

2008-2009

CATEGORY MANAGEMENT ASSOCIATION RESOURCE DIRECTORY



ABOUT THE ASSOCIATION

Mission Statement: Advancing Professional Standards in Category Management

The main benefit of membership is participation in the thought leadership of the entire CatMan community. Your participation is crucial to refinement of this evolving discipline known loosely as 'category management', which has many differing definitions of roles and responsibilities, spans many departments, and is characterized by an unprecedented depth and breadth of knowledge expected of CatMan practitioners.

Most manufacturers expect a CatMan professional to be an 'expert' in all fields, a 'liaison' among departments, and the focus of a strategy that works for the retail customer. Retailers demand of their own CatMan professionals this same level of expertise, and expect a sophisticated strategy for every category, whole aisle, whole store, private label, and for every store location.

We expect this field to continue to evolve indefinitely, as the demands and expectations of consumers evolve for shopper decision-making information, clear and intuitive shelf display, logical cross-category product groupings, and channel coherence. The CatMan community must address these issues regularly, as a group, and in collaboration with trade partners. There will never be a 'final' solution; this field must evolve with the shopping behaviors of the consumer, and requires manufacturers and retailers to work together to satisfy those demands.

The association website is an information repository (created by the members) for all things CatMan - **using a broad definition to include Shopper Insights, Consumer Insights, Trade Promotions, In-Store Execution - and anything else that impacts Strategic Sales and Marketing.** The association is a meeting place for thought leadership, training resources, events, web-meetings, international chapters, consultants, industry share groups, and 'all things CatMan'.

We encourage you to participate!

www.cpgcatnet.org

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THE PARTNERING GROUP

TPG is a management consulting firm, founded in 1990. Our objective is to provide proven enterprise-wide collaborative solutions for the CPG Industry, worldwide. Shortly after TPG's being founded, the Efficient Consumer Response (ECR) initiative began -- the purpose of which was to create consumer-focused Best Practices which would drive out costs and barriers at the Retailer/Manufacturer/Consumer interface.

From the outset of the ECR effort, through today, TPG has worked with Industry partners to provide leadership and Best Practice solutions to a wide variety of demand and supply-side opportunities. Examples of this leadership include TPG-led development of Best Practices Category Management, Efficient Assortment, Efficient Product Introductions and Menu Pricing, to name a few.

More recently, TPG has continued to provide consulting leadership and training product delivery in such areas as integrated business planning, organization design and capability enhancement, strategic customer and supplier management, along with consumer marketing and supply chain excellence.

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The Partnering Group, Inc.

SHILOH TECHNOLOGIES

**Bill Akins, Vice President of Market Development,
Shiloh Technologies**

Shiloh is comprised of retail and supplier veterans, like Bill Akins who have worked with CPG technology and supplier companies on multi-channel big box retail accounts for over thirteen years. Akins has held numerous management positions including Director of Global Category Development for U.S. Cotton and Senior On-Site Manager for Spectra Marketing. While Bill leads Shiloh's expansion efforts into all retail classes of trade, for the past eight years Bill has also been a guest lecturer at the University of Arkansas, international retail summits, industry trade conferences, and over twenty Retail Link User Groups around the world with continuing efforts to engage the CPG business community on the philosophy of store-centric micromarketing and the technology sophisticated demand signal repository (DSR) technology used to deliver it.

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MAJOR SPONSOR

VMT VELOCITY

***Jennifer Beckett, Vice President of Sales & Marketing,
Vendor Managed Technologies, Inc.***

VMT Velocity enables retail suppliers to increase sales, gain retail shelf space and become a trusted advisor to retailers. Through Velocity®, VMT's flagship solution, and our retail "coaching" expertise, our clients are able to quickly uncover opportunities for increasing sales and maximizing inventory investment.

Velocity is the leading Demand Signal Repository (DSR) and Business Intelligence (BI) suite built specifically for consumer goods manufacturers. It provides a "Single Source of the Truth for Retail Performance" for the entire corporation. Velocity's core strengths include:

- Access to POS from multiple channels - over 200 retailers and distributors covered
- Cross Departmental - Category Management, Marketing, Sales, Merchandising, Supply Chain
- Integration of direct POS with shipments, forecasts, and syndicated data
- Easy-to-use, Microsoft-based reporting and dashboarding interfaces

At this conference, VMT will be unveiling its new Velocity®: CatMan web-based application that combines visual planograms with scanned POS and third party data to dynamically analyze a planogram or category's performance across retailers.

