

The California Grocers Association Presents

2017 CGA STRATEGIC CONFERENCE

WORKING IN CONCERT

SEPTEMBER 24 – SEPTEMBER 26, 2017

PALM SPRINGS CONVENTION CENTER & RENAISSANCE HOTEL
PALM SPRINGS, CALIFORNIA



REGISTER NOW!

Early registration discount through
September 1, 2017

www.cgastrategicconference.com

Working in Concert



Success in grocery retailing today requires companies to do a multitude of things exceptionally well. Accelerated competition, divided customer economies and new shopping behaviors empowered by mobile technologies have created an extraordinarily complex business atmosphere.

Creating the perfect retail performance requires improvisation and experimental riffs while working in concert with growers, manufacturers and all aspects of the supply chain in a way that is pleasing to your audience and endearing to your fans.

Increasingly, grocers are focusing on creating venues where food takes center stage and seamless logistics create a harmonious customer experience. Successful companies are fine tuning the instruments of digital marketing, employee training, store design, healthful assortment and blending center and perimeter priorities to strike just the right chord with today's shoppers.

Come join your colleagues and business partners and uncover new ways to be a retailing rockstar and set the stage for this new age of grocery shopping.

"Everything is provided by CGA staff for the retailer to derive maximum benefit from the valuable time devoted to attending. Bring the right people and be prepared to collaborate and you will be satisfied."

George Frahm
Stater Bros. Markets

Schedule at a Glance

Sunday, September 24	Monday, September 25	Tuesday, September 26
8:00 AM – 7:00 PM Conference Registration Hours	6:30 AM – 5:00 PM Conference Registration Hours	7:30 AM – 1:00 PM Conference Registration Hours
8:00 AM – 2:00 PM The Illuminators Golf Tournament	6:30 AM – 8:00 AM Breakfast provided by The Illuminators	6:30 AM – 8:00 AM Breakfast provided by The Illuminators
11:00 AM – 3:30 PM Succession Planning Pre-conference Seminar	7:00 AM – 8:30 AM Whiteboard Sessions <i>Sponsored by CGA Educational Foundation</i>	8:00 AM – 9:00 AM Morning Jam Session
5:00 PM – 6:00 PM Opening Experience <i>Sponsored by Costco Wholesale and United Natural Foods, Inc.</i>	8:30 AM – 10:30 AM Opening Remarks & General Session	9:00 AM – 11:30 AM Pre-scheduled Business Meetings
6:00 PM – 8:00 PM Opening Reception <i>E. & J. Gallo Winery and Alta Dena Certified Dairy</i>	10:30 AM – 5:30 PM Pre-scheduled Business Meetings	9:00 AM – 12:00 PM Loss Prevention Executive Summit
8:00 PM – 10:00 PM Encore! After Hours Social	11:30 AM – 1:00 PM Lunch provided by The Illuminators	11:30 AM – 12:30 PM Lunch provided by The Illuminators
	1:00 PM – 3:30 PM Independent Grocers Forum	12:30 PM – 1:30 PM Keynote Luncheon Address <i>Sponsored by California Table Grape Commission</i>
	2:00 PM – 5:00 PM Loss Prevention Executive Summit	1:30 PM – 5:00 PM Pre-scheduled Business Meetings
	5:30 PM – 7:30 PM Craft Brew Social and Illuminators' Special Event	

Tune the Instruments of Your Business

Every year, hundreds of professionals representing the broad spectrum of California’s grocery industry convene for three days in Palm Springs to collaborate, network and develop new approaches to their businesses. CGA combines the Strategic Conference’s foundational elements with an exciting line-up of speakers that challenge you to think differently and anticipate the changing trends and new directions of the industry. Add in constant opportunities to connect with your most important partners all in one location at one time and you have the gold standard of industry conferences.

The CGA Strategic Conference is proud to offer an event that is not time spent AWAY from business, but rather time INVESTED IN your business.

Who Should Attend?

The CGA Strategic Conference helps you tune your business for the coming year.

This uniquely configured event attracts more than 800 retailers, manufacturers, suppliers, service providers, and brokers representing local, regional, national, and international businesses.

- 🎵 Executives in the grocery retail, wholesale and supplier industries
- 🎵 Buyers, purchasing, operations and marketing managers representing small, medium and large retailers – especially those with responsibilities for dry grocery, frozen, dairy, deli, bakery, salty snacks and candy, perishable, produce, liquor and soft drinks, operations and marketing
- 🎵 **NEW!** Loss prevention, safety and risk management professionals
- 🎵 Suppliers doing business with the California grocery industry
- 🎵 Trade press

The Opening Experience



Sunday, Sept. 24th

Sponsored by Costco Wholesale and United Natural Foods, Inc.

