

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**
- **Store Tours**
- Managing the **Produce** Department
- **Food Service “Experiencing”** Best Practices
- **Deli - Cheese** Best Practices: Turning a Loss into Profit
- **Store Case Study**
- Managing the **Bakery** Department
- **Meat** Department - CAB Perspective
- **Social Media** - Best Practices in Advertising & Marketing
- “Great Stores have **Great Managers**”
- **Sustainability** in Grocery Stores

5TH DAY OPTIONAL WORKSHOP: HOW TO DESIGN YOUR STORE TRAINING PROGRAM

ISMIC EAST 2019

OCTOBER 6–11TH

COMFORT SUITES SOUTHINGTON – CHESHIRE
CHESHIRE, CONNECTICUT, USA

PRICING

EXTENDED EARLY BIRD FOR EAST COAST
IS \$1,700 USD UNTIL SEPTEMBER 16TH. AFTER
THAT, REGULAR PRICE WILL BE \$2,000 USD

HOTEL

COMFORT SUITES SOUTHINGTON – CHESHIRE
64 KNOTTER DRIVE, SOUTHINGTON, CT, 06489, USA

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



Robb MacKie
President & CEO
American Bakers
Association



Russ Greenlaw
Vice President
Adam's Hometown
Markets



Peter Cook
Program Manager
Grocery Stewardship
Certification



Catrina Damrell
GSC Field Manager
Grocery Stewardship
Certification



Rudy Smith
Chef, CEO
Unilever



Tracy Machnic
National Account Manager
Unilever



Kim Kirchherr
Health & Wellbeing Advisor
IGA, Inc.



Eric Anderson
Principal & Founder
AR Marketing



Jeffrey Vinacco
Executive Account Manager
Certified Angus Beef LLC



Robert Rybick
President & CEO
Geissler's Supermarket



SPEAKER

Bill Smalls
Director of Sales
Europastry



Brian Cox
Director - Floral & Hardlines
SpartanNash & Caito Foods



Ashley Spivey
Dean of Rouses U
Rouses Markets



Ana Velázquez
Learning Solutions Director
IGA Coca-Cola Institute
Retail Learning Institute



Paulo Goelzer, Ph.D
President
IGA Coca-Cola Institute
Retail Learning Institute

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