



# TRACK 1 TRACK 2 TRACK 3 TRACK 4 TRACK 5

CASE STUDIES

RETAIL STRATEGY

CPG SOLUTIONS

ORGANIZATIONAL DEVELOPMENT

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

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

<b>10:30-11:25</b>	Solving the Pricing Promotion Puzzle	Shrinking Center Store and the Impact on The Business			DePaul University Detailed Undergrad and MBA Program Presentation	Storewars Mini-Demo
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<b>11:30-12:25</b>	<b>Cross Track Session</b> Success with Store-by-Store Space Planning				Employees As A Category	Using Primary Research Data
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**12:30-1:55** **Lunch** Planned Seating

<b>2:00-2:55</b>	Panel: Shopper Insights & Assortment Optimization	Supply Chain: Achieving Efficiencies and preserve Pricing	Interactive Edge	JDA Software Group, Inc.	St. Joseph's University Program Presentation	Navigating Shopper Marketing
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<b>3:00-3:55</b>	Attitudinal Segmentation	Grocery Panel Discussion Natural Strategies - Going Upscale or Mainstream?	TABS	Vendor Managed Technologies,	Panel: Successful Reporting Structures - Business Unit, Sales, Marketing, or CatMan?	Building A Dashboard : Power Excel for the Power User
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**4:30-5:25** ★ **TUESDAY PM KEYNOTE RETAILER PLENARY SESSION : The Impending Economic Change & Its Effect On The Evolving Grocery Channel**  
 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** - CPG Solutions Presentations : Shiloh, Velocity, Relational Solutions

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

<b>10:30-11:25</b>	Special Session From Insights to Execution	Panel: Whole Aisle Merchandising	Retail Optimization	Nielsen Assortment Optimizer	MBA Panel	JDA Software Group, Inc.: Training Session
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<b>11:30-12:25</b>	Panel: Category management Technologies - Integrating Data Across Platforms	Predictive Analytics: Weather Impact Planning	Galleria	Ironbridge	Undergrad Panel	Transitioning from Category to Shopper Management
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**12:30-1:55** **Lunch** Planned Seating

<b>2:00-2:55</b>	Shopper Segmentation	In-Store Implementation	Video Mining	Cosmic Solutions	Panel: Training & Managing a Geographically Distributed Organization	Capital Efficiency with Category Development - Improve your ROI
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<b>3:00-3:55</b>	A Fresh Look at Category Management	Retail Practices : Middle East	The Nielsen Company DME	Weather Trends	Western Michigan University	Category Management on Limited Data:
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**4:30-5:25** ★ **WEDNESDAY PM PLENARY SESSION - UPDATE: Category Management Standards & Certification Steering Committee**  
 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** CPG Solutions Presentations : Smart Revenue, Shiloh Technologies

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

<b>10:30-11:25</b>	Wellness Lifestyle Shopper	Retail Practices : India			Teaching Retail Category Management at the Colleague Level at Texas Tech	
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<b>11:30-12:25</b>	Capital Efficiency with Category Development - Improve your ROI	International Best Practices Panel			Internal vs. External Solutions	
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**12:30-1:55** **Lunch** Planned Seating

★ **CLOSING PLENARY SESSION DURING LUNCH : P. R. I. S. M.**  
 Steve Frenda, Managing Director, Strategy and Development, The In-Store Marketing Institute and Alison Chaltas, Principal, Interscope

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

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