

# AGENDA

*This agenda is subject to change.*

## Day 1 - Monday (8 AM - 5 PM)

### Welcome

*Dr. Thomas Haggai, Chairman, President, and CEO, IGA Global*

### Introductions & Team Building

*Paulo Goelzer, Ph.D., President and CEO, IGA Coca-Cola Institute*

To ensure cross-learning and experience exchange, we will begin the day with group dynamics. Exploration of the 16 personality types and self-assessment.

### Myers-Briggs Assessment and Best Practices Dialogue

*Paulo Goelzer, Ph.D., President and CEO, IGA Coca-Cola Institute*

The objective of this session is to identify the best practices in key areas of food retail. Groups will share the best practices that they bring from their stores.

### Positioning For Retail Success

*Ryan Mathews, Founder and CEO, Black Monk Consulting*

This topic addresses the following questions: "How, in the eyes of my customers, can I differentiate my store from better capitalized or larger organizations?"

## Day 2 – Tuesday (8 AM - 5 PM)

### Developing a High Performance Culture

*Paulo Goelzer, Ph.D., President and CEO, IGA Coca-Cola Institute*

While success in business calls for continual growth and development, most people don't have a plan to learn. This session will help you develop a plan to accelerate learning in your store.

### Category Management

*Brian Harris, Ph.D., Founder and Co-Chairman, The Partnering Group*

Discover the role of category management. Learn about the best practices in category management to build sales and profits for your store.

### Pet Care Category

*John Klein, Performance Consulting Manager, Nestlé Purina PetCare*

Learn about the importance and size of this category, along with spending patterns of shoppers, consumer attitudes & behaviors. See recommended pet care layouts.

### Deli Department, Cheese Merchandising & Sampling

*Brian Salus, President, SALUS & Associates, Inc.*

Learn about the deli industry overview and trends. Discover recommendations for cheese merchandising practices to increase consumer awareness as well as education about cheese.

## Day 3 – Wednesday (8 AM - 8 PM)

### Meat Department

*Bob Buonamano, Owner, Windham IGA*

Learn about meat trends, management and marketing. Understand how beef, pork and poultry programs can be used successfully in your store.

### Selling to and Managing Multiple Generations

*Michael Sansolo, Ph.D., President, Sansolo Solutions*

Develop leadership skills that move you along a path to becoming Self-Reliant Achievers and help you reach individual and organizational goals.

### Store Tour & Group Activity

Check out the various store formats just discussed. Visit area stores to learn about merchandising, and get ideas for your own store. End with dinner at a store.

## **Day 4 – Thursday (8 AM - 5 PM)**

### **Store Tour Review**

*Paulo Goelzer, Ph.D., President and CEO, IGA Coca-Cola Institute*

The best presentation from your group will be given.

### **Introduction of New Products & Trends**

*Steve Sholtes, Industry Affairs Manager, Procter & Gamble*

Keep abreast of the latest products on the market as well and consumer shopping trends.

### **Effective Events & Advertising**

*Richard George, Ph.D., Professor, St. Joseph University*

Take a look at events that bring excitement and fun back into the store. Capture today's customers with the most effective advertising methods.

### **Supermarket Finance**

*Bob Graybill, Vice President, FMS, Inc.*

Review key financial indicators for independent retailers.

### **Bakery**

*Shirley Brown, Director of National Training, Rich Products Corporation*

*Vernon Cornelius, Bakery Consultant*

Learn how an outstanding bakery department can set your store apart from its competitors, what roles the store managers must play, and what they must know about its operations.

## **Day 5 – Friday (8 AM - 5 PM)**

### **Loss Prevention**

*Steve Champeau, President, Trans-Alarm*

Identify the sources of potential loss in your supermarket. Learn the factors that contribute to shrink. Find out about technologies used to deter and eliminate theft. Discuss employee theft, shoplifting, burglaries and robberies.

### **Produce Department**

*Joe Himmelheber, Director of Merchandising, Caito Foods Service, Inc.*

The produce department can become a major driver of your store's sales and image. Customers very often choose one store over another based on the quality of the produce department. Find out how to bring excitement to this department and increase your own sales and profit.

### **Class Review**

*Paulo Goelzer, Ph.D., President and CEO, IGA Coca-Cola Institute*

The student will summarize the most important concepts and ideas learned during the week, and consider a plan of action to bring back to their stores.

### **Merchandising Magic**

*Harold Lloyd, CEO, Harold Lloyd Presents*

Learn a step-by-step approach to building your sales. Discover simple tactics that can positively impact your customers' movement through the store and their buying behavior.

### **Evaluations & Feedback**

*Paulo Goelzer, Ph.D., President and CEO, IGA Coca-Cola Institute*

Students complete the evaluation forms and provide feedback on the class, materials, content, and speakers.