

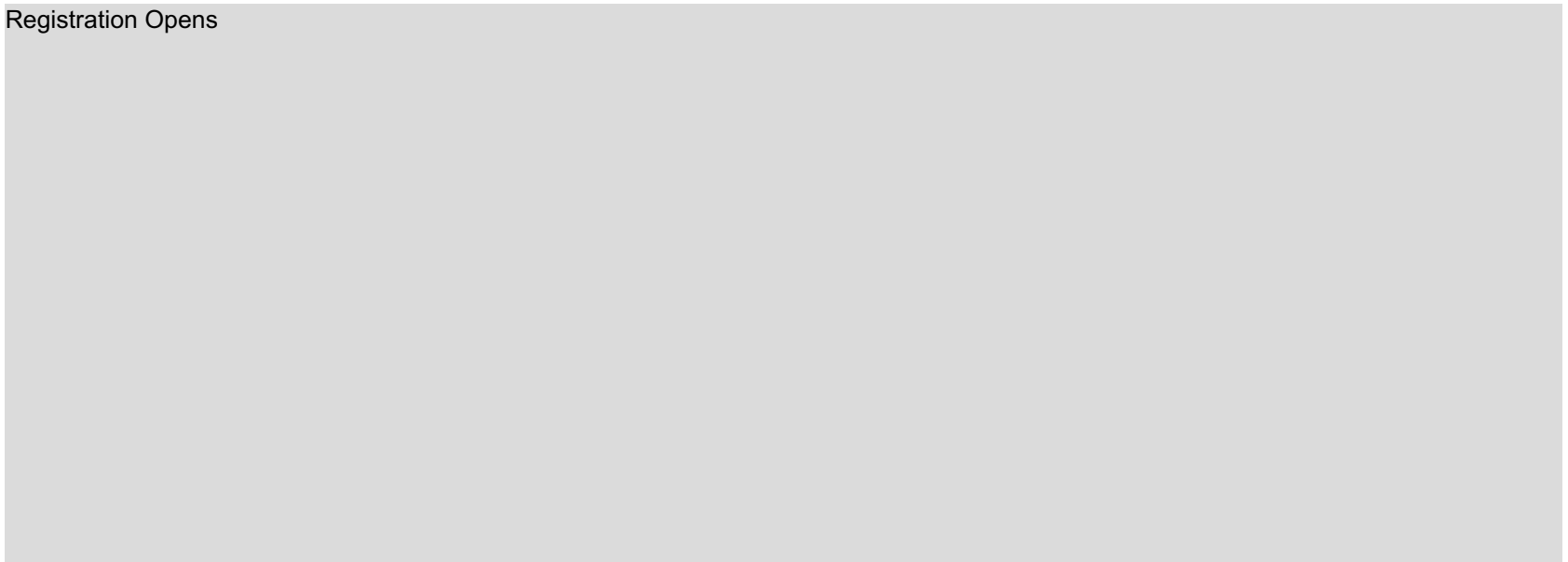


11/03/2013

12:00 pm

3:30 pm - 5:00 pm

Registration Opens



6:00 pm - 7:00 pm	IFMA/IFDA Sponsor Preview - Desert Kivas	i
7:00 pm - 9:00 pm	Special event for sponsors, operators, distributors and IFMA Board Members. Opening Reception - Desert Kivas	

11/04/2013

7:00 am - 8:00 am	Breakfast - Ballroom Lawn	
8:00 am - 8:05 am	Welcome: Conference Co-Chairs Jim Clough from AdvancedPierre Foods, Inc., and Tom Zatina of McLane Foodservice - Grand Sonoran	i
8:05 am - 8:20 am	Food Service 2020 - Grand Sonoran Bill Hale, Founder, Hale Group Industry expert Bill Hale, President, The Hale Group, will present the current foodservice landscape, which will set the stage for the program.	i
8:20 am - 8:40 am	Industry-wide Initiative Introduction - Grand Sonoran Hear from IFMA President & CEO Larry Oberkfell, NRA President & CEO Dawn Sweeney and IFDA President & CEO Mark Allen as they discuss the new collaborative initiatives to drive the foodservice channel forward.	
8:40 am - 9:30 am	Presentation of Industry-wide Initiative Elements - Grand Sonoran Be the first to learn about breaking industry wide initiatives: The New Food Service Landscape, presented by Jack Li of Datassential; The Operator Collaboration Model, presented by Ann Oka of Sodexo and Loren Kimura of Basic American	

Foods; FSnavigator, a consumer/operator insights portal, presented by Arnie Schwartz of NPD and Chris Martin of

Tibersoft; This is a must-not-miss session!

9:30 am - 10:00 am

Beverage Break - Grand Sonoran Foyer

10:00 am - 10:40 am

Opening Keynote Address - Grand Sonoran

John Costello, President, Global Marketing and Innovation , Dunkin' Brands

John Costello, President, Global Marketing & Innovation, Dunkin' Brands will discuss: Bottom-Line Branding™: Creating Demand and Driving Profitable Sales in Today's Changing World. Find out how Dunkin' Brands uses consumer insights to build

brands, create demand and drive profitable sales by effectively balancing strategies in both traditional and digital media.

10:40 am - 11:30 am

Operator Panel - Grand Sonoran Moderated by Bill Hale, President, The Hale Group. Leading operators will discuss the secrets to driving consumer demand and how supply chain partners can help.

