

*Imperial Ballroom*

Your opportunity to sit face-to-face with your technology partners is here! These Tech Exchanges are designed to give you that

9:30 AM - 10:30 AM

personalized time you need. Each appointment will last 25 minutes.

**Yoga**

*National Doral Spa*

Join fellow attendees for a 60-minute guided yoga class.

"Awakening Yoga" is a dynamic, physically energizing form of yoga that will stretch your limbs and awaken your senses with the guidance of your own heart beat getting in tune with the rhythm of the day. Suitable for all levels. Open to all attendees. Space is limited.

10:00 AM – 12:00 PM

**Tech@Midwinter Talks**

*Imperial Ballroom*

Hang with your industry peers during these informal, fire-side chats. We'll have two lounge areas, occupied in 7-minute intervals, focusing on the top trends in technology. Your technology partners will delve into the highest priority areas.

**Why Multi-Format Fulfillment is Key**

*Scott DeGraeve, COO, Locai Solutions*

Most retailers fulfill online orders in-store today. This is already becoming problematic in busier stores as they begin to tip over with congestion in the aisles and out-of-stock on the shelves. It will become essential for retailers to develop a multi-format toolkit so they have the ability to continue in-store fulfillment where it makes sense for lower volume, and have the ability to move to dedicated space where warranted in denser areas, i.e. wareroom, dark store, robotics.

**Delight or Fright? Shopper Reaction to Automation**

*Craig Rosenblum, Regional Vice President, Inmar*

When it comes to automation, what will today's consumers greet with delight and what will take more time to adjust to? Are shoppers willing to embrace cashless checkouts or to have drones to aid and act as customer service assistants? How far will customers and shoppers be willing to go in giving up personal information so automated technology can work its magic towards delivering the ultimate shopping experience for them?

## **Frictionless Intelligence in a Chaotic Data World**

*Troy Treangen, SVP, Technology, Nielsen*

Today's data oftentimes lives in a silo where it can't relate to anything around it. The movement of this data creates costs, lag to action and fragmented insights. The future of data and analytics is about activating insights without moving data around. Join us to experience a vision of seamlessly connected data, faster analytics and precise decisions.

## **Using Data and Analytics to Maximize Your Retail Sales Programs**

*Kirk Wheeler, SVP Global Sales and Marketing, Retail Solutions Inc.*

Can you clearly and factually evaluate the ROI of your retail optimization? What is the real contribution of your field/broker program to sales? RSi's Kirk Wheeler, SVP Global Sales and Marketing, discusses how you can use data and analytics to gain insights into field team activities, leading to increased sales and profits.

## **Leveraging AI and Data Science for Growth**

*Denise Indovina, Vice President Business Development, Ultimate Data*

From acquiring high value customers, to personalizing your loyalty program and identifying top prospects for online shopping and delivery services, artificial intelligence and data science play a pivotal role. Learn how targeting the right prospects and personalizing your customer communications can help you grow your customer base, your average basket size and your online shopping business.

## **New Digital Pathways to Convenience, Value and Margin Growth**

*Sylvain Perrier, CEO, Mercatus Technologies*

What is the average American consumer looking for in digital experiences from their favorite grocer? How do those desires translate throughout a grocery organization? Hear results-based recommendations on how to turn consumer demands into a digital strategy that is both operationally efficient and, ultimately, cost effective.

## **How an IoT Solution Can Change Your Business**

*Ed Wogan, Team Lead-Retail, Transportation and Logistics,  
SmartSense by Digi*

Food retailers are increasingly recognizing that IoT solutions not only help to guarantee compliance, but they also present an opportunity to reduce product loss and reallocate valuable man hours from tedious, manual record-keeping to tasks that more directly impact and improve the customer experience. Join this talk to learn more.

## **Improve Store Promotion Execution Using Automated Data & IoT Technology**

*Erik McMillan, Founder & CEO, Shelfbucks*

Does your organization suffer from poor store execution? Do you even know for sure? Suffer no more. It is now possible to improve results with real-time data for every execution in every store, every day. This is possible with new, low cost Internet of Things sensors and automated store alerts. No more expensive labor or audits. Learn how this works with real industry case studies you can take to your team for swift implementation.

## **See Your Consumer's Online Journey from Search to Purchase Without Violating Their Privacy**

*Gilles Haumont, Chief Commercial Officer, TSquared Insights*

What would you change if you could see your consumers' online behavior through non-intrusive digital data? How would you optimize your online digital investments? Would you change your paid search parameters? Find out how data collected from tens of millions of devices in a non-intrusive way is reshaping the insights industry.

## **Finding Growth in the Omnichannel Marketplace**

*Bob Jennings, Regional VP, Sales, Numerator*

Non-traditional retailers are rapidly gaining market share, and private label products account for 20% of annual consumer spending. Find out what's really happening in these emerging channels. How are online pure-play retailers and value-based retailers disrupting the market? Who is the private label shopper, and which retailers are winning the private label war? With a variety of fulfillment options, how are shoppers using services such as click & collect?

