2013 GLOBAL RALLY IGA

BUSINESS AGENDA

Sunday, April 14th: Laying the Foundation for Change

Exploring the future of retailing; dealing with the hard questions that surface; recognizing opportunities for IGA members.

SPEAKERS & SESSIONS

Keith Anderson
Vice President and Senior Analyst
RetailNet Group, LLC. (RNG)
The Future of Retail in a Global Economy
Learn how the global macro-economic and societal drivers of change will fundamentally alter the future retail landscape.

Burt Flickinger III
Managing Director
Strategic Resource Group
State of the Grocery Industry: Forecast for Future
Discover the biggest challenges independents will face in coming years; determine how to turn those challenges into opportunities that will make your business come out on top.

The Future of Retail Q & A Session
Anderson and Flickinger answer your questions about the future of retail.

Kevin Kelley, AIA
Co-Founder & Principal
Shook Kelley
Preparing Your Store for Tomorrow
Exploring opportunities in store look and layout; offering useful solutions that provide an improved connection with shoppers.

Harold Lloyd
Harold Lloyd Presents
Meeting Shopper Needs—Now and in the Future...
Learn how simple, practical solutions related to marketing, customer service, employee management and business procedure will improve your shopper experience and build your business.

Monday, April 15th: Seizing the Opportunity

Exploring how we can connect with shoppers in the new world of grocery retailing.

SPEAKERS & SESSIONS

Michael Sansolo
Retail Food Industry Consultant
Sansolo Solutions
Social Media: Start Now!
Discovering opportunities for marketing to and connecting with shoppers via social media.

Panel Members:

- **Anna Stewart**, Co-Owner, Susanville Supermarket IGA, Susanville, CA
- **Pat Ptacek**, Co-Owner, Ptacek's IGA Prescott, WI

Phil Lempert
Food Marketing Expert
Founder & Editor
SupermarketGuru.com
Navigating Trends that are Here to Stay
Exploring how two of the biggest trends in the food industry right now—health and wellness and sustainability—are impacting customer behavior and the way retailers go to market.

Panel Members:

- **Mike Trask**, Owner of Granite Falls IGA Granite Falls, WA
- **Tom Honer**, Owner of two Harvest Market IGA stores in coastal northern California
- **Julia Sabin**, Vice President, Industry and Government Affairs, The J.M. Smucker Company
- **Alison Borgmeyer**, MS, RD Vice President, Nutrition Media

Doug Rauch
Chairman & CEO, Conscious Capitalism
Founder & Chairman, Urban Food Initiative
Former President, Trader Joe's
Creating a Relevant Customer Experience that Meets Your Shoppers' Ever-Changing Needs
Doug Rauch, former president of Trader Joe's, worked with his team to create one of the most respected, loved and successful retail brands in America. Discover what every IGA retailer can learn from their culture of customer focus, marketing savvy and product innovation, and how when applied to your own marketplace, it can help you connect and stay relevant with your customers.

IGA Coca-Cola Institute Learning Session:
The Grocery Biz Ain't the Same!
Learn how to utilize the Institute's newest system, which integrates on-the-job training with best practices, coaching and mentoring to help you manage and track employee advancement.