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TABS

Dr. Kurt Jetta, President, TABS Group

TABS Group is an analytic firm that actually puts to work the leading analytical concepts and ideas in merchandising today. Aisle Management, Shopper Insights, and Solution Group Recommendations are real deliverables not just the buzzwords, clichés, and platitudes that you hear about at every industry event.

Using retailer-specific category definitions, TABS Group provides optimal Cross-Category Space Allocations, Locations, and Adjacencies. Leveraging their proprietary data customization process, TABS can analyze data across categories based on things like Health/Wellness or Meal Solutions (e.g. Breakfast / Lunch / Dinner), vs. traditional analyses focused on product-centric classifications (e.g. RTE Cereal, Frozen Breakfast, etc).

Celebrating their first decade in business, TABS Group is known by their clients as being both innovative and highly efficient. Be prepared to learn that the traditional barriers to leverage syndicated sales and panel data are largely self-imposed, and that methods exist today to reach that future vision of 'Beyond the Category' Management!

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TABS
The Analytical Business Solution



G P G SOLUTIONS

RELATIONAL SOLUTIONS

Rob York, Co-founder & President, Relational Solutions, Inc.

Relational Solutions is introducing BlueSky Analytics 5.5 as part of the POSmart Suite. POSmart is an award winning DSR architecture that integrates POS data from all retailers and harmonizes it with internal master data, 3rd party syndicated data and internal ERP data.

BlueSky Analytics is the business user tool that was designed from the ground up for CPG companies who need to create powerful analytics and presentations from multiple data sources. BlueSky Analytics was designed to provide ease-of-use and fast access to information for the average business user as well as advanced features required by analysts and power users. Built with tight Microsoft Office integration, it provides an easy-to-use Office 2007 look-and-feel, yet it's backward compatible to Office 2000. BlueSky Analytics uses the latest Microsoft Smart Client technology which launches a Windows application from a web browser. The Smart Client technology allows for centralized distribution and administration. BlueSky Analytics is fast, powerful and able to handle large data sets with ease. In addition, it includes "Pack-and-Go" technology for users to work offline when not connected to a network. So it's great when traveling or giving customer presentations. With a single mouse click the user creates an entire PowerPoint presentation derived from BlueSky Analytics.

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VIDEO MINING

Dr. Rajeev Sharma, Founder & CEO, VideoMining

VideoMining's breakthrough automated video analysis platform provides consumer product manufacturers and retailers unparalleled ability to measure shopper behavior and product interaction at every retail touchpoint. These objective insights enable marketers to utilize the voice of the shopper for fact-based marketing and merchandising decisions that optimize retail strategy.

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CPG SOLUTIONS


INTERACTIVE EDGE

Zel Bianco, President & CEO, Interactive Edge

Interactive Edge is the industry leader in data analysis and presentation software for Category Management. The award-winning XP3 platform is a set of business intelligence tools that are integrated with Microsoft Office, and give business users the ability to effectively, quickly and efficiently leverage virtually any data to create, distribute and apply best-practice analytics in persuasive Microsoft PowerPoint presentations. Because of its ease-of-use, open technology standards and powerful analytic capabilities, XP3 is strongly recommended for consumer goods companies by independent analysts such as the Gartner Group.

Interactive Edge understands that giving stakeholders across the organization access to the right data and the expertise to analyze and present it effectively is a competitive advantage, and companies that fail to do so are at risk. Many organizations have made significant investments in data and business intelligence, but fail to realize return on these investments - especially as it relates to customer facing initiatives. It is for this reason that Interactive Edge develops and delivers some of the most forward-thinking and easy-to-use data analysis and presentation tools on the market today.

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DECISIONS MADE EASY - The Nielsen Company

**Ken Kubat, Global Account Director,
Decisions Made Easy - The Nielsen Company**

Decisions Made Easy provides a complete software and service solution to help you gain actionable insights into store and SKU performance. The solution helps you optimize the full value of point-of-sale (POS) data and related data, so your organization can:

·**Increase revenue** - Find “hidden” revenue opportunities by identifying and solving retail execution issues such as stores not selling, comp pricing, root causes of out-of-stocks, and promotional non-compliance. Track new product introductions, sell through, and promotions on a daily or weekly basis to maximize every opportunity.

