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TO: FMI Board of Directors

FROM: Leslie Sarasin

DATE: January 15, 2015

SUBJECT: Materials/Information for FMI Board Meeting and Midwinter Executive Conference

I look forward to welcoming you to Miami, Florida, in a few weeks for FMI's Board of Directors meeting and the 2015 Midwinter Executive Conference.

To assist in your preparation for the upcoming Board of Directors meeting and Midwinter Executive Conference, I am pleased to advise that materials are available on the FMI Board webpage (www.fmi.org/board) for review in advance of your arrival in Miami. **Please also bring these materials with you to the meeting.**

Please check in with Cidney McNeil on Friday, January 23rd in the Board Hospitality Suite located in Splash 1-3. You will be provided with a final schedule, name badge and other important information for the meeting.

Meeting Schedule

The FMI Board meeting will be held at 8:45 a.m. on Saturday, January 24, 2015, in the Fontaine Ballroom. A continental breakfast hosted by Kellogg Company will be available beginning at 8:00 a.m. in the Fleur De Lis Ballroom directly adjacent to the board meeting.

Please find enclosed a meeting schedule for all Board and board-level committee events. *Please note that some meetings and times have changed since the preliminary meeting notice was distributed in the fall. A final schedule will be provided to you when you arrive in Miami.*

Briefing Material

The FMI Board website contains the briefing materials for the January 24 Board of Directors meeting.

There are two sets of documents available for download. The first set of documents includes the schedule of events, board agenda and other relevant background material, including policy considerations that address the issues that will require a Board vote.

The second document is the *Food Marketing Institute Strategic Plan Progress Update* report. Due to this meeting's focus on *Cybersecurity and Mobile Payments*, the upcoming meeting will not include sufficient time for most individual Committee reports. As a result, these reports are being provided in advance in the form of the *Food Marketing Institute Strategic Plan Progress Update* report so you may review at your leisure the progress made thus far against the Strategic Plan. There will be time during the Board meeting for any questions you may have about these reports. In addition, I hope you will feel free to reach out directly to the identified FMI staff member to discuss any of the individual topics either before or after the Board meeting.

Briefing Material Contents:

- FMI Antitrust Compliance Policy
- Schedule of Events
- Board Meeting Agenda
- October 2014 Meeting Minutes
- Policy Considerations – *Each Requires Board Vote*
 - FMI Vice Chairman
 - FMI Director
 - FMI Pension De-Risking
 - FMI Budget Amendment
- Board Report – Public Affairs
- Invitation: Roundtable with Senator Marco Rubio
- P&G Beauty Services information

Committee meeting agendas have also been provided for you.

Hotel Arrival and Check-In

The Fontainebleau is a very popular and busy destination in the heart of Miami Beach which, at times, results in long lines and wait times at check-in. For that reason, FMI has arranged for a dedicated satellite check-in desk for FMI guests only. **Please instruct your driver to deliver you to the 'Main Drive Entrance' at the Fontainebleau.** It is the first driveway on Collins Avenue. The FMI check-in desk will be located outside the Sorrento and Tresor buildings. A map of the property is attached for your reference.

Miami Airport and Ground 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.

Meeting Registration, Badge Pick Up and Hospitality Suite

Board Members and spouses are invited to pick up badges, the final meeting schedule and other important information from Cidney McNeil in the Board Hospitality Suite located in Splash 1-3 on Friday and Saturday. On Sunday morning, staff will be available in the Sorrento Tower lobby to provide any assistance needed.

This hospitality suite is reserved for FMI Board Members, their spouses and guests of the Board meeting. Refreshments will be available and FMI staff will be on hand to answer questions and provide any assistance needed. The Board registration hours and locations are indicated below.

The main Midwinter Executive Conference registration desk will be open Saturday – Tuesday in Luster Gallerie with FMI staff available to provide assistance.

