



11/04/2012

12:00 pm

Registration Opens

6:00 pm - 7:00 pm

IFMA/IFDA Sponsor Preview

7:00 pm - 9:00 pm

Opening Reception

11/05/2012

7:00 am - 8:00 am

Breakfast

8:00 am - 8:10 am

Welcome

8:10 am - 9:00 am

Opening Keynote Speaker

Mark W. Johnson, Co-Founder and Senior Partner, Innosight

Mark Johnson, expert on business model transformation, best-selling author and co-founder of Innosight, will show you how to envision and create new growth, manage transformation and achieve renewal through business model innovation.

9:00 am - 9:20 am	<p>Revolutionizing Foodservice Business Models</p> <p>Bill Hale, Founder, Hale Group</p> <p>Bill Hale, will lay the foundation for the current foodservice landscape, which will set the framework for the following panels on foodservice business model transformation.</p>
9:20 am - 11:30 am	<p>Panels</p> <p>The foodservice channel is changing. How will our business models change with it?</p> <p>Hear from three industry leading panels from each of the foodservice communities – operators, distributors and manufacturers – as they explore answers to these questions.</p>
12:00 pm - 1:00 pm	Lunch
12:00 pm - 5:00 pm	Golf/Networking
1:30 pm - 3:00 pm	<p>Afternoon Breakout Session</p> <p>Mark W. Johnson, Co-Founder and Senior Partner, Innosight</p>
6:00 pm - 7:30 pm	All-Industry Reception and Annual IFMA Educational Foundation Silent Auction
11/06/2012	
7:00 am - 8:00 am	Breakfast
7:15 am - 7:45 am	GS1 Update
8:00 am - 8:25 am	Sparkplug/Presidents/Key Person Awards
8:25 am - 8:50 am	Update on Cutting-Edge Initiatives
8:50 am - 9:30 am	<p>Global Economic Outlook</p> <p>Rudy Lohmeyer, A.T. Kearney, will deliver the annual real-time analysis of global trends and conditions.</p>
9:30 am - 10:15 am	<p>All-Industry Panel</p> <p>A panel of leading operators, manufacturers and distributors will provide answers to the tough questions everyone has been asking.</p>
10:45 am - 11:30 am	<p>Closing Keynote Speaker</p> <p>Lon B. Southerland, Senior Director of Global Food and Beverage, Marriott International</p> <p>Lon Southerland, will share his real-life experience as the change agent of disruptive innovation in the creation and program rollout of Marriott's new Courtyard brand.</p>
12:00 pm - 1:00 pm	Lunch
1:30 pm - 2:30 pm	<p>Tuesday Afternoon Business Session</p> <p>Rudy Lohmeyer, from A.T. Kearney, will continue his discussion from earlier in the day. This will also provide you the opportunity to ask specific questions, regarding our</p>

12:00 pm - 5:00 pm

7:00 pm - 8:00 pm

8:00 pm - 9:30 pm

11/07/2012

8:00 am - 10:00 am

industry or even your organizations own situation.
Golf/Activities/Networking

50th Annual Grand Banquet Reception

50th Annual Grand Banquet Reception and Distributor Awards

Networking Breakfast