·**Improve productivity** - Make your teams the most effective they can be by enabling efficient reporting and analysis, rapid insight, and the ability to take quick action on the findings. Quickly see top line information and scorecard performance on executive dashboards with alerts. Integrate account and market data with POS data for complete coverage.

·**Enhance your relationship with retail partners** - Facilitate collaboration by sharing best in class reporting with buyers to reduce out-of-stocks, optimize assortment, manage pricing and more. Create rapid, accurate reporting and scorecards to monitor performance and support effective communication.

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G P G SOLUTIONS

RETAIL OPTIMIZATION INC

Dr. Vaughn Roller, CEO & Founder, Retail Optimization

This presentation will focus on applying predictive consumer-centric analytics and business intelligence to optimize the use of macro store space (aisles, departments and total store) based on the best product assortments for customers while maximizing same and planned new store financial performance for retailers. The presentation cover ways retailers and suppliers are collaborating to maximize the benefits to both in a truly “win – win” scenario that optimizes current, remodeled and new stores to predict the magnitude of ROI for all parties involved. Attendees will learn to use external and loyalty card consumer information along with retailer performance data to improve customer satisfaction, attract new shoppers, increase basket size, sales and profits, reduce inventory investment and minimize out-of-stocks subject to realistic operational constraints at store level.

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SmartRevenue

*Jennifer Avery, Vice President of Shopper Insights
SmartRevenue*

SmartRevenue enables manufacturers to know where the purchase decision is made

- By knowing where the purchase decision is made, manufacturers are able to improve conversion at the customer, category, and brand levels and optimize pre-store consumer marketing and in-store shopper marketing
- Differentiated and winning sales and marketing platforms are best built from differentiated data that drives actionable solutions for customer leadership, retail design, and brand marketing.
- To bring the voice of the shopper to the decision process and provide differentiated data, SmartRevenue has built a proprietary methodology called “Quantitative Ethnography” that integrates behavioral and attitudinal information for each shopper.

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KNOW where the purchase decision is made.



G P G SOLUTIONS

NIelsen ASSORTMAN OPTIMIZER

Rob Schram, Vice President, Nielsen Analytic Consulting - The Nielsen Company

Last year, substantial time and resources were spent to launch over 120,000 new UPCs on the market. How easy and accurate was it to identify the UPCs to delist? Managing assortment in a highly competitive environment can lead to consumer frustration, if done poorly.

Let Nielsen Assortman Optimizer's assortment solution, Assortman, simplify your decisions.

With Assortman, you will strategically identify the categories and brands to target for growth before making tactical decisions. With our new software, you will accurately optimize the number of items in your assortment and simulate category sales changes based on your strategy. Come and learn how Assortman can assist you in setting your assortment strategy and experience our new software that provides you and your team tactical, actionable results for your categories.

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COSMIC SOLUTIONS

*David Wilkins, Managing Director,
Cosmic Solutions*

Cosmic Solutions is the leading supplier of category management and profitability planning solutions to the FMCG sector. Over the past 15 years we have worked with the largest manufacturers and helped them to increase the performance of their products and accounts. We offer a fully integrated range of category management solutions that are based on our extensive knowledge of the industry and our powerful software.

Our category management applications focus on optimizing the product range to maximize the returns from the category. We offer a complete solution to Range Planning and provide modules to extend the analysis to incorporate space and distribution considerations.

We offer solutions in the following areas:

- Category / Range Planning
- Customer / Account / Brand Profitability
- Forecasting and Planning
- Promotional Evaluation
- Data Consolidation and Analysis
- Training

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COSMIC SOLUTIONS

GALLERIA

Doug Erickson, EVP of Global Sales & Marketing, Galleria

Galleria is the leading provider of customer-centric merchandising solutions. Galleria's solutions provide value by integrating with a retailer's existing systems and resources to deliver the right product to the right stores in the right capacity. The net result is that retailers realize significant benefits including increased sales, enhanced margins, reduced waste/mark-down and accelerated inventory turns. Galleria currently works with customers including Tesco, Food Lion, Hannaford Bros, Giant Eagle and several of the world's top 20 retailers. It is currently engaged in six implementations of its merchandise planning solution in large-scale live retail environments.

