

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 WINE CLASS (FREE!)
WILLIAM HILL ESTATE WINERY

ISMC WEST 2019
SEPTEMBER 15–20TH
LOUIS M. MARTINI WINERY
ST. HELENA, CALIFORNIA, USA

PRICING
REGULAR PRICE = \$2,000 US
VOLUME DISCOUNT AVAILABLE FOR 3+ ATTENDEES

HOTELS
-EL BONITA MOTEL (CLOSE TO THE LOUIS MARTINI WINERY)
-BEST WESTERN PLUS INN AT THE VINES

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



Catrina Damrell
GSC Field 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
Harvest Market



Brian McGregor
Owner & Manager
Archie's IGA



Robert Rybick
President & CEO
Geissler's Supermarket



Tracy Machnic
National Account Manager
Unilever



Brian Cox
Director - Floral & Hardlines
SpartanNash & Caito Foods



SPEAKER

Ed McHugh
President
Active Marketing



Laura Hinton
Director, Retail Engagement
National Cattlemen's Beef
Association



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



Paulo Goelzer, Ph.D
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