- Al Chaib, COO, Panda Restaurant Group
- Louis Basile, Jr., CEO, Wildflower Bread Company

- Don Fox, CEO, Firehouse of America

- Bruce MacDiarmid, CEO, Shari's Restaurants

- John Metz, Jr., Executive Chef/CEO and Co-Founder, Sterling Hospitality

- Kate Unger, Senior Vice President of Marketing, Cold Stone Creamery

11:30 am - 1:00 pm

Lunch - Ballroom Lawn

12:00 pm - 5:00 pm

Golf/Spa/Networking

1:00 pm - 2:30 pm

Executive Retreat: Deep Dive on Industry-wide Initiatives - Grand Sonoran H-K
Learn more and have your questions answered about this morning's sessions. Choose two of the three sessions:

- The New Foodservice Landscape, presented by Jack Li of Datassential

- FSnavigator, presented by Arnie Schwartz of NPD, Chris Martin of Tibersoft and Mark DiDomenico of Datassential

- Operator Collaboration Model, with a panel of two operators and two manufacturers, moderated by Dave Jenkins

of Datassential and Bill Hale of The Hale Group

Session 1: 1:00 - 1:40

Session 2: 1:50 - 2:30

6:00 pm - 7:30 pm

Educational Foundation Reception
- Grand Sonoran

11/05/2013

6:30 am - 8:00 am

Breakfast - Ballroom Lawn

7:15 am - 7:45 am

GS1 Update Dennis Harrison,
Senior Vice President, GS1 -
Grand Sonoran H

8:00 am - 8:05 am

Opening Comments: Tom Zatina,
President, McLane Foodservice -
Grand Sonoran

8:05 am - 8:15 am

Presidents/Key Person Awards -
Grand Sonoran
Presidents Award:
Dennis Harrison, Senior Vice
President, GS1

Key Person Award:

8:15 am - 8:20 am

Loren Kimura, President & CEO,
Basic American Foods
Food Service 2020 - Grand
Sonoran
Bill Hale, Founder, Hale Group
Industry expert Bill Hale,
President, The Hale Group, will set
the

8:20 am - 8:55 am

stage for the day's topics.
Operators & Manufacturers
Rethinking Supplier Relationships -
Grand Sonoran
Dave Donnan, Partner, A.T.
Kearney
Dave Donnan, Partner, A.T.
Kearney, will deliver the annual
real-time analysis of the global

economy, its impact on
foodservice and explain how its
causing a dynamic shift to
“Integrated Supply Management”.

8:55 am - 9:30 am

Foodservice Category
Management: Industry Initiative
Best Practices Update - Grand
Sonoran
Doug Morrison, Partner and
Category Leadership Practice
Director , The Partnering Group
(TPG)
Jeff Schroeder, Partner, The
Partnering Group
Jeff Schroeder and Doug Morrison
of The Partnering Group will share
the latest findings and next steps
on the industrywide
initiative to establish category
management standards being
developed by the 60+ Members of
the Foodservice

Category Management Innovation
& Activation Board.

9:30 am - 10:00 am

Beverage Break - Grand Sonoran
Foyer

10:00 am - 10:40 am

Closing Keynote Address - Grand
Sonoran
Kate Vitasek, Faculty, University of
Tennessee – Center for Executive
Education Founder, Supply Chain
Visions, University of Tennessee
Author, researcher and innovator
of the Vested business model Kate
Vitasek will share her learning’s
about supplier
relationships in the pioneering
work she is doing in “Vested” and
“Vested Outsourcing”. The model
allows companies to

focus on desired outcomes and shared values to create a relationship that is mutually beneficial.

10:40 am - 11:30 am

Operator Panel - Grand Sonoran
Moderated by Bill Hale, President, The Hale Group. Leading operators will discuss driving supply chain efficiency and how supply chain partners can help.

- John (Barry) Barnett, Senior Vice President, Global Supply Chain & Purchasing, Church's Chicken
- Pete Suerken, Senior Vice President, Centralized Purchasing and Commodity Risk Management, Yum!

- Michael Reinert, Vice President, Supply Management Services, Delaware North Companies

- Nelson Griffin, Senior Director, Land-Based Protein Purchasing, Darden Restaurants

- Walt Sheffler, Senior Vice President - Strategic Sourcing, Avendra

- Keith Brunell, Senior Director, Culinary, Maggiano's

11:30 am - 1:00 pm

Lunch - Ballroom Lawn

12:00 pm - 5:00 pm

Golf/Spa/Networking

1:00 pm - 2:30 pm

Executive Retreat: Deep Dive on Foodservice Category Management - Grand Sonoran H-K

Each session will answer your questions on the three key components discussed this morning.
Choose two of the three sessions:

- Insights presented by Tim Hand of The Partnering Group
- Collaboration presented by Jeff Schroeder of The Partnering Group

- Activation/ROI presented by Art Bell of The Partnering Group

2:45 pm - 3:45 pm

Vested Workshop - Wildflower Salon A-B
Bonnie Keith, Founder and President , The Forefront Group
Gain a deeper understanding of the Vested model in this hands-on, interactive workshop led by Bonnie Keith, Founder and President, The Forefront Group, A Certified Center of Vested Excellence. Learn the skills and take them back to

your organization.

7:00 pm - 8:00 pm

51st Annual Grand Banquet
Reception - Grand Sonoran Foyer

8:00 pm - 9:30 pm

51st Annual Grand Banquet
Banquet featuring the 2013
Distributor Awards - Grand Sonoran
Merchants Foodservice - Excellence in Distribution Award
Kohl Wholesale - Distributor Sales & Marketing Performance Award
Tom Zatina, President, McLane Foodservice - Distinguished Industry Achievement Award

11/06/2013

8:00 am - 10:00 am

Networking Breakfast - Grand
Sonoran E
Don't miss the chance to say
goodbye to old friends and new
connections.