

**MARCH 6 – 8, 2016**

JW Marriott Las Vegas Resort & Spa  
221 Rampart Blvd

**IFMA**

**COEX 2016**

By operators. For operators.

**AGENDA**

**March 6**

12:00pm

**REGISTRATION & REGISTRATION CAFÉ OPEN**

2:30 –  
4:30pm

**SPECIAL SESSION FOR CONSUMER PLANNING PROGRAM  
COMMITTEE – BY INVITATION ONLY**

IFMA Consumer Planning Program (CPP) member organizations can kick off the conference with an exclusive trends presentation by Datassential's Colleen McClellan. As with all CPP meetings, members will have the opportunity to interact during roundtable discussions. To conclude this session, a panel of operators will discuss the value of insights and what they look for from manufacturer partners.

2:30 –  
5:30pm

**SPECIAL SESSION FOR OPERATORS & SMALL/MIDSIZED  
BUSINESSES**

**Warren Solochek, President of Foodservice, The NPD Group**

Kick off the conference understanding current restaurant trends and platforms for growth in 2016 and beyond. Manufacturers and operators will have the opportunity to learn and discuss these platforms together through small roundtable conversations. Also, don't miss out on the open bar at the conclusion of the session!

6:00 –  
8:00pm

**GRAND OPENING RECEPTION**

**March 7**

6:45 –  
7:45am

**NETWORKING BREAKFAST**

8:00 –  
8:40am

**KEYNOTE ADDRESS**

**Andy Puzder, CEO of CKE Restaurants, Inc.**

For the past 15 years, Andy Puzder has provided leadership over two of the largest restaurant brands in the country – Carl's Jr. and Hardee's. In his opening address, Mr. Puzder will provide his perspectives on the changing foodservice landscape and how restaurant owners and young employees can adapt to this new reality.

8:40 –  
9:20 am

**KEY TOPIC: CONSUMERS**

**Eve Turow Paul, author of "A Taste Of Generation Yum"**

Never before have people paid this much attention to food. Ms. Turow speaks on the underlying drive for the Consumer obsession with food, how today's young consumers are impacting other generations, and the future of food policy in America.

**MARCH 6 – 8, 2016**

JW Marriott Las Vegas Resort & Spa  
221 Rampart Blvd

**IFMA**

**COEX 2016**

By operators. For operators.

**AGENDA**

**March 7**

9:20 –  
10:00 am



**LeaderThink – CONSUMERS**

Industry veteran Nancy Kruse will moderate a panel of Operator experts who will weigh in on how they have mastered the art of attracting Consumers to their restaurant and how they keep them coming back. The panel features:

- Shawn Eby – VP Operations, Taco Johns
- Mark Hampton – Chief Supply Chain Office, American Blue Ribbon Holdings
- Scott Hoffland – Executive Director Retail Operations, U of WI Milwaukee
- Annica Kreider – VP Brand Development, Mellow Mushroom

10:00 –  
10:30am

**NETWORKING BREAK**

10:30 –  
11:10 am

**KEY TOPIC: TECHNOLOGY**

Jack Li, Managing Director, Datassential, presents hot off-the-press research fielded specifically for this conference detailing what consumers want – and what they don't know they need yet – from technology in restaurants.

11:10 –  
11:50 am



**LeaderThink – TECHNOLOGY**

Operator experts discuss how they have adopted new technology to win customers and weigh in on how they use it to drive traffic and sales, moderated by Wally Doolin. The panel features:

- Stacey Kane – Chief Marketing Office, East Coast Wings
- Sean Reiter – VP Marketing, Specialty's Café & Bakery
- Chris Sullivan – Co-Founder Outback Steakhouse/BOD Bloomin' Brands
- Randy White – VP Digital Marketing, Focus Brands

11:50am –  
Noon

**2016 SILVER PLATE CLASS ANNOUNCED**

Noon –  
1:00pm

**NETWORKING LUNCH**

**BREAKOUT SESSIONS: 1:00 – 1:40pm**

*(Sessions will be repeated at 1:50 – 2:30pm after a 10 minute break)*

**Excellence In: CULINARY**

An exploration into the future of food and flavor trends presented by Shara Orem of the Culinary Institute of America and featuring Anne Readhimer, Senior Director of Fresh Food Innovation at 7-Eleven, Inc.