The Opening Experience

Every great experience begins with a moving and memorable opening. This year's CGA Strategic Conference begins with a powerful presentation by Sekou Andrews – the world's leading "Poetic Voice". Tapping into our industry's passion for providing sustenance for families and partnership in the local communities we serve, Sekou's presentation will capture the stories of our industry, the passion for food it embodies and the collaboration from farm to table required to get us there. Part inspiring performance, part value-packed keynote, this experience will embody what collaboration, connection, and working in concert can truly mean.

Sekou Andrews

Poetic Voice, CEO, and Forbes' "De Facto Poet Laureate of Corporate America"

Sekou Andrews is disrupting the speaking industry one poetic presentation at a time. A two-time national poetry slam champion turned thought leader and entrepreneur, Sekou is the creator of "Poetic Voice" – a new speaking category that seamlessly blends inspirational speaking with spoken word to deliver beautifully inspiring presentations packed with actionable insight. Tackling topics from innovation to storytelling to humanizing business, Sekou's keynotes are in high demand from Fortune 500s, leading conferences, and global nonprofits, and he has been featured on *ABC World News*, *MSNBC*, *HBO*, *Showtime*, and *MTV*.

Harnessing Innovation



Monday, Sept. 25th

Harnessing Innovation: Turning Raw Ideas Into Powerful Results

How is it that some harness their imagination to create game-changing drivers of growth and innovation while others miss the mark? The answer: the best companies have a systematic process to focus their team's creativity into practical outputs – something Josh Linkner discovered by founding and building companies that collectively sold for over \$200 million.

As a professional-level jazz guitarist, Linkner blends the improvisational qualities of a jazz ensemble with bleeding-edge business savvy to bring a completely fresh perspective on unleashing creativity in the organization. His inspiring presentation delivers practical tools that can be used immediately to increase creative output and deliver bottom-line results.

Josh Linkner

Four-time tech entrepreneur, hyper-growth CEO, *New York Times* bestselling author and venture capitalist

Josh is an internationally-recognized thought leader and top-rated keynote speaker on innovation, creativity, reinvention, and hyper-growth leadership. His keynotes are focused on not only inspiring audiences, but also sharing actionable strategies to drive meaningful outcomes. Josh is a two-time *New York Times* Bestselling Author of three books – “Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity”, “The Road to Reinvention: How to Drive Disruption and Accelerate Transformation”, and “Hacking Innovation: The New Growth Model from the Sinister World of Hackers”.

Keynote Address

Tuesday, Sept. 26th

Sponsored by California Table Grape Commission

Right Product, Right Time, Right Place

With \$100 billion in grocery sales expected to move online in the coming years, grocery retailing is at a digital tipping point where every aspect of the shopper's journey will soon be influenced by digital and increasingly enabled by digital platforms. Today's grocery retailers and manufacturers must evolve together to win in this new environment.

Join this session to learn about the unique preferences of your California consumers and how a sharp focus on health and wellness, transparency and personalization can help set you apart from your competitors and increase sales. Understand how a strong omnichannel strategy paired with the unique products your consumers are looking for will ensure you are delivering the right product at the right time in the right place.



Laurie Rains
Group Vice President, Nielsen

Laurie Rains is Group Vice President in Nielsen's Retail Consumer and Shopper Analytics' Practice area. In this role she oversees a team of consumer experts who support our retailer partners with deep insights about their shoppers and their competitive environment.



Andrew Mandzy
Director, Nielsen

Andrew Mandzy leads Nielsen's Health & Wellness Growth & Strategy Team, which focuses on understanding and answering the most critical health & wellness related questions across Nielsen's vast portfolio of clients in Retail, Food, OTC, Pharma, Personal Care, and Healthcare.

Morning Jam Session

Tuesday, Sept. 26th

Always-on, voice-activated shopping, meal kit solutions, micro partnerships and societal movements surrounding the latest food ideals, all present new avenues of competition, but also opportunities for traditional retailers. How should brands and retailers lean-in to these disruptions to build a sustainable business where technology is demanded but ever-changing? How do you inspire employees, business partners and all points in-between to work in concert and create a harmonious customer experience? How do you adopt entrepreneurial approaches that are authentic and engaging to your fans?

This thought-provoking, TED-style session will capture the spirit of three uncommon voices to challenge your thinking about our industry and where things are headed. Their presentations will highlight novel approaches and provide new context which will influence your thinking and spur dialogue during your conference business meetings.



