

# Supermarket Management Class - West

Louis M. Martini Winery, St. Helena, California

September 15 - 20, 2019

Date/Time	Duration	Topic/Event	Speaker
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## Sunday, Sept. 15 - Welcome, Hampton Inn & Suites Napa

5:00 - 8:00 pm	3 hrs	Welcome and Class Registration Networking, badge and class materials pickup (refreshments will be served, hotel permitting, maybe wine???)	Institute Staff
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## Monday, Sept. 16 - Louis Martini Winery

8:00 - 8:20 am	20 m	Welcome	Paulo Goelzer, and John Ross
8:20 - 8:40 am	20 m	Overview of the week, logistics and demographics	Paulo Goelzer
8:40 - 10:00 am	1 h 20 m	Group Introductions: What do we have in common? Introductions by company and company attendees.	Paulo Goelzer
	10 m	<b>Snack Break</b>	
10:10 - 10:55 am	45 m	Positioning for Retail Success	John Ross
	5 m	<b>Break</b>	
11:00 - 11:45 am	45 m	Positioning for Retail Success	John Ross
11:45 - 12:00 noon	15 m	Morning wrap-up and lunch logistics	Paulo Goelzer
<b>12:00 - 1:00 pm</b>	<b>1h</b>	<b>LUNCH</b>	
1:00 - 1:50 pm	50 m	Creating a Great First and Lasting Impression	Harold Lloyd
	5 m	<b>Break</b>	
1:55 - 2:45 pm	50 m	Rejuvenating the Center-Store	Harold Lloyd
	10 m	<b>Snack Break</b>	
2:55 - 3:45 pm	50 m	Supermarket Rules	Harold Lloyd
	5 m	<b>Break</b>	
3:50 - 4:40 pm	50 m	What is Leadership? MBTI Type Assessment	Paulo Goelzer
4:40 - 5:00 pm	20 m	Day Review	Paulo Goelzer

## Tuesday, Sept. 17 - Louis Martini Winery

8:00 - 8:20 am	20 m	Monday Summary and Tuesday Agenda	Paulo Goelzer
8:20 - 9:10 am	50 m	Best Practices in Health Wellness	Kim Kirchherr
	5 m	<b>Break</b>	
9:15 - 10:05 am	50 m	Loss Prevention	Bill Alford
	10 m	<b>Snack Break</b>	
10:15 - 11:05 am	50 m	Category Management & Signature Items	Brian Harris
	5 m	<b>Break</b>	
11:10 - 12:00 pm	50 m	Managing the Produce Department	Brian Cox
<b>12:00 - 1:00 pm</b>	<b>1h</b>	<b>LUNCH</b>	
1:00 - 1:50 pm	50 m	Retailer's Best Practices: "Local = Fresh"	Robert Rybick
	5 m	<b>Break</b>	
1:55 - 2:45 pm	50 m	Sustainability in Grocery Stores	Catrina Damrell
	10 m	<b>Snack Break</b>	
2:55 - 3:45 pm	50 m	Wine Category	Herbert Smith
	5 m	<b>Break</b>	
3:50 - 4:40 pm	50 m	Wine Training	Herbert Smith
4:40 - 5:00 pm	20 m	Day Review	Paulo Goelzer

### Wednesday, Sept. 18 - Louis Martini Winery

8:00 - 8:10 am	10 m	Tuesday Summary and Wednesday Agenda	Paulo Goelzer
8:10 - 9:00 am	50 m	Finance Review and Supermarket Finance	Bob Graybill
	5 m	<b>Break</b>	
9:05 - 9:55 am	50 m	Leadership	Paulo Goelzer
	10 m	<b>Snack Break</b>	
10:05 - 11:00 am	50 m	Leadership	Paulo Goelzer
	5 m	<b>Break</b>	
11:00 - noon		<b>GROUP PHOTO</b>	Ana Velazquez
<b>12:00 - 1:00 pm</b>	<b>1h</b>	<b>LUNCH</b>	
1:00 - 1:40 pm	40 m	Foodservice Trends	Chef Rudy Smith & Tracey Machnic
	5 m	<b>Break</b>	
1:45 - 2:25 pm	40 m	"Experiencing" Best Practices	Chef Rudy Smith & Tracey Machnic
	10 m	<b>Snack Break</b>	
2:35 - 2:55 pm	20 m	Retailer's Best Practices: "Demo Ramas" by Archie's IGA Plus	Brian McGregor
	5 m	<b>Break</b>	
3:00 - 3:50 pm	50 m	Retailer's Best Practices: "Cheese Orphans" - Turning a Loss into Profit	Jennifer Bosma
3:50 - 5:00 pm	50 m	Day Review	Paulo Goelzer

### Thursday, Sept. 19 - Louis Martini Winery

8:00 - 8:10 am	10 m	Wednesday Summary and Thursday Agenda	Paulo Goelzer
8:10 - 9:10 am	60 m	Managing the Meat Department - Beef U	Laura Hinton
	5 m	<b>Break</b>	
9:15 - 9:55 am	40 m	Leaders as Teachers	Paulo Goelzer & Ana Velázquez
	10 m	<b>Snack Break</b>	
10:05 - 10:55 am	50 m	Managing the Bakery Department	Ed McHugh
	5 m	<b>Break</b>	
11:00 - 11:50 am	50 m	Retailer's Best Practices: Grab & Go "Chose-Your-Own" Meat Bar	Tyler Trask
<b>12:00 - 1:00 pm</b>	<b>1h</b>	<b>LUNCH</b>	
1:00 - 1:50 pm	50 m	Social Media - Best Practices in Advertising and Marketing	Eric Anderson
	5 m	<b>Break</b>	
1:55 - 2:45 pm	50 m	"Great Stores have Great Managers"	Russ Greenlaw
	10 m	<b>Snack Break</b>	
2:55 - 3:45 pm	50 m	<b>Reflection Session - Work on your plan</b>	Paulo Goelzer
	5 m	<b>Break</b>	
3:50 - 4:40 pm	50 m	Learning from Colleagues and Faculty: What will I be changing at my store and teaching my people?	Paulo Goelzer
4:40 - 5:00 pm	20 m	Class Closing	Paulo Goelzer
<b>CLASS CLOSING DINNER - Louis Martini Winery, Underground Cellar</b>			

### Friday, Sept. 20 Wine Class, William Hill Estate Winery

9:30 - 10:00 am	30 m	Welcome to the Wine Class	Paulo Goelzer and Herbert Smith
10:00 - 10:50 am	50 m	Initiation to Wine Stewardship	Gallo Expert
	10 m	<b>Break</b>	
11:00 - 11:50 am	50 m	Initiation to Wine Stewardship	Gallo Expert
11:50 - 12:00 noon	10 m	Session Closing	Paulo Goelzer and Herbert Smith
<b>12:00 - 1:00 pm</b>	<b>1h</b>	<b>FAREWELL LUNCH</b>	