**Excellence In: MARKETING**

A close look at restaurant branding, what makes a brand distinct, finding the right consumer story and best practices in marketing presented by Jack Li, Managing Director at Datassential

**Excellence In: SUPPLY CHAIN**

A dynamic discussion on distribution challenges and consumer trends in foodservice presented by Ken Shearer of Havi Global Solutions featuring discussion with:

- Andy Blanton, MBM Corporation
- Jason Fischer, Chick-Fil-A

**MARCH 6 – 8, 2016**

JW Marriott Las Vegas Resort & Spa  
221 Rampart Blvd

**IFMA**

**COEX 2016**

By operators. For operators.

**AGENDA**

**March 7**

**OPERATOR SPEED MEETINGS: 2:45-4:30pm**

Speed meetings provide valuable face-to-face dialogue between Manufacturers and Operators. Don't miss this opportunity to meet personally with your current and future supply chain partners!

5:30 –  
7:30pm

**NETWORKING RECEPTION featuring Iron Chef Competition**

**March 8**

7:00 –  
8:00am

**NETWORKING BREAKFAST**

**INNOVATION AWARDS**

8:00 –  
8:20am

**KEY TOPIC: GOVERNMENT REGULATIONS**

Cicely Simpson, Executive Vice President, Policy and Government Affairs from the National Restaurant Association provides the latest nuances on a variety of pending legislation including healthcare benefits, minimum wage and menu labeling laws, and how the outcomes of these rulings will impact the industry.

8:20 –  
9:40am



**LeaderThink – MENU/NUTRITION LABELING**

Leading Operators provide their perspectives on menu labeling legislation, how it has affected their business and how they are learning to navigate the pending regulation.

9:40 –  
10:00am

**OPERATOR COLLABORATION MODEL (OCM)/ JOINT BUSINESS PLANNING (JBP)**

Rich Kamph, SVP of Global Supply Chain at Focus Brands, and Bill McClellan, Vice President of Foodservice at Dawn Foods, will unveil the progress IFMA's OCM committee has made in advancing operator/manufacturer collaboration.

10:00 –  
10:30am

**NETWORKING BREAK**

10:30 –  
11:10am

**PLANNING & EXECUTION EXCELLENCE**

A discussion on leadership, collaboration and how to get things done in an organization by listening and working together. The session will feature representatives from all 4 major disciplines including Culinary, Marketing, Supply Chain and Leadership including:

- Steve Brooks – Director of Purchasing, Tumbleweed Tex Mex Grill
- Carl Howard – CEO, Fazoli's
- Dan Phalen – Corporate Executive Chef, Luby's/Fuddrucker's
- Renae Scott – CMO, Togo's Eateries

**MARCH 6 – 8, 2016**

JW Marriott Las Vegas Resort & Spa  
221 Rampart Blvd



**COEX 2016**

By operators. For operators.

**AGENDA**

**March 8**

11:10 –  
11:50am

**KEYNOTE ADDRESS**

**Lisa Ingram – CEO, White Castle**

As a veteran in the industry, Lisa Ingram has worked her way up to becoming the 4<sup>th</sup> generation family member to lead the 94 year old company. Ms. Ingram will talk about leadership, culture and the business behind the crave from what is known as the world’s first quick-service burger concept with Phil Kafarakis, Chief Innovation & Member Advancement Officer of the National Restaurant Association.

11:50 –  
Noon

**CLOSING REMARKS**

Noon –  
1:00pm

**NETWORKING BREAK**

**BREAKOUT SESSIONS: 1:00 – 1:40pm**

*(Sessions will be repeated at 1:50 – 2:30pm after a 10 minute break)*

**Collaboration In CULINARY**

Discussions involving Innovation process, best practices internally and with manufacturers . The panel features:

- Dan Barash – Focus Brands
- Stephen Bulgarelli – Chili’s
- John Coker – AVI Foodsystems,
- David Goldstein – Sharky’s Woodfired Mexican Grill

Moderated by Scott Allmendinger, Culinary Institute of America

**Collaboration In MARKETING**

Understand best practices in digital marketing and how to best reach the consumer through this avenue in this presentation delivered by Natt Fry, Managing Director – Seamless Retail at Accenture.

**Collaboration In SUPPLY CHAIN**

Discussion featuring external collaboration and aligning resources in joint business planning with key channel partners. The panel features:

- Leslie Dean – Togo’s Eateries
- Steve Pattison – RSI
- Daryl Still – Boston Market

Moderated by Rich Kamph, Focus Brands and Bill McClellan, Dawn Food Products

**OPERATOR SPEED MEETINGS: 2:45-4:30pm**

Speed meetings provide valuable face-to-face dialogue between Manufacturers and Operators. Don’t miss this opportunity to meet personally with your current and future supply chain partners!

5:30 –  
7:30pm

**NETWORKING RECEPTION**