

November 1–4, 2015, Fairmont Scottsdale Princess, Scottsdale, AZ

Presidents Conference 2015

WHERE LEADERS MEET

TRANSFORMATIVE CHANGE

NAVIGATING THE NEXT FIVE YEARS



Sunday November 1, 2015

12:00 pm

Registration & Registration Café Open

Location: North Palomino Foyer

Silent Auction Item Preview

6:00 pm - 8:00 pm

Opening Reception

Location: Copper Canyon

8:00 pm - 9:00 pm

IFMA Campfire

Location: Copper Canyon

Monday November 2, 2015

7:00 am - 8:00 am

Breakfast
Location: East Palomino Plaza

8:00 am - 8:05 am

Welcome Remarks
Location: Palomino Ballroom 1-5

8:00 am - 8:20 am

State of the Industry - Today
Location: Palomino Ballroom 1-5

The foodservice industry is undergoing a transformational change in front of our eyes. Larry Oberkfell, Dawn Sweeney, and Mark Allen will discuss the current state of the industry, presenting a thought-provoking perspective which will set the foundation for a captivating conference.

8:20 am - 9:05 am

Geopolitics & The Next Five Years: Dr. George Friedman
Location: Palomino Ballroom 1-5
Dr. George Friedman, renowned authority and author of *“The Next 100 Years”*, discusses how global geopolitical dynamics will impact the food system and foodservice over the next five years.

9:05 am - 9:40 am

Disruptive Industry Change: Learnings From Another Industry
Location: Palomino Ballroom 1-5



David Pavelko from Google, Inc., will deliver a captivating presentation on how technology is disrupting the Travel industry and what Google is doing to adapt and innovate as a result.

9:40 am - 10:10 am

Break
Location: North Palomino Foyer

Presentation/Panel

10:10 am - 10:40 am

The Changing Consumer: The 360° View
Location: Palomino Ballroom 1-5

Jack Li, Managing Director at Datassential, dissects how consumers have changed and details how they will continue to evolve over the next five years.

10:40 am - 11:30 am

The Changing Operator

Location: Palomino Ballroom 1-5

Joe Pawlak, Sr. Vice President at Technomic, sets the stage on the evolving operator, followed by an exploration of transformative industry changes by John Miller, President and CEO of Denny's, Jim Bressi, Director of Food Research & Product Development from Kwik Trip, Tim Taft, President and CEO of Fiesta Restaurants and Louis Basile Jr., Founder and President of Wildflower Bread Company.

11:30 am - 1:00 pm

Lunch

Location: East Palomino Plaza

12:00 pm - 5:00 pm

Golf/Spa/Networking

1:00 pm - 2:30 pm

Breakout Session: College & University: Defining The next Generation

Location: Palomino Ballroom 8-9

Hot-off-the-press research delves into student mindsets, and C&U Foodservice Directors reveal what we should expect as the next generation enters the workforce.

- Stanford University
- University of Illinois
- University of Massachusetts
- University of Richmond

6:00 pm - 7:30 pm

Educational Foundation Reception and Silent Auction

Location: Palomino Ballroom 1-5

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 3, 2015

6:30 am - 8:00 am

Breakfast

Location: East Palomino Plaza

7:15 am - 7:45 am

GS1 Update

Location: Arabian Room

8:00 am - 8:15 am

IFMA Awards

Location: Palomino Ballroom 1-5

8:15 am - 9:30 am

The Power of Collaborative Relationships

Location: Palomino Ballroom 1-5

Collaborative relationships = Profitable relationships. Leading operators, manufacturers and distributors discuss the do's and don'ts in building collaborative relationships.

8:15 **Anheuser-Busch & Buffalo Wild Wings**
8:40 **Sysco & Ventura Foods**
9:05 **Dawn Foods & Sonic**

9:30 am - 9:40 am

Joint Business Planning Best Practices

Location: Palomino Ballroom 1-5

In 2015, IFMA embarked on creating an industry best practice in JBP. Learn about the progress this industry board has made and initial key learnings.

9:40 am - 10:00 am

Break

Location: North Palomino Foyer

10:00 am - 10:35 am

The Next 5 Years In Foodservice

Location: Palomino Ballroom 1-5

Building off the prior day's "Learnings From Another Industry," Megan Lyon from Boston Consulting Group provides a cutting-edge view of the new foodservice landscape and what we need to know to be successful individually and as an industry.

10:35 am - 11:15 am

Operator LeaderThink

Location: Palomino Ballroom 1-5

Paul Brown, CEO of Arby's Restaurant Group Inc. and Jeff Davis, Chairman of US Beef Corporation, the largest Arby's franchisee, join Dawn Sweeney as they discuss their expectations, how they will react and how their business partners must respond as they face transformative change.

11:15 am - 11:30 am

State of the Industry – Next 5 Years

Location: Palomino Ballroom 1-5

Larry Oberkfell, Dawn Sweeney and Mark Allen kicked off the program by discussing factors driving transformation and conclude the Tuesday program with industry imperatives for the next five years.

11:30 am - 1:00 pm

Lunch

Location: East Palomino Plaza

12:00 pm - 5:00 pm

Golf/Spa/Networking

1:00 pm - 2:30 pm

Breakout Session: The New Foodservice Channel

Location: Palomino Ballroom 8-9

A detailed Q&A with the mornings' Operator, Distributor and Supplier presenters on "The Power of Collaborative Relationships" on their experiences working collaboratively together.

-Anheuser-Busch & Buffalo Wild Wings
-Sysco & Ventura Foods
-Dawn Foods & Sonic

7:00 pm - 8:00 pm

Grand Banquet Reception

Location: North Palomino Ballroom Foyer

8:00 pm - 9:30 pm

Grand Banquet featuring the 2015 Distributor Awards

Location: Palomino Ballroom 1-5

Wednesday November 4, 2015

8:00 am - 10:00 am

Networking Breakfast

Location: Arabian Room