## **Phygital Shopper – Strategies for the New Era Physical Store**

*Joao Antonio Gomes Claro, CSMO, Xhockware*

Do you really know your shoppers? Are you generating a meaningful and positive impact on their lives? Learn how to digitize the physical store, hyper-personalize and engage with every shopper. In a time where hard promotion no longer works, we share insights and strategies on how to drive customer satisfaction, increase basket size up, and keep costs down.

## **The True Cost of Floor Execution Issues**

*Michael Schweibinz, Enterprise Account Executive, CB4*

How do you measure the impact of floor execution issues on your customer experience and bottom line? What's the most efficient way to find and fix these issues across your chain? Learn how to uncover the costliest issues using machine learning and just one input, one you already collect: simple aggregated POS data. Discover a way to easily calculate the number of hidden issues you should expect to find across your chain and their impact on your bottom line.

11:00 AM - 5:00 PM

## **FMI Food Industry Golf Tournament**

Seize this unique opportunity to spend quality time with senior-level retailers at the FMI Food Industry Golf Tournament, a premier networking event. The tournament will be held on the legendary Blue Monster Course at the National Doral Miami. A luncheon will begin at 11:00 a.m. with a shotgun start at 12:30 p.m. Thanks to our generous sponsors, FMI retailer and wholesaler members may join at no cost.

12:00 PM - 2:00 PM

## **Spouse + Guest Luncheon**

*Crystal Ballroom*

Spouses and guests are invited to enjoy a gourmet lunch with a special guest speaker. In appreciation for your participation in this event, guests will also receive a special gift. To RSVP for this event, please contact Gladys Swearingen at [gswearingen@fmi.org](mailto:gswearingen@fmi.org).

1:30 PM - 2:15 PM

## **Executive Roundtables**

### **Meeting the Consumer Demand for Product Knowledge**

*Dave Byman, Vice President Business Development, Label Insight*

*White & Gold Ballroom A*

Today's consumer wants to know far more about what is in their food and the products they use in their homes and on their bodies

than in any previous generation. Their reasons for wanting this information vary from avoiding allergens or perceived negative ingredients to promoting health and wellness to interests in sustainability and fair-trade practices. As consumers demand more information in order to curate their own personal shopping lists, retailers and manufacturers must find new ways to keep up with the constantly changing list of “want to knows.” In this roundtable session, experts from Label Insight will share new findings from recently released transparency research conducted in conjunction with FMI and will engage in discussion with participants about the value and application of the new consumer emphasis on transparency.

### **The Power of GM and HBC: Opportunities for Growth**

*John A. Clevenger, Managing Director, Senior Vice President,  
Acosta Strategic Advisors*

*White & Gold Ballroom B*

In this dynamic and unscripted roundtable session, we'll explore the multi-billion-dollar growth opportunities in GM and HBC by flipping the script and giving you the microphone. In past roundtable sessions, we've shared trends, shopper insights and best practices from winning retailers. Now it's your turn. Both manufacturer and operator executives will have the opportunity to share with their peers their perceptions, intentions, challenges and progress related to growing GM and HBC development in grocery stores. The results of a pre-event survey will serve as the foundation for a lively discussion and live polling technology during the session will provide an instantaneous finger on the pulse of additional follow up questions.

2:45 PM - 3:30 PM

### **Executive Roundtables**

#### **Don't Just Manage Change – Take Charge of it!**

Presenters:

- *Gary Magenta, Chief Change Architect, Root, Inc.*
- *Dave Croci, Director of Leadership Development, Root, Inc.*

*White & Gold Ballroom B*

The food industry is experiencing a tsunami of change, and the pace of that change is faster than ever. Change is hard, it takes time, and it often fails. Why? People! The executive teams can only pave the way, while your people leaders on the front lines of your business are the ones who actually lead the organization through change. What if your people leaders knew what you know about the changing marketplace and how to lead through change? This interactive session will explore:

- The big picture of the changing food industry marketplace

- The secrets to leading change
- How to engage everyone in your business in the why, what, and how of change

### **Lettuce Lessons: Finding Solutions to The Operational Challenges of a Food Safety Crisis**

#### **Moderator:**

*Hilary Thesmar, Chief Food & Product Safety Officer and Senior Vice President, Food Safety Programs, FMI*

#### **Panelists:**

*Bob Whitaker, Chief Science & Technology Officer, Produce Marketing Association*

The 2018 Thanksgiving week romaine lettuce crisis aimed a spotlight on the challenges of maintaining a safe food supply from farm to fork and everywhere along the way. When the government issued a nationwide consumer advisory on all romaine lettuce just days before the biggest food holiday of the year, the operational impact was massive and the repercussions continue today. The costs and losses are astronomic. Who will pay the price? What lessons have we learned? What would we do differently next time? In this session, panelists will discuss the retailer response, consumer reactions, and how to mitigate the impact of future issues. Panelists will engage participants in a forward-thinking discussion aimed at building proactive solutions for the future.

