

What do class alumni say?

"I was blown away. I have so much to take with me, not only to my store, but to my everyday life. I really believe now that the sky is the limit."



Sherry Lightbourne
Produce Supervisor
Graceway IGA
Turks and Caicos, BWI

"I really enjoyed the class. Very informative. Good content. I will definitely take the knowledge back with me and share it with my management team and employees."



Bobby Frisbee
Manager
Frisbee's Supermarket
North Carolina, U.S.A.

"A very well-run course. Great group of people. Great group of organizers."



Mark Biden
Business Manager
Metcash
Australia

"Wonderful!
Absolutely wonderful!"



Ralph Jody Pistore
Owner
Jody's IGA
West Virginia, U.S.A.

INTERNATIONAL SUPERMARKET MANAGEMENT CLASS

**October 2 - 7, 2011
ATLANTA, GEORGIA, U.S.A.**



WHO SHOULD ATTEND

Supermarket owners, regional directors, managers and supervisors

DESCRIPTION

This hands-on immersion program focuses on the independent retailer. During this six-day class, 15 faculty members teach participants effective management skills to improve operations, financials, people performance and leadership.

The class brings together retailers from all over the world, providing a unique setting for sharing ideas, experiences and knowledge. In a classroom setting and through group discussions, students learn as much from each other as from the faculty.

HOW TO REGISTER

www.igainstitute.com
igainstitute@igainc.com
773-695-2611 or 800-321-5442
773-693-9178
IGA Coca-Cola Institute
8745 West Higgins Road, Suite 350
Chicago, Illinois 60631
U.S.A.

FREE COMPUTER!

For every two registrations, your company will receive a free netbook computer.



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SUPERMARKET MANAGEMENT CLASS

October 2 - 7, 2011

Atlanta, Georgia, U.S.A.



DEVELOPMENT BEYOND THE CLASSROOM

- A 6-day learning experience
- Tailored to supermarket retailers
- 14 faculty members
- 75+ online courses
- 16 interactive sessions
- Group discussions
- Store tours
- Network with students from around the world

FREE!



Receive a **FREE "NETBOOK"** computer for every two registrations!

Simultaneously translated into **SPANISH** and **PORTUGUESE**

Early Bird SPECIAL Register before **Aug. 25th** to save up to **\$400!**



Serving over 2,600 stores and 26,500+ students worldwide.

Develop a culture of learning!



CLASS PROGRAMS

Diploma Program

Students who attend the class and complete 10 or more online courses will receive a Diploma. This blend of classroom and online training furthers individual development by providing the opportunity to master multiple disciplines.

Certificate of Completion

Students who attend the class will receive a Certificate of Completion.



FACULTY

Our faculty are skilled educators, industry leaders, award-winning authors and entrepreneurs. These experts will provide practical ideas that you can implement as soon as you return to your store!

BOB BECKERMAN
Owner
B & D Resource

ROBERT GRAYBILL
President
FMS, Inc.

RYAN MATHEWS
Founder & CEO
Black Monk Consulting

BOB BUONOMANO
Owner & Butcher
Bob's Windham IGA

BRIAN HARRIS, PH.D.
Founder & Co-Chairman
The Partnering Group

GEORGE REISCH
Brewmaster
Anheuser-Busch, Inc.

STEVEN CHAMPEAU
President & CEO
Trans-Alarm

JOE HIMMELHEBER
Director, Merchandising
Caito Foods Service, Inc.

MICHAEL SANSOLO
Retail Food Industry
Consultant

RICHARD J. GEORGE, PH.D.
Professor, Food Marketing
St. Joseph's University

SARA HILL
Cheese Education
WI Milk Marketing Board

STEVE SHOLTES
Industry Affairs Manager
Procter & Gamble Co.

PAULO GOELZER, PH.D.
President & CEO
IGA Coca-Cola Institute

HAROLD LLOYD
Harold Lloyd Presents

GENERAL INFORMATION

Location

The Coca-Cola Company Headquarters, 1 Coca-Cola Plaza, Atlanta, Georgia, U.S.A.

Class Materials

Students will receive a class binder with all the presentations, speakers' bios and a class directory, as well as a People Development Program binder, an IGA Coca-Cola Institute polo shirt and a class picture. Students will also have access to the Institute's 75+ online courses.

Meals

Complimentary hot breakfast will be available at the hotel. During class, students will be served lunch and two snacks—one in the morning and the other in the afternoon.



SESSIONS (simultaneously translated into SPANISH and PORTUGUESE)

Developing a High Performance Culture

Success in business calls for continual growth and people development. Learn how to implement a learning plan that delivers the necessary skills and knowledge for excellent performance.

Leadership and Self-Assessment

Learn the leader's role and the characteristics that define a great leader. Discuss personality types and take an assessment to better understand yourself and how you interact with others.

Team Building

To promote cross-learning and exchange of ideas, students participate in group dynamics that explore teamwork, best practices and leadership skills.

Category Management

Review the lessons of the past, study key trends and discover the next generation of category management. Apply this knowledge to build sales and increase profits.

Importance of New Products and Trends

New items are a double-edged sword for independents. Look at new products from the shopper's perspective. Learn how a new product affects its category, sales and profits. Study the unique issues faced by independents when new products enter the market.