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galleria

GLADSON INTERACTIVE

*Dale Seegers, Vice President, Sales
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Gladson Interactive is a leading provider of category management services to manufacturers, retailers, wholesalers and brokers. Our Gladson Universal Database™ focuses on collecting primary information about CPG products. Clients use our information for space management and category management, advertising and e-applications such as catalogues and online information/shopping.

We provide planogram and data analysis and In-store Merchandising Solutions that support successful planogram execution. Our service center approach provides customized service to match your unique requirements. Gladson can bring your category management strategy to life with dynamic planograms, sales sheets; life sizes posters and in-store execution tools – or utilize our team of analysts to tailor a custom space management training program for your analytical team.

Gladson's merchandising experience partnered with the latest space management technology and our Universal Database™ enables Gladson Interactive to meet your timeline and exceed your expectations! Our clients are the leading CPG manufacturers and retailers of the world.

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g **GLADSON**
INTERACTIVE



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IRONBRIDGE SOFTWARE, Inc.

*Michael Dickenson, President & CEO
Ironbridge Software*

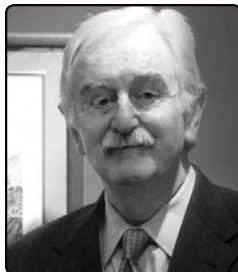
Ironbridge Software has served the Consumer Goods Industry since 1989. In our consulting practice we build data warehouses (including internal and external data) and do category management and consumer insights analyses. Real-Time | Web-based software

- Real-Time reporting for internal and syndicated data with “Net-Bench”
- Automate your PowerPoint presentations with “NetPoint”
- Determine your optimum trade mix with “Trade Optimizer”
- Integrate multiple data sources in real-time.

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**IRONBRIDGE
SOFTWARE**

JDA Software Group, Inc.

Dan Desmarais, Vice President, Category Management Solutions, JDA Software Group, Inc.

is focused on helping companies realize real supply chain and revenue management results – fast. JDA Software delivers integrated merchandising as well as supply chain and revenue management planning, execution, and optimization solutions for the consumer-driven supply chain and services industries. Through its industry leading solutions, leading manufacturers, distributors, retailers and services companies around the world are growing their businesses with greater predictability and more profitably.

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CGG SOLUTIONS

WEATHER TRENDS

Bill Kirk, CEO & Co-Founder, Weather Trends

WTI based in Lehigh Valley (Bethlehem, PA) is the global leader in “Weather Driven Consumer Insights”.

CPG companies such as Anheuser-Busch, Duraflame, Honeywell, Johnson & Johnson, Nestle Waters, Playtex, SC Johnson, Spectrum Brands, Sunbeam and retailers like Wal-Mart, Sam’s Club, ASDA, Target, Kohl’s, Bon-Ton, and Gander Mountain utilize WTI’s business weather guidance to better plan, knowing the influence of temperature and precipitation on their business. WTI provides year ahead business weather forecast in 4,000 cities and 129 countries worldwide with 80% accuracy.

CPG CatNet members receive complimentary business weather guidance each week in the CatMan Weekly News. Additionally, members are eligible for complimentary forecasts and weekly consumer insights directly from WTI. WTI’s year ahead forecasting tools, such as MYskeye (<http://www.myskeye.com>) provide valuable insight for Category Management Professionals when factoring the “weather piece” into their pricing, promotion, placement, and replenishment strategies

Contact Weather Trends International for more information regarding the programs available for CPG CatNet members

866.400.9733



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PLANET RETAIL

Paul Martin, Manager Global Services Sales Team, Planet Retail

Every day, thousands of industry professionals turn to Planet Retail as the most trusted authority on global retailing. We offer in depth retailer, channel and category performance analysis as well as market intelligence and the latest news, events and store concepts. Planet Retail's long-established relationships with key retailers and foodservice operators mean you get the inside track with our sales, market share and store number forecasts.

Benefits Use Planet Retail to improve your:

- Sales Forecasting • Best Practices Analysis
- Account Planning • Due Diligence
- Performance Benchmarking • Risk Analysis

Coverage

- Over 7,000 retail and catering operations worldwide. • Modern Grocery Distribution (MGD).
- Entertainment goods, electronics and office supply retailing (EEO). • Hotel, restaurant and catering operators (HoReCa). • Macroeconomic & market data available on more than 211 countries.
- Category performance data for 30+ product categories

Planet Retail provides market intelligence and news to more than 3,000 enterprises in 140 countries, including many of the world's largest multi-nationals. Our mission is to bring fast, measurable value to your business by keeping pace with today's world.

