



Sunday November 2, 2014

12:00 pm	Registration & Registration Café Open - East Registration Desk Silent Auction Item Preview
6:00 pm - 7:00 pm	IFMA/IFDA Sponsor Preview - Desert Kivas Special event for sponsors, operators, distributors and IFMA Board Members.
7:00 pm - 9:00 pm	Opening Reception - Desert Kivas

Monday November 3, 2014

7:00 am - 8:00 am	Breakfast - Ballroom Lawn
8:00 am - 8:05 am	Opening Comments - Grand Sonoran Conference Co-Chairs Joe Bybel from Ventura Foods, and Bill Day of Sysco
8:00 am - 8:30 am	State of the Industry - Grand Sonoran

Larry Oberkfell, President & CEO, IFMA, Mark Allen, CEO, IFDA and Dawn Sweeney, CEO, NRA, present an industry situation analysis and imperatives to win the consumer choice.

8:30 am - 9:10 am

Foodservice in Grocery - Grand Sonoran

Jason Whitmer, President of Research, Cleveland Research Company, will present on the emerging foodservice opportunities in the grocery channel given the accelerating shift to the perimeter departments, including prepared foods.

9:10 am - 9:50 am

A Holistic Approach to Supply Chain-Integrating Sourcing, Spend analytics and Supply Chain Management

Presented by Havi Global Systems, learn about this unique approach for managing your supply chain. Also, what does the future of distribution hold in store?

9:50 am - 10:20 am

Beverage Break - Grand Sonoran Foyer

10:20 am - 10:35 am

Operator Collaboration Model - Grand Sonoran

Hear from leading Chains who have, over the last year, created the industries best practice collaboration model to drive efficient and effective relationships

10:35 am - 11:20 pm

Keynote - Steve DeSutter, CEO, Focus Brands - Grand Sonoran

“Peeking over the Horizon in Foodservice” With a breadth of retail, foodservice, operations, finance and public company experience, and responsibility for over 5,000 restaurants, Steve shares his thoughts on the future of foodservice, and how deepening your brand relationship with the consumer, and increasing your frequency and design of consumer experiences drive success

11:20 am - 11:30 pm

Closing Comments - Grand Sonoran

11:30 am - 1:00 pm

Lunch - Ballroom Lawn

12:00 pm - 5:00 pm

Golf/Spa/Networking

1:00 pm - 2:30 pm

Break-out Session: Operator Collaboration Model - Grand Sonoran H - J

A continuation of the morning's dialogue, take a deeper dive and hear from a panel of leading operators and manufacturers that are executing this industry wide initiative, and share their results of working together to drive demand and win consumer demand.

6:00 pm - 7:30 pm

Educational Foundation Reception and Silent Auction - Grand Sonoran

Professional sporting events, airline tickets, autographed memorabilia and more! This is just a sampling of the items on auction at this year's event. Please join us, bid and make a wonderful donation to help the future of our industry!

Tuesday November 4, 2014

6:30 am - 8:00 am

Breakfast - Ballroom Lawn

8:00 am - 8:05 am

Opening Comments - Grand Sonoran

7:15 am - 7:45 am	GS1 Update - Grand Sonoran G
8:00 am - 8:15 am	President's/Key Person/Sparkplug and William J. Tobin Awards - Grand Sonoran
8:15 am - 8:50 am	Special Session: The PE Factor, A Conversation with Steve Romaniello, Managing Director, Roark Capital. Responsible for a portfolio of over \$8 Billion in Systemwide Sales, Steve Romaniello, Managing Director, Roark Capital Group and Wally Doolin, Chairman & Founder, TDn2K, discuss the impact private equity is having on the foodservice industry and where it's going in the future, and what you need to know.
8:50 am - 9:20 am	Washington: Hot Air Aside - Grand Sonoran A no spin look through today's windshield and what's around the corner--Legislation & Regulation. Parnter Kim Walker, and Associate Steve Toeniskoetter, from Faegre Baker Daniels, will give you the latest updates on GMO's, the Food Safety Modernization Act, Immigration and more. The information you need to know!
9:20 am - 9:35 am	Foodservice Category Management - Grand Sonoran
9:35 am - 10:05 am	Update on Category Management Best Practice Model, Full Plate™, that's changing how business is done in foodservice. Beverage Break - Grand Sonoran Foyer
10:05 am - 10:45 am	Keynote - Sally Smith CEO & President, Buffalo Wild Wings - Grand Sonoran "Technology & Creating Demand: The Digitization of the Foodservice Consumer's Experience" At #22 on the NRN 2014 top 100 list and growing, hear how Buffalo Wild Wings is constantly working to create authentic and immersive sports experiences as a part of their strategy of becoming the 'Ultimate Sports Experience'.
10:45 am - 11:25 am	Closing Keynote Panel - Grand Sonoran This panel of leading Chain Operators includes: Kat Cole, President, Cinnabon Inc., Paul Damico, President, Moe's Southwest Grill, Keith Sirois, CEO, Big Boy Restaurants International, LLC and others. Moderated by Wally Doolin, Chairman & Founder, TDn2K, this elite gathering of industry-leading operators will share thier insights and reactions regarding the prior two days of conference discussions and the evolving landscape of the foodservice industry.
11:25 am - 11:30 am	Closing Comments - Grand Sonoran
11:30 am - 1:00 pm	Lunch - Ballroom Lawn
12:00 pm - 5:00 pm	Golf/Spa/Networking
1:00 pm - 2:30 pm	Break-out Session: Foodservice Category Management - Grand Sonoran H - J
7:00 pm - 8:00 pm	Case histories from distributors, manufacturers and brokers who are using the industries Full Plate™ best practices model to reach and support the operator. 52nd Annual Grand Banquet Reception - Grand Sonoran Foyer
8:00 pm - 9:30 pm	52nd Annual Grand Banquet featuring the 2014 Distributor Awards - Grand Sonoran

Wednesday November 5, 2014

8:00 am - 10:00 am

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