



# TRACK 1

CASE STUDIES

# TRACK 2

RETAIL STRATEGY

# TRACK 3

CPG SOLUTIONS

# TRACK 4

ORGANIZATIONAL DEVELOPMENT

# TRACK 5

MINI-TRAINING SESSIONS

## TUESDAY Oct. 28th

7:00-9:00 **Breakfast Buffet** Attendee Registration Full Breakfast | Open Seating Networking CPG Solutions Booths Open Training Materials Display

★ **TUESDAY AM PLENARY SESSION : Future Trends In Category Management - Focusing on the Shopper, Execution and Organization Capabilities**  
 8:30-10:00 Dr. Brian Harris, Founder and Co-Chairman, The Partnering Group and Dan Salcido, Managing Partner, Organizational Development Practice, The Partnering Group

10:30-11:25	Solving the Pricing Promotion Puzzle	Shrinking Center Store and the Impact on The Business	Shiloh Technologies		DePaul University Detailed Undergrad and MBA Program Presentation	Storewars Mini-Demo
11:30-12:25	A Fresh Look at Category Management	Success with Store-by-Store Space Planning	Vendor Managed Technologies		DePaul University: Category Management Case Study	Using Primary Research Data

2:00-2:55	Panel: Shopper Insights & Assortment Optimization	Supply Chain: Achieving Efficiencies and preserve Pricing	Interactive Edge	JDA	St. Joseph's University Program Presentation	Navigating Shopper Marketing
3:00-3:55	Moderated Discussion Group	Grocery Panel Discussion Natural Strategies - Going Upscale or Mainstream?	TABS		Panel: Successful Reporting Structures - Business Unit, Sales, Marketing, or CatMan?	Building A Dashboard : Power Excel for the Power User

★ **TUESDAY PM KEYNOTE RETAILER PLENARY SESSION : The Impending Economic Change & Its Effect On The Evolving Grocery Channel**  
 4:30-5:25 G. Robert James, Vice President, Strategy & Insights, The Great Atlantic & Pacific Tea Co.

5:30-8:00 **Reception & Dinner** Planned Seating

## WEDNESDAY Oct. 29th

7:00-9:00 **Breakfast Buffet**

★ **WEDNESDAY AM PLENARY SESSION - No Silver Bullets**  
 9:00-10:00 Mike Spindler, President, Panther Mountain Companies

10:30-11:25	Special Session From Insights to Execution	Moderated Discussion Group	Retail Optimization	Nielsen Analytics	MBA Panel	JDA: Training Session
11:30-12:25	Panel: Category management Technologies - Integrating Data Across Platforms	Shopper Segmentation	Galleria	Ironbridge	Undergrad Panel	Transitioning from Category to Shopper Management

12:30-1:55 **Lunch** Planned Seating

2:00-2:55	Panel: Whole Aisle Merchandising	Predictive Analytics: Weather Impact Planning	Video Mining		Panel: Training & Managing a Geographically Distributed Organization	Capital Efficiency with Category Development - Improve your ROI
3:00-3:55	Moderated Discussion Group	In-Store Implementation	The Nielsen Company DME		Western Michigan University	"Moving Up" to Microsoft Office 2007 ( for CatMan)

★ **WEDNESDAY PM PLENARY SESSION - UPDATE: Category Management Standards & Certification Steering Committee**  
 4:30-5:25 Bob Wong, Del Monte Foods Chairman of the Category Management Standards & Certification Steering Committee

5:30-7:00 **Reception Only** Dinner On Your Own / with Your Trade Partners

## THURSDAY Oct. 30th

7:00-9:00 **Breakfast Buffet**

★ **THURSDAY AM PLENARY SESSION - The Future: Shopper Centric Retailing**  
 9:00-10:00 Win Weber, Chairman & CEO, Winston Weber & Associates, Inc.

10:30-11:25	Wellness Lifestyle Shopper	Canadian Panel: Doing Business in Canada Retailers & Manufacturers	Cosmic Solutions		Teaching Retail Category Management at the Collegiate Level at Texas Tech	"Moving Up" to Microsoft Office 2007 ( for CatMan)
11:30-12:25	Pricing Architecture	International Best Practices Panel	Moderated Discussion Group		Internal vs. External Solutions	Reserved

★ **CLOSING PLENARY SESSION AT LUNCH : P. R. I. S. M.**

Steve Frenda, Managing Director, Strategy and Development, The In-Store Marketing Institute and Alison Chaltas, Principal, Interscope

12:30-1:55 **Lunch** Planned Seating

**MAIN CATEGORY MANAGEMENT ASSOCIATION CONFERENCE ENDS** Special International and University Sessions Begin

[www.epgeatnet.org](http://www.epgeatnet.org) | 210.987.7203