

22 SESSIONS

- **Positioning** for Retail Success
- Creating a Great **First & Lasting Impression**
- Rejuvenating the **Center Store**
- Supermarket **Rules**
- **Leadership & MBTI** Assessment
- **Developing your People**
- **Category Management** & Signature Items
- **Wine** Training & Wine Category
- Best Practices in **Health & Wellness**
- **Local = Fresh** Best Practices from an Independent Retailer
- Supermarket **Finance**
- **Loss Prevention**
- “**Demo-Ramas**” (**Marketing** Occasions)
- Managing the **Produce** Department
- **Food Service “Experiencing”** Best Practices
- **Deli - Cheese** Best Practices: Turning a Loss into Profit
- **Deli - Grab & Go** “Choose-Your-Own” Meat Bar
- Managing the **Bakery** Department
- **Meat** Department - **CAB** Perspective
- **Social Media** - Best Practices in Advertising & Marketing
- “Great Stores have **Great Managers**”
- **Sustainability** in Grocery Stores

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SPEAKERS



John Ross
President & CEO
IGA, Inc.



Herbert Smith
Vice President
E & J Gallo Winery



Robert Graybill
President
FMS



Brian Harris
Founder & Chairman
Partnering Group



Bill Alford
President
International Lighthouse
Group, Inc.



Harold C. Lloyd
President
Harold Lloyd Presents



Russ Greenlaw
Vice President
Adam's Hometown
Markets



Peter Cook
Program Manager
Grocery Stewardship
Certification



Rudy Smith
Chef, CEC
Unilever



Kim Kirchherr
Health & Wellbeing Advisor
IGA, Inc.



Eric Anderson
Principal & Founder
AR Marketing



Tyler Trask
Owner & Manager
Granite Falls IGA



Jennifer Bosma
Owner & Manager
Good Harvest Market



Brian McGregor
Owner & Manager
Archie's IGA



Kevin Brouillard
Sales & Marketing Director
Geissler's Supermarket



Jeffrey Vinacco
Executive Account Manager
Certified Angus Beef LLC



Tracy Machnic
National Account Manager
Unilever



SPEAKER

Bill Small
Director of Sales
Europastry



SPEAKER

Brian Cox
Director - Floral & Hardlines
SpartanNash & Caito Foods



Laura Hinton
Director, Retail Engagement
National Cattlemen's Beef
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Ana Velázquez
Learning Solutions Director
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