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G P G SOLUTIONS

BOSTON CONFERENCING

Ryan Graham, Boston Conferencing

Boston Conferencing, Inc. is a webinar and podcast production firm specializing in the Consumer Goods industry. Boston Conferencing supports your demand generation efforts by marketing webinars and podcasts to their lists of 30k loyal manufacturers and retailers. They also moderate and produce your webinar series with highly customized registrations, notifications, email campaigns, and archive libraries to lengthen the life of your events. They will also provide you with full post event reporting to maximize your sales follow-up efforts. Boston Conferencing has been working in Consumer Goods for 7 years and produces over one thousand events per year with highly personalized client interaction.

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CPG MATTERS

John Karolefski, Publisher & Editor-in-Chief

CPGmatters is a monthly e-zine designed to help makers of consumer packaged goods build brands through retail. The publication, which serves as the official e-zine of CPG CatNet, presents information and advice that is topical and actionable. CPG is defined broadly as food, beverage, general merchandise, and health and beauty care. These are the fast-moving consumer goods sold through a variety of channels: grocery, drug, mass, supercenter, convenience, warehouse club, dollar store, and online.

The topics regularly covered in CPGmatters are diverse: category management, in-store marketing, loyalty marketing, coupons, and trade marketing, among others that are related. The common denominator is the brand around which all marketing revolves.

A dedicated group of business writers with decades of experience in trade publications keeps readers informed each issue with original content often not found elsewhere. They are joined by leading experts who advise manufacturers of the right way to build brands in partnership with retailers.

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CPGmatters
BUILDING BRANDS THROUGH RETAIL
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RETAILWIRE

Al McClain, CEO, Founder Retail Wire

RetailWire is the retailing industry's premier online discussion forum, which launched in February 2002. RetailWire goes beyond conventional headline news reporting. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry.

Membership to RetailWire is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organizations.

Sponsorship packages take the form of educational "Business TIPS" and Webinars, all produced by RetailWire to assure quality. Sponsors include Campbell Soup, Nielsen, Unilever, P&G, HSBC, Oracle and DemandTec.

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DE PAUL UNIVERSITY

***Dan Strunk, Director of Partnership Development
for the Center for Sales Leadership***

DePaul University, located in Chicago, IL, is the 9th largest private university in the nation and recently named “#1 Most Diverse Campus” by Princeton Review.

The Center for Sales Leadership is one of the largest and most successful sales education programs with a quarterly enrollment of over 600 students. The Center graduates 175-200 students each year with a Bachelors in Commerce, generally a marketing major and a sales leadership minor. DePaul is one of three universities in the nation to offer an MBA with a Sales Leadership Concentration.

The Center’s mission is to graduate students who are well trained and motivated to pursue a professional career in sales, provide insightful research to the business community and act as trainers and consultants to sales-driven organizations across the world.

The Center partners with a select group of less than 20 Fortune 500 companies to develop cutting edge curriculum, identify and conduct research which provides a competitive edge and provide a rich environment for the recruiting of entry level sales talent.

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UNIVERSITY

WESTERN MICHIGAN UNIVERSITY

Frank Gambino, Professor & Director, WMU's Food/CPG Marketing Program

WMU's Food and Consumer Package Goods marketing program is one of the premier programs in the United States. Food/CPG graduates are heavily recruited by leading firms from all segments of the industry – including CPG manufacturers, sales agencies (brokers), food distributors, retail operators, and marketing research firms.

The Category Management course at WMU engages students in “live” projects for industry clients. Students use syndicated data from Nielsen, IRI and from specific retailer partners that allows students to analyze and present a complete product category review for a retailer client. Industry partners provide their expertise to the students throughout the semester and meet to critique the final category presentation. Retailer clients for the category management projects include Kroger, Meijer, Spartan, Jewel Foods and Roundy's.

Fact-based selling methods utilizing syndicated market data and category management tools are applied in the required Food/CPG Sales course. Extensive role-playing, sales presentations and skill- building exercises relevant to the buying process are used.