Payman Nejati
Founder and CEO
Handpick



Tracie Maffei
Head of Industry, Retail
Google Inc.



John Foraker
President
Annie's Inc.



NEW! Loss Prevention Summit

Monday & Tuesday Sept. 25th & 26th

Working closely with the California Grocers Association Loss Prevention, Safety and Risk Management (LPSRM) Committee, the CGA Strategic Conference has expanded its annual event to include a dedicated program for retail loss prevention and asset protection professionals. Join fellow LPSRM leaders to discuss important issues, discover specific best practices, share emerging trends, and uncover new ways to elevate your profession within your company.

Managing the Media in Crisis Situations



Bill Alford, LPC
President
International Lighthouse Group, Inc.

Fresh Shrink Protection



Larry Miller
President
Smart Retail Solutions

Diversion and Organized Retail Crime



David George, CFE, CFI
Managing Partner
The Calibration Group, LLC

Adapting to Organizational Change



Kathleen Smith, CFI
Vice President, Asset Protection
Albertsons Companies

Enterprise Risk Management



John Hansen
VP, Enterprise Risk Management
Sprouts Farmers Market

Independent Grocers

The CGA Strategic Conference offers several highly-informative sessions designed with independent grocery operators in mind. The conference presents specially-tailored schedule of events offering guidance for small business owners on issues unique to owning and operating an independent grocery store.

Pre-conference Seminar Sunday, Sept. 24th 11:00 AM – 3:30 PM



Are You Planning for Tomorrow, Today? Creating a Viable Succession Plan for Your Business

In partnership with Moss Adams

With more than 10 million aging business owners nearing retirement, how they transition their firms is one of the most pressing and daunting business challenges of all-time. The vast majority of owners have concentrated their personal wealth in their operating business, and now need a well-defined strategy to monetize it.

Prepare to unlearn everything you thought you knew about business exit transition planning and inter-generational wealth transfers. Succession planning experts, Dr. Tom

Deans and Moss Adams' Senior Tax Advisor Sid Tobiason, invite small business owners to join them for a special pre-conference workshop that will provide the you with the confidence and insights to reframe your company transition and maximize your business accomplishments.

Dr. Tom Deans, PhD Intergenerational Wealth Expert and International Speaker

Tom Deans is a recognized thought leader on the subject of intergenerational wealth transfer and has been featured in numerous magazines and journals including *Money Sense*, *Profit*, *New York Times*, and *Investment Executive*.

Seminar registration includes: A complimentary copy of Tom Dean's books "Every Family's Business" and "Willing Wisdom" and access to the Willing Wisdom Index, an online assessment tool designed to help you understand how prepared your family is to inherit wealth and identify areas that are silently destroying opportunities for success.

Participation in this seminar requires pre-registration. Contact Shiloh London at (916) 448-3545 for more information.

Independent Grocers Forum Monday, Sept. 25th



Five Easy Steps for Independent Grocers to Achieve eCommerce Success

As today's busy shoppers turn to digital for their grocery shopping, savvy retailers are leveraging technology to enhance the shopping experience and meet modern consumers' evolving needs.

Learn how independent grocers, with modest budgets, can begin the journey in five easy steps to achieve eCommerce success, increase store visitation, boost sales across all channels, and become market leaders!

Dan Dashevsky Founder & COO, My Cloud Grocer

Dan is a founder & Chief Operating Officer at My Cloud Grocer. My Cloud Grocer provides an award-winning comprehensive end-to-end e-grocery solution from the customers' online shopping experience and the store's order fulfillment through payment processing, logistics and delivery.

Whiteboard Sessions



Monday, Sept. 25th

*Sponsored by
the CGA Educational Foundation*

These collaborative share group discussions address everything from strategy development to the latest data on customer trends and tactical issues that affect both grocery retailer and supplier. We have scheduled multiple sessions moderated by industry experts to help keep the conversation moving.

Grocery e-Commerce: Engaging Customers Offline and Online

The Why Behind the Dine

Hard Discounters: Here to Stay



George Faigen
Partner
Oliver Wyman



Sarah Mastrococco
Head of Retail Business Development
Instacart



John Clevenger
SVP & Managing Director,
Strategic Advisors
Acosta Sales & Marketing



Martin Mumford
Principal
Oliver Wyman

**Health & Wellness:
What's Trending and What's Next**

Controlling Out of Stocks



Andrew Mandzy
Director, Strategic Insights
Health & Wellness
Nielsen



Larry Miller
President
Smart Retail Solutions

Social Events



The CGA Strategic Conference social events offer just the right opportunity to connect with colleagues and enhance your most important business relationships.



