

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.

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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 – Founding Member, Outback Steakhouse/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 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 commodity trends in foodservice presented by Havi Global Solutions featuring discussion with:

- Andy Blaton, MBM Foodservice
- Jason Fischer, Chick-Fil-A

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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

8:20 –
9:40am

A leading government affairs representative 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.



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)

A focus on industry best practices with a concentration on 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
- Renae Scott – CMO, Togo's

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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 4th 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.

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)

**EXCELLENCE In
CULINARY**

Discussions involving Innovation process, best practices internally and with manufacturers moderated by the Culinary Institute of America

**EXCELLENCE In
MARKETING**

Dynamic discussions on using insights to drive planning and flawless execution moderated by a member of the Marketing Executives Group, NRA

**EXCELLENCE In
SUPPLY CHAIN**

A panel of Supply Chain representatives featuring discussion on topics such as distribution challenges, changing industry/consumer needs and fluctuations in commodities

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

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5:30 –
7:30pm

NETWORKING RECEPTION