6:30 PM - 9:30 PM

### **FMI Foundation Presents: Stir It Up!**

*Grand Ballroom*

Join the no-suit, no-tie, FMI Foundation fundraising event where you can Stir It Up! by preparing, sharing and daring to make the best ethnic-inspired family meal. At this friendly cooking competition, FMI Foundation supporters create and serve ethnically-inspired tasting menus and delectable dishes. The fun heats up as you vote for your favorite family meal in the categories of – healthiest, easiest, tastiest, most affordable, and best culinary adventure. There are numerous ways to support Stir it Up! from creating your own kitchen station to simply purchasing a ticket to enjoy a deliciously fun evening supporting a great cause. Details and more at [www.fmi.org/stiritup](http://www.fmi.org/stiritup).

# Monday, January 28, 2019

7:00 AM - 8:00 AM	<b>Midwinter Breakfast</b> <i>Grand Ballroom</i>
7:00 AM - 10:30 AM	<b>Registration</b>
8:00 AM - 8:30 AM	<b>FMI Annual Meeting: Bridging Yesterday with Tomorrow: A View of the Familiar, but New FMI</b> <i>Joe Sheridan, President and COO, Wakefern Food Corp.</i> <i>Grand Ballroom</i>
	In his report on all things FMI, Board Chairman Joe Sheridan will provide one review, one current view and one preview. The review will be a quick video recap of FMI accomplishments in 2018 that shows, in real time, the benefits of FMI membership. The current view will provide a glimpse of FMI Board leadership including the 2019 slate of officers. And Sheridan will offer a high profile of FMI's new strategic plan, designed to ensure FMI can be responsive to the rapidly evolving needs of its members and that puts FMI on the trajectory to be the gold standard of association service and advocacy for its constituents.
8:30 AM - 9:15 AM	<b>Surpassing the Expectations of the New Normal</b> <i>Leslie G. Sarasin, President and CEO, Food Marketing Institute</i> <i>Grand Ballroom</i>
	The first two decades of the new millennium have released unprecedented changes on the food and consumer products world. Every facet has been touched by technology, transforming the traditional food chain with its distinct links and responsibilities into a high-speed, fiber-optic strand with each aspect – from seed and manufacturing facility to sales - interwoven with all others. The rapidity of all this change has left many spinning and in search of recognizable landmarks from which they can get their bearings. Data from the most recent editions of FMI's premier research, U.S. Grocery Shopper Trends and the Food Retail Industry Speaks, point to directional stability for the industry and paint a picture of hope and new horizons. Join Leslie Sarasin as she presents a state of the industry that provides evidence of food retailers' deliberately innovating, creatively collaborating and imaginatively serving the new consumer – giving rise to a new day and the dawning of a new golden age for food retail.

9:15 AM – 9:45 AM

**FMI Executive Leadership Awards Panel Discussion: Pillars of The Community**

*Moderator:*

*Leslie G. Sarasin, President and CEO, Food Marketing Institute  
Grand Ballroom*

2018 recipients of FMI's Executive Leadership Awards for humanitarian service, consumer affairs and public policy discuss corporate social responsibility and community in a consumer-value driven marketplace. Celebrate and learn from the winners of the Herbert Hoover, Esther Peterson and Glen P. Woodard awards.

9:45 AM - 10:30 AM

**The Good Jobs Strategy: Why Good Jobs Are Good For Business**

*Zeynep Ton, Adjunct Associate Professor of Operations Management, MIT Sloan School of Management.  
Grand Ballroom*

The competitive landscape in retail changed dramatically during the last decade. Brick and mortar retailers that do not give their customers a compelling reason to buy from them risk the fate of more than 6,000 stores that closed in 2017. At the same time, digital technologies are increasing the demands on store operations. To thrive in this environment, retailers need strong processes and a motivated and capable workforce who can solve customer problems, interact with new technologies, and drive performance. Yet, many retailers are far from having that workforce. Their stores have high employee turnover and absenteeism, are often understaffed, and are full of operational problems that reduce customer service and financial performance. In these stores, managers often spend their time fighting fires rather than leading people and improving performance. In her talk, drawing on more than fifteen years of research, Zeynep Ton will describe the key elements of a system, which she calls the Good Jobs Strategy, that drives a capable and motivated workforce, satisfied and loyal customers, and stellar financial performance. She will also offer examples of successful transformations.

10:45 AM - 5:30 PM

**Strategic Executive Exchanges**