FMI Board Registration/ Badge Pick Up Hours:

DATE	TIME	LOCATION	AMENITIES
Fri, January 23	8:00am – 5:00pm	Splash 1-3	Breakfast Lunch Afternoon Refreshments
Sat, January 19	8:00am – 4:00pm	Splash 1-3	Continental Breakfast Board Spouse's Lunch Afternoon Refreshments
Sun, January 25	8:00am – 12:00pm	Sorrento Tower Lobby	FMI Board Information Desk

Weather & Suggested 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, blouses, casual dress, or sundress are appropriate. The only exception to the resort/business casual attire is for Saturday evening's Foundation Gala and Industry Awards Dinner, for which cocktail attire is suggested.

Board & Committee Meetings	Business Casual
Board Dinner	Business
Foundation Gala and Industry Awards Dinner	Cocktail Attire
Sunday Evening Kick-Off Event	Casual
Midwinter Business Sessions	Business Casual
Spouse Events	Resort Casual

If you have any questions or need additional assistance, please feel free to call me in my office at (202)220-0890 or on my cell phone at (703)447-3497.

I look forward to seeing you in Miami.

FMI Board Meeting and Midwinter Executive Conference Information & Special Events

FMI Board Lunch – A Message from our Host

CROSSMARK welcomes you to the FMI Midwinter Executive Conference and we look forward to seeing you at the board lunch meeting on Saturday, January 24, which we are sponsoring. We appreciate your partnership in strengthening the industry and creating better shopping experiences for consumers. As a token of our appreciation, we will be providing a small gift to those at the Saturday board lunch. Thank you for the opportunity to participate with you at this meeting.

FMI Board Dinner - *RSVP Required*

Friday, January 23, 2015

The Board Dinner will be hosted by The Coca-Cola Company at The Fontainebleau. Please be sure to RSVP directly to [Cidney McNeil](mailto:Cidney_McNeil@fmi.org) at cmcneil@fmi.org.

Foundation Gala and Industry Awards Dinner - *RSVP Required*

Saturday, January 24, 2015

Join your colleagues, friends, and mentors as we take time to recognize the many ways in which our noble industry feeds families and enriches lives. Help us celebrate the leaders, past and present, as we install the class of 2014 FMI award winners at a reception and dinner hosted by the FMI Industry Collaboration Council. Please RSVP directly to [Cathy Polley](mailto:Cathy_Polley@fmi.org) at cpolley@fmi.org.

FMI Food Industry Golf Tournament - *Registration Required*

Sunday, January 25, 2015

The FMI Food Industry Golf Tournament will take place on Sunday, January 25, 2015, at the Miami Beach Golf Club (11:00 a.m. lunch, 12:00p.m. shotgun start). Transportation to and from the golf course will be provided beginning at 10:30am. Buses will pick-up and drop-off at both the Sorrento Tower and the Chateau Tower. 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. The hotel will store guest's clubs at check in for a fee, upon request. For more information contact [Julie Schrei](mailto:Julie_Schrei@fmi.org) at jschrei@fmi.org.

FMI Midwinter Kickoff Event

Sunday, January 25, 2015

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* located on the Ocean Lawn. Catch up with old friends and mingle with new acquaintances in an exciting, casual, relaxed environment.

FMI Board Spouse Activities - *RSVP required*

The Board Spouse event will be held Saturday, January 24, 9am-1pm. Participants are asked to gather in the Board Hospitality Suite (Splash 1-3) by 8:45am. Continental breakfast will be available starting at 8am. Shuttle service will be provided for the tour of Villa Vizcaya followed by a return to the Board Hospitality Suite for lunch. The tour and lunch were made possible by the generous support of our partners at Unilever.

The Midwinter Spouse Luncheon will be held on Monday at 12 noon in the Fontaine Ballroom. All spouses interested in attending but who have not yet RSVP'd or need additional information, should contact Gladys Swearingen by email at gswearingen@fmi.org.

P&G Innovation Studio

Be sure to visit the P&G Innovation Studio during your stay for complimentary health, beauty & grooming services for you & your guest. Additional details are attached. To schedule an appointment, please contact Beth Stacklin at P&G directly at: 513.307.1520 or stacklin.mb@pg.com. Appointments can also be made upon arrival at The Fontainebleau.