

# *FMI Strategic Executive Exchange Program*

FMI is pleased to announce the expansion of the FMI Midwinter Strategic Executive Exchange Program, which builds upon the success of last year's program. The objective of the Strategic Executive Exchange Program is to engage CEO and senior level executive teams of retailer, wholesaler, manufacturer and service provider companies to address critical issues and strategic challenges and opportunities that confront the industry, your company and consumers.

Suggested topics for discussion include: long-range company strategic plans, immediate and forthcoming corporate priorities, trading partner relationship building, and key market forces and trends that are affecting consumers and the overall business environment. Agendas should be mutually agreed upon in advance to ensure optimal preparation for strategic discussion, alignment of priorities and next steps.

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## **APPOINTMENT SCHEDULE**

January 23 1:00pm - 5:00pm  
January 24 9:00am - 11:30am  
January 25 12:00pm - 5:00pm  
January 26 12:00pm - 5:00pm

## **FORMAT**

45 minute meetings with 15 minute breaks between meetings. 17 appointment times available Saturday through Tuesday.

## **LOCATION**

J.W. Marriott Orlando, Grande Lakes,  
Third Floor (next to the Ritz-Carlton).  
(Meeting rooms assigned to retailers  
and wholesalers.)

## **APPOINTMENT SCHEDULING**

Via FMI online scheduling system,  
which opens September, 15, 2009.  
More information to follow.

## **FMI CONTACT**

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