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SAINT JOSEPH'S UNIVERSITY

Christine Hartmann, Director Graduate Programs, St Joseph's University

Founded by the Society of Jesus in 1851, Saint Joseph's University advances the professional and personal ambitions of men and women by providing a demanding yet supportive educational experience. One of only 139 schools nationwide with a Phi Beta Kappa chapter and AACSB business school accreditation, Saint Joseph's is home to 4,200 full-time undergraduates and 3,100 graduate, part-time and doctoral candidates.

The Food Marketing Program at Saint Joseph's University is the world's first and most comprehensive program of its kind in food marketing. It develops current and future leaders to meet the needs of the global food industry through academic degree programs, professional development programs, research studies and thought leadership. Through its renowned undergraduate program students acquire fundamental industry principles and earn a B.S. degree. The unique Executive Master's in Food Marketing Program offers time-pressed industry leaders the opportunity to earn an MBA or M.S. degree in food marketing on their schedules.

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UNIVERSITY

TEXAS TECH UNIVERSITY

*Debra Fowler, Ph.D., Retailing,
Texas Tech University*

The Retailing program at Texas Tech University offers students the skills and knowledge to prepare you for an exciting career in the dynamic, fast-paced technology driven retailing industry.

Students experience many real-world aspects of the retailing industry including aspects of buying, assortment planning, allocation, selling, visual merchandising, e-commerce, and management. Courses in the major are designed to encompass current retailing issues and policies, such as globalization, retail technology, customer behavior and e-commerce. Students participate in team projects to solve problems ranging from the simple to the complex, including a comprehensive retail buying simulation. Students solve real life case studies, participate in international field study tours, and utilize state of the art technology for category and space management and store planning provided by JDA, an industry leader. This \$1.6 million annual gift enables the students at Texas Tech University to compete for positions in the field of category management. The multidisciplinary curriculum enables you to include a minor in another complementary field such as business, mass communications or hospitality.

Two courses are taught in Category Management, an undergraduate course and a graduate course.

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TEXAS TECH UNIVERSITY™



KATZ GRADUATE SCHOOL OF BUSINESS, University of Pittsburgh

*Jeff Inman, Associate Dean for Research,
University of Pittsburgh*

Students in category management at Katz are not only familiar with the basic tenets of category management, they also have hands-on experience with Nielsen's NITRO and Spectra/Homescan databases. They learn the role of syndicated databases in generating shopper insights and are able to apply them to category management analyses. With the help of industry leaders such as Nielsen, Del Monte, and Pepsi, students learn to implement various aspects of category management vis-à-vis their assigned brand in a CPG category (ex: pasta sauce, oral care) and get practice in selling their insights and conclusions to industry executives.

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UNIVERSITY OF PITTSBURGH
PITT BUSINESS

Joseph M. Katz Graduate School of Business

UNIVERSITY

BURKE INSTITUTE

Jim Berling, Managing Director, Burke Institute

For 75+ years clients have confidently turned to Burke for help in making the most informed decisions possible. Since 1931, Burke has been guided by the principle that true excellence in the field of marketing research means more than just being a successful business. Marketing research excellence requires a commitment to practicing the highest standards of research science and to fostering an environment that encourages a dedication to learning and creativity, qualities that are necessary to deliver consistently outstanding decision support services to our clients. We challenge ourselves every day to expand our knowledge in a rapidly evolving discipline, and to help educate others on the most contemporary thinking in the field.

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BURKE INSTITUTE

STORE WARS

**Hope Mandel, Global Training Resources Director
CPG CatNet**

STOREWARS is a business simulation that has been specially designed to capture the modern challenges of the Consumer Packaged Goods (CPG) industry at both retail and consumer levels. Teams representing manufacturers and retailers battle for Mindspace (consumer loyalty) and Shelfspace over the course of four days. Armed with company reports and market research information, retailers and manufacturers negotiate and make a series of “decisions” over four “periods”, each period representing six months in the real world. Decision areas include segmentation, positioning, promotions, price, discounts, new product development, terms of payment, shelf space allocation, store service levels and category management.