Positioning For Retail Success

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

Effective Events and Advertising

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

Managing Multiple Generations

Explore the differences between generations, their communication styles, attitudes, goals and experiences. Apply that understanding to successfully serve your customers and manage your team.

Supermarket Finance

Review key financial indicators for independent retailers. Learn best practices, how to use financial statements and how to make decisions that determine long-term financial sense.

Shopping Psychology

Human psychology shapes the shopping experience; success in retail involves planning and knowledge of the psychology behind what attracts customers and what will make them come back. Arrangement of items, colors, and outstanding displays may encourage people to stay a little bit longer inside your store.

Produce Department

The produce department can become a major driver of your store's sales and image. Customers 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.

It's About Time...

Analyze bad habits that make you waste time, and learn many time saving techniques used by highly rated and profit-oriented managers.

Bakery Department

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

Deli Department

Build deli profitability with information from this overview and a discussion of current trends. Discover merchandising best practices to increase consumer awareness.

Meat Department

Discover the secret of a first-class meat department. Learn about meat trends, management, marketing and how beef and poultry can make your store a destination.

Retail Shrink Management

Identify the potential sources of shrinkage and learn how they impact your profitability. Understand why some people steal. Analyze how your store's processes affect shrink and what you can do about it. Find out about technologies and techniques to combat employee theft, shoplifting, burglaries and robberies.

ACTIVITIES



Welcome and Registration (Sunday p.m.) Hampton Inn lobby

Store Tour

Visit local stores to experience and analyze their operations. Learn about merchandising and generate best practice ideas.



Beer and Cheese Training and Tasting

Learn about beer history, ingredients, styles, and beer/food pairings, as well as the cheese manufacturing process, cheese styles and pairings.

Class Review

Group review of the class's most important concepts and ideas. Prepare your action plan!

Tour the World of Coca-Cola (Sunday - optional)



Store Shopping Tour (Sunday a.m. - optional)

Networking Dinner (Thursday - optional)

Join classmates and special guests for good food and networking.

INTERNATIONAL SUPERMARKET MANAGEMENT CLASS

October 2 - 7, 2011 • Atlanta, Georgia, U.S.A.

Name _____
 Job Title _____ Company _____
 Mailing Address _____
 City _____ State/Province _____
 Zip Code _____ Country _____
 E-mail (required) _____ Company Website _____
 Phone _____ Fax _____
 Language: English Spanish Portuguese
 Polo Shirt Size: XS S M L XL XXL XXXL
 *IMPORTANT: Your digital picture is required for the class directory.
 Please send it to igainstitute@igainc.com.

REGISTRATION

Registration covers tuition, class materials, activities, lunch and snacks.

REGISTRATION FEE DOES NOT INCLUDE HOTEL COSTS.

Early Bird Registration (until Aug. 25th) Regular Registration (after Aug. 25th)
 IGA Member - \$1,900 (\$300 savings) IGA Member - \$2,200
 Non-IGA Member - \$2,300 (\$400 savings) Non-IGA Member - \$2,700
 Free "netbook" computer for every two registrations from your company!

PAYMENT

CREDIT CARD: Please charge my VISA MasterCard AMEX
 Card # _____ Exp. Date _____
 Cardholder Name (please print) _____
 Cardholder Signature _____
 CHECK: make check payable to the IGA Coca-Cola Institute for \$ _____
 Mail the registration form with check to: IGA Coca-Cola Institute,
 8745 West Higgins Road, Suite 350, Chicago, Illinois 60631, U.S.A.
 BILL ME: you will receive an invoice at your address

HOTEL

The Hampton Inn, 244 North Avenue, Atlanta, Georgia 30313, U.S.A.

Single room
 Double room (sharing w/ _____)
 I don't need a room
 Date of Arrival _____ Date of Departure _____
 Room Rate - \$115 per night plus taxes (single or double); after Aug. 25th, prices are subject to change based on availability.
 Upon arrival, you must present your credit card to pay for your hotel room.
 Check in at 3:00 pm; Check out at 12:00 pm (These times are strongly enforced)

CLASS PROGRAMS

Please check one:
 Certificate of Completion - Classroom only
 Diploma - Blend of classroom and online courses (no additional cost)
 Optional Activities:
 Store Shopping Tour - Sunday 11:00 am - 3:00 pm; (cost: \$30)
 World of Coke Tour (no additional cost)

CANCELLATION POLICY

Cancellations and transfers are accepted if written notification is received by Sep. 2nd. Cancellations received after Sep. 2nd will be charged 50% of the registration fee. No-shows are liable for the full registration. Transfer requests received after Sep. 2nd will be subject to a \$200 transfer fee. Any late transfers followed by a cancellation will be charged 25% of the registration fee. Transferees have one year from the date of their transfer request to attend a future class. After one year, tuition fees will be forfeited. Transferees will be required to pay fee increases, if applicable.

IGA Institute does not discriminate in employment or participation in any of our programs with regard to age, color, national origin, race, religion, sex, sexual orientation, citizenship, veteran status, disability, marital status, political status, or any other basis prohibited by applicable federal, state, or local laws.