

Empowering Independent Retailers



EDUCATIONAL
FOUNDATION

I N S T I T U T E

**By Developing
Their Skills**

What is the IGA Institute?

The IGA Institute is a non-profit educational foundation developed by IGA, (Independent Grocers Alliance), to provide on-line training materials, web-based job certification courses, and classroom training to support the career development needs of its retail food associates around the globe. The IGA Institute functions as the Alliance's Learning & Development department by bringing competitive skills to independent retailers worldwide.

Visit us online at
www.igainstitute.com

What is the mission of this educational foundation?

Our mission is to provide a dynamic center for learning and research. Its purpose is to share acquired knowledge and advances in professional skills with all independent retailers so that they may continually improve their career development programs, professional performance, and execution at the store level.

Why should manufacturers care about independent retailers?

A quote from GMA Forum, September '05 issue, reflects the current mindset. "The largest retailers are not necessarily those that will win – they are simply those with which manufacturers have figured out how to work with. 'We're on line with them. We have teams, we have collaboration, we have top-to-top meetings, we understand them, we're really getting these people.' Unfortunately, many of these operators are not the ones with which manufacturers can grow, because they're not growing themselves. Today, of the top 20 most productive retailers in America by market, eight are regionals and/or independents." Not only are independents filling a market niche, they are also the ones promoting the national brands. Private label participation in major US chains is around 26%. Some major retailers are totally ignoring national brands, while independent retailers have a participation rate of around 10%. The strategic implication for manufacturers is evident – help independent retailers ring up greater sales. Training is the way to do that, as Danny Wegmann stated recently: "(Learning is) not part of our competitive strategy; it is our competitive strategy." Help independents to discipline their passion – endow the IGA Institute.

We are a 501 (c) (3) organization.

The IGA Institute is a non-profit foundation; as such, we have the ability to accept contributions and donations. Our FEIN is 36-2269414.

W hat kind of learning opportunities are provided?

The IGA Institute is an enabling platform for business renovation which allows retailers and their employees to learn through:

- *Job Certification Courses*
- *On-Line Training Manual*
- *Classroom Training*

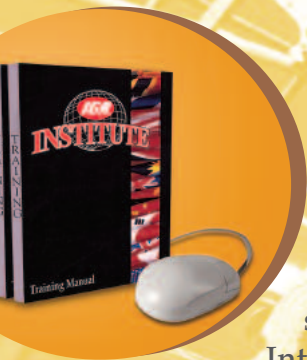
Job Certification Courses

This on-line training program features user-friendly, easy-to-follow text and graphics with a post-test after each section of the course. A score of 80% on each post-test must be achieved to receive a certification. Once all sections of the course have been passed, the student can print a certificate of completion. Some of the courses in this program are for specific positions, such as *Courtesy Clerk, Cashier, Deli Clerk, Assistant Bakery Manager, and Cheese Specialist*. Other classes provide more general information, such as *Food Safety & Sanitation* and *Introduction to Food Knowledge*.



The On-Line Manual

The Training Manual contains information about the best operation practices for each department in a supermarket. It is organized into chapters (i.e., produce department, financial management, hiring tools, industry facts and figures) and includes job descriptions specific to each department. Since the manual is distributed globally via the Internet, it is available in *English, Spanish, Polish, and even Chinese!*



"I've used the on-line Training Manual for job descriptions. Taking an on-line course will now be required of every employee. It will become part of their performance objective." – Fosters IGA

Classroom Training

The *Supermarket Management Class* is a week-long, hands-on, intensive training program offered in spring and fall. According to Paulo Goelzer, Ph.D., President, IGA Institute, *"Our objective is to give our retailers supermarket learnings to become more successful on their own; to create a small community atmosphere for productive exchange of information and networking opportunities; and to provide expert-level faculty members on subjects vital to our industry."*

The faculty is composed of 20 leaders in the food retail industry. They teach retailers about the importance of branding, how to make a department outstanding, differentiate it from the competition, and how to improve store operations, among many other vital topics. Store tours are included to enhance participants' understanding of store formats and to share merchandising ideas.



"George called me when he arrived home and said 'it was the best experience of his life' ...Don't forget to hold a chair for us in the spring class." – Graceway IGA Trading, Ltd.

C ontributions

Visit us online at
www.igainstitute.com

How will your support be used?

The funds will be used to: retain the current faculty experts who teach the Supermarket Management Class; provide support to the Institute's professional staff; complete development of certification courses; update current technologies; expand current language translations/adaptations and keep the Training Manual and other resources current to ensure that we provide the highest quality instruction.

Who can contribute?

Businesses/foundations concerned with the development of worldwide, independent retailers, including manufacturers, wholesalers, and service organizations. Please fill out the form below and mail it to the address listed. If you have any questions, feel free to call 1-800-321-5442.

How will the contributors be recognized?

Sponsor Level	Cost	Benefits
Signature	(\$700,000 and above)	Title Sponsor plus all other benefits - SOLD
Gold	(\$300,000 - \$699,999)	"Silver" level benefits with two free registrations to the Supermarket Management Class, plus sponsor's logo on Supermarket Management Class (SMC) diplomas; sponsor's name on signage for the SMC; co-development of category management material.
Silver	(\$100,000 - \$299,999)	"Bronze" level benefits plus sponsor's name on cover page of the Supermarket Management Class alumni booklets; one free registration to the Supermarket Management Class; sponsor's name in the IGA Grocergram; and sponsor's name on the web-page. "Silver" level benefits with two free registrations to the Supermarket Management Class, plus sponsor's logo on Supermarket Management Class (SMC) diplomas; sponsor's name on signage for the SMC; co-development of category management material.
Bronze	(\$25,000 - \$99,999)	"Friends" level benefits plus sponsor's name on web-based diplomas.
Friends	(Up to \$24,999)	Sponsor's name on website; sponsor's name on other promotional material.

CONTRIBUTOR'S FORM

IGA Institute Foundation

Yes! I want to help the IGA Institute's Foundation continue to provide education to its retailers.

Company Name _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-Mail _____

GENERAL LEVELS OF SPONSORSHIP:

Gold	(\$300,000 - \$699,999)	Bronze	(\$ 25,000 - \$ 99,999)
Silver	(\$100,000 - \$299,999)	Friends	(Up to \$24,999)

Payment Methods (Please select one of the following)

I would like to make a lump sum contribution. \$ _____

Other: \$ _____ /month for one year beginning

\$ _____ in (#) _____ installments beginning _____ and ending on _____

I would like to schedule a payment plan. I can be reached @ _____

Please have someone contact me.

Send your check to:
The IGA Institute Foundation
8725 W. Higgins Road
Chicago, IL 60631

Please make your check payable to *The IGA Institute Foundation*