Opening Reception Sunday, September 24th

Sponsored by E. & J. Gallo Winery and Alta Dena Certified Dairy



Encore! After Hours Social Sunday, September 24th



“Overall the CGA conference is an excellent opportunity to meet new & reconfirm relationships with customer partners in a short time frame. In addition, it is an opportunity to interact with the top-level decision makers with existing & new customer partners.”

**Peter Loderhose
Smithfield Foods**

Craft Brew Social & Illuminators' Special Event Monday, September 25th

Meetings



The California Grocers Association proudly hosts one of the most productive conference experiences in the grocery industry. The CGA Strategic Conference offers an unparalleled opportunity to connect with executives, senior management, procurement and sales teams, and other professionals from throughout the California grocery industry.

By combining a forward-looking and focused educational program with more than 1,000 individualized, face-to-face business meetings and enjoyable social events, CGA creates a unique environment where new ideas are shared and big picture strategies are developed. Success comes from bringing all the right people together to meet with your business partners, talk strategically about business opportunities and spotlight challenges that need to be resolved or strategized for future success.

"You can spend all year chasing down meetings with your target retailers, or you can partner with key associations like CGA, who can bring together your ideal audience under one roof and put you in a room with the key decision makers in a pre-scheduled fashion. I choose the latter."

Merrick Rosner
AppCard

Who's Attending

Retailers

Albertsons/Safeway
Albertsons/Vons/Pavilions
Big Saver Foods
Bristol Farms
C&K Market, Inc.
Cardenas Markets/Mi Pueblo Foods
Costco Wholesale
El Super/Bodega Latina Corp.
Food 4 Less/Foods Co.
Food 4 Less/Gongco Foods
Foods Etc.
Gelson's Markets
Grocery Outlet
Jule's Market
Mar-Val Food Stores
Mollie Stone's Market
Northgate Gonzalez Markets
North State Grocery
Numero Uno Markets
Nutricion Fundamental, Inc.
Raley's
Ralphs Grocery Co.
Rio Ranch Markets
Save Mart Supermarkets
Smart & Final Stores
Sprouts Farmers Market
Stater Bros. Markets
Super A Foods
Super King Markets
Superior Grocers
Susanville Supermarket IGA
Twain Harte Market
Vallarta Supermarkets
Whole Foods Market
Young's Payless IGA

Sponsors

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The Hershey Company
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Jelly Belly Candy Company
Kellogg Company
Kimberly-Clark Corporation
The Kraft Heinz Company

MillerCoors
Nestlé Purina PetCare
Nestlé Waters North America
PepsiCo
Procter & Gamble
Retail Marketing Services, Inc.
Starbucks Coffee Company
SUPERVALU
Tyson Foods, Inc.

Executive Level

Campbell Soup Company
Classic Wines of California
The Clorox Company
DanoneWave
General Mills
Mondelēz International
Snack Factory
Unata, Inc.
Unilever

President Level

Alkaline 88 LLC
Altierre
The Calibration Group, LLC
California Lottery
Command Packaging
EVgo
F & S Gourmet Foods
Ferrero USA
Flowers Baking Company
Frito Lay
Front Line Safety
GateKeeper Systems
Grocery Headquarters
Hallmark Cards, Inc.
Harris Ranch Beef Company
Houweling's Group
Huntington Security
Idahoan Foods
Kashi Company
Melissa's/World Variety Produce
Mettler Packaging LLC
Mizkan America
NewStar Fresh Foods
NuCal Foods
Oberto Brands
Ocean Mist Farms
OK Produce
The Oppenheimer Group
Orchids Paper Products
Ready Pac Foods
San Miguel Produce

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Shelby Publishing
Smithfield Foods
Supermarket News
Tier 1
Westlake Produce

Networking Lounge

Tyson Foods, Inc.