- Target Audience: Retailers, Manufacturers, Wholesalers/Distributors, Sales Agencies, CPG industry service providers/consultants
- Retailers – Buyers/merchandisers/category managers, marketing, marketing research. Also, supply chain, IT, store operations, etc.
- Manufacturers – Sales, customer development, category management, trade and brand marketing, market research (syndicated data, consumer and shopper insights). Also, finance, supply chain, IT, production/supply chain, R&D.

Open programs run by CPG CatNet quarterly in 2009. In-house sessions also available. Contact Hope Mandel below for details.

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W www.cpgcatnet.org/page/storewars/



TRAINING FIRM


DELTA ASSOCIATES


Delta Associates is a boutique consulting and training organization that specializes in the Consumer Products industry. We are recognized globally as a leader in the development of Category Management processes and capabilities. Our organization has delivered consulting and training services to over 400 manufacturers and retailers, representing 50+ countries. We invite you to read what they have to say about our workshops, and to view our 2008 Workshop Schedule.

Delta provides solutions for your training needs through skill development programs including:

- Category Management process consulting, organizational change and implementation services
- Category Management training workshops
- Fact-Based Solution Selling
- Business Math Boot Camps
- Retail Link® Software Training Workshops and Database Design
- Advanced Negotiating Skills (retailer and manufacturer versions)
- Strategic Account Planning
- Presentation Skills
- Vendor Management

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ROI

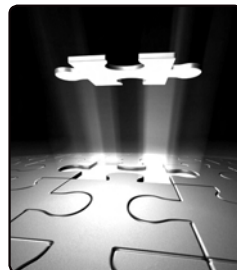
Ann Marie McCabe, President, ROI

ROI is the leading provider of customized performance solutions for the Consumer Packaged Goods (CPG) Industry. For more than 14 years we have worked with top CPG manufacturers, brokers, and retailers to achieve results through high level analytical skill development. Our approach empowers category management, sales, and marketing professionals to effectively integrate multiple data sources and turn information into insights and most importantly into action!

ROI is not an “event” training firm - rather, we are a collaborative partner with our clients for long-term continuous improvement. With today’s increasingly complex business challenges, our focus is on creating fully customized solutions to our clients’ categories, strategies, data sets, tools, and customer challenges, versus providing generic seminars or ‘cookie cutter’ solutions.

ROI is a full service partner, providing help in all of the following areas: Training Needs Assessment, Curriculum Design Consultation, Certification Programs, Instructor Led Customized Courses, E Learning Courses, Distance Learning Sessions, Podcasts On Demand & On-line reinforcement Tools/ Coaching Tools.

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TRAINING FIRM

CMKG

Sue Nicholls, President, Category Management Knowledge Group

With today's issues and tomorrow's solutions, individualized and online learning can only fuel your organization's success. That's why the Category Management Knowledge Group (CMKG) offers quality, affordable programs designed to give individuals & organizations the skills required for a category management career.

"It's an exciting time for on-line training, and our courses provide the right balance of technical concepts and management expertise, making students and graduates of the program invaluable in this fast-paced field," says Sue Nicholls, president of CMKG. "Students not only learn about the Category Management model, but they'll also learn to techniques to maximize data analysis and improve the quality of work for their organization through Excel and other related topics."

CMKG offers various courses, but the most popular is the Certified Associate in Category Management (CACM) course. Available through webinars and webinar recordings, this unique, program is a great onboarding program for anyone who is expected to understand Category Management.

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JDA Software Group, Inc.

BMI - Business Management Institute

Robin Zdanowicz, Instructor - The Business Management Institute (BMI), JDA Software Group, Inc.

To achieve more than you are today, you're challenged to change the way you work. Changes can occur to your processes, practice, and technology. For any type of solution you implement, you need the buy-in, cooperation and talent of the people in your organization to make a solution successful.

The JDA Certification Program employs a blended learning approach which includes:

Instructor Led Events - classroom training with the emphasis on servicing your business needs using the latest software releases. Virtual Classrooms - held at convenient times and accessible worldwide, with instructor interaction and Q&A. E-Learning - best of breed, engaging and interactive, this training-on-demand, is available 24/7, 365 days a year. Certification Exam - an on-line exam displaying instant results, with the option for in-depth analysis and one-on-one discussion with our instructors.

JDA Software's Business Management Institute (BMI) developed the JDALearn education program to best equip your organization with the agreement, talent development, and knowledge necessary to implement a solution and deliver returns on your solution investment.

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