



Presidents Conference 2017



Foodservice: The Next Generation

Meeting the Needs of Tomorrow's Consumer

November 5-7 | JW Marriott Phoenix Desert Ridge | Phoenix, AZ



Sunday
Nov. 5

AGENDA

12:00 –
6:30 pm

Badge Pick-Up & Registration Café

IFMA Education Foundation Silent Auction Preview

Check out the variety of auction items on display (gift baskets, electronics, experiences etc.) in the registration area. You'll be able to register & start bidding! Bidding closes at 7:00 pm on Monday, November 6th during the evening reception.

Also, you will be able to purchase raffle tickets (from any Education Foundation Trustee) to win a big screen TV. Winner to be announced at 7:00 pm on Monday, November 6th during the reception.

BONUS! Education Sessions

Location: Grand Sonoran K

1:00 –
1:30 pm

Next Generation Foodservice Brands Connecting with Operators

Presented by Foodable Network

There is a new breed of operator today, 50% of which are under the age of 40 and 91% of them engage foodservice content in a whole new way. Foodable Labs will reveal the methods, trends and tactics that are the solutions in connecting to the next generation operator before it's too late.

1:45 –
2:15 pm

The Integrated Supply Chain of the future – An Operator POV

Presented by HAVI

Peer into the supply chain future through the perspective of leading foodservice operators. Based on a recent completed industry study, HAVI will share key operator insights and expectations concerning digitization of the supply chain, partner collaboration, global expansion, and disruptive competitors.

2:30 –
3:00 pm

Operator Purchase Data Best Practices

Presented by Tibersoft

In the last few years the collection and usage of location level operator purchase data has gone from a nice to have to a need to have. Many forward thinking organizations now consider the practice a strategic imperative. This discussion between Jay Crown, Rich Products; Lisa Favia, Kellogg's Specialty Channels; and Justice Wolcott, Lamb Weston, will cover how foodservice is making accelerating strides in systematic sharing of data and - most important - the win win results.

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**3:15 –
3:45 pm**

“Driver, I Think There’s a Phthalate in my Soup?”: Emerging Foodservice Legal & Regulatory Issues & the Impact on How Manufacturers, Operators and Distributors Do Business

Presented by Locke Lord

Discussion and suggestions concerning emerging legal issues in foodservice, for example: potential litigation risk related to pick-up and delivery, including spoilage and/or contamination of food due to transportation or leaching from containers and who’s responsible; related contractual issues, including potential indemnity provisions; regulatory issues, including labeling and limitations on certain ingredients; and other real-time legal issues.

**4:00 –
4:30 pm**

Bridging the Gap between Facts & Fortitude: What you really need to do to optimize trade spend

Presented by Blacksmith Applications

Facts can only take you so far in the fight to improve profitability. It’s what you do about what you know that makes a real impact. Join Paul Wietecha, President & CEO of Blacksmith Applications, to learn how foodservice manufacturers can demonstrate the fortitude required to optimize trade spend. Go to bat for your brands.

**4:45 –
5:15 pm**

The Cost of Not Adopting a Modern Commerce Strategy

Presented by PROS

What is the status quo really costing you? Learn how to prepare for the disruption happening in the foodservice industry by creating a Modern Commerce Strategy. The buying environment has forever changed and companies must shift their strategies to not get left behind. PROS will share best practices on how to get the real value for your products while meeting buyer expectations.

**5:30 –
6:00 pm**

From Trends to Triumph

Presented by Datassential

Datassential reveals best practices for transforming food trends into true innovation inputs, as well as making them a central part of a dynamic culinary creation process. You’ll also get a first look at how your phone’s GPS data is transforming what we know about consumer foodservice behavior – in real time!

**6:00 –
8:00 pm**

Grand Opening Reception Location: Desert Kivas

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**Monday
Nov. 6****AGENDA**7:00 –
8:00 am**Breakfast** Location: *Ballroom Lawn*8:00 –
8:20 am**Food(service) 2025: A Look at Today and Tomorrow**

Grand Sonoran E-G

Larry Oberkfell, Dawn Sweeney, Mark Allen, Hattie Hill

Presidents and CEOs of IFMA, NRA, IFDA and WFF discuss the evolution of the supply chain and key imperatives that will impact the manufacturer, operator and distributor communities in the years ahead.

8:20 –
9:00 am**Trump Administration Update:**

Grand Sonoran E-G

Unleashing Growth for the American Workforce**United States Department of Labor, Secretary of Labor, R. Alexander Acosta**

At this time last year, Donald Trump won the presidential election. A year later, we examine how the current administration has impacted our industry and what to expect moving forward.

9:00–
9:40 am**Blockchain, An Opportunity to Rethinking the Food Chain
and Supply Chain Simultaneously**

Grand Sonoran E-G

Richie Etwaru, Chief Digital Officer, QuintilesIMS

The blockchain protocol is a technology invention, acting as the exponential agent for other paradigms such as cloud, the internet of things, and artificial intelligence simultaneously. This spike in innovation that can be applied to broad areas of commerce has created a window of “transformation runway” for organizations. This talk will focus on the opportunities in the foodservice industry that organizations can act on immediately, in the mid-term, and long-term to leverage this unique window of transformation runway.

9:40–
10:05 am**Break****IFMA Technology Center Powered by PROS**

The Tech Center is a dedicated area where attendees can learn best practices on how to modernize their go-to-market strategies/solutions to prepare for the disruptive changes in the current supply chain. Technology sponsors include PROS, Microsoft, CloudCraze, and more. Stop by the Tech Center to learn how to accelerate your Modern Commerce journey as we evolve into the next generation.

Open during networking breaks, lunch and early afternoon Monday; all of the same plus breakfast on Tuesday. Location: *Grand Sonoran A-D*



AGENDA Monday Nov. 6