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C&H Sugar-ASR Group
Certified Federal Credit Union
Crown Poly, Inc.
Designer Greetings
Earth Friendly Products
Emerson Grind2Energy
F. Gavina & Sons, Inc.
FMS Solutions, Inc.
Golden West Food Group
H2r0se
Heat Seal LLC
Henkel Laundry & Home Care
i3 International
Integral Security Solutions
Lone Peak Labeling Systems
Mettler Packaging LLC
Minsa Corporation
PBI Market Equipment, Inc.
Robinson Fresh
Roplast Industries Inc.
Securitas Security Services USA
Sellers Publishing, Inc.
Sioux Honey Association
Stratus Wine & Spirits
Tony Chachere Creole Foods
TruGrocer Federal Credit Union
TRUNO Retail Technology Solutions
Unified Protective Services, Inc.
Worldpay US, Inc.
WorldWide Sourcing Group

The Illuminators

The Illuminators is an organization of vendors and suppliers dedicated to developing and enhancing key relationships within the grocery industry, providing opportunities for education and leadership, and supporting The Illuminators Educational Foundation. Since 1928, the California Grocers Association and The Illuminators have been working in perfect harmony to “spread the lite of good fellowship” at the annual gathering of California grocers.

2017 Illuminator Officers

Headlite – Mark Olejnik, C & H Sugar Company/ASR Group

Sidelite – Paul Kamholz, Baswood Corporation

Spotlite – Tracy Lape, NuCal Foods

Tailite – Juan Trillas, Bimbo Bakeries USA



Golf Tournament Sunday, September 24th

Mission Hills Country Club

7:00 AM Registration

8:00 AM Shotgun Start

Golf Package Foursome: \$1,200

Golf Package Three Players: \$1,100

Golf Package Two Players: \$700

Golf Package Individual: \$400

Entry fees include breakfast at the course, green fees & cart, use of practice facilities, on-course contests, snacks, lunch and awards.

For more information contact Michael Woolery at (510) 875-1523 or michael@willsfreshfoods.com



Don't miss this opportunity to tee it up with California retailers. What better way to spend Sunday morning than playing one of Palm Springs' destination courses? Take a swing at one of the generous tee prizes and enjoy lunch, refreshments, and on-course contests hosted by The Illuminators. All proceeds benefit The Illuminators Education Foundation and Scholarship Program. Space is limited. Sign up early!

Registration Information

Registration Fees	Early Registration (Thru 9/1)	Standard Registration (After 9/1 and on-site)
Retailer/Wholesaler	\$350	\$400
All other types of registrants	\$650	\$700
Spouse*	\$250	\$300

Conference registration includes:

- ♪ All educational sessions and programs
- ♪ Complete access to the conference expo floor
- ♪ Breakfast & Lunch provided by The Illuminators (Monday & Tuesday)
- ♪ Networking events including Opening Reception, After Hours Social, Craft Brew Social & Illuminators' Special Event
- ♪ Each paid registration includes two Illuminator Special Event tickets

CGA Member Discount – CGA members receive 5% discount on conference registration fees.

Groups of 8 or more SAVE an additional \$500 – Register your group of 8 or more together and receive a \$500 discount off the registration total. (Group must register together using the Group Registration Form found online.)

*Discounted spouse badge does not qualify for member or group discounts.

Housing Information

Register online at www.cgastrategicconference.com

Hotel Information

Host Hotel	Secondary Hotels	
Renaissance Palm Springs Hotel 888 East Tahquitz Canyon Way Palm Springs, CA 92262 \$170.00 per night plus tax	Hilton Palm Springs 400 East Tahquitz Canyon Way Palm Springs, CA 92262 \$159.00 per night plus tax	Courtyard Palm Springs 1300 East Tahquitz Canyon Way Palm Springs, CA 92262 \$154.00 per night plus tax

The host hotel is the Renaissance Palm Springs Hotel, which is directly adjacent and connected to the Palm Springs Convention Center. The Hilton Palm Springs and Courtyard Palm Springs will serve as secondary hotel options.

All reservations must be received by end of day on **September 1, 2017**, to guarantee availability and conference rates. After this date, reservations will be made based on availability and hotels may charge higher rates.

Warning: Beware of Housing Poachers

There is a possibility that you may receive a fax, e-mail or phone call that offers you cut rate housing for the CGA Strategic Conference. The intent is to convince you that the offer is made on behalf of the California Grocers Association or the CGA Strategic Conference. This is not the case. Many associations and show organizers have become the unwitting victims of these room block poachers who secure attendee company names to solicit business. **DON'T BE MISLED.** These companies are NOT representatives of the California Grocers Association.

California Grocers Association
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2017 CGA STRATEGIC CONFERENCE UNFORKING IN CONCERT

Don't miss the most productive grocery industry event of the year!

- ♪ Top industry speakers
- ♪ Productive, pre-scheduled business appointments
- ♪ Collaborative share group opportunities
- ♪ Networking receptions & social events

REGISTER NOW!

Early registration discount through
September 1, 2017

For more information and to register,
visit www.cgastrategicconference.com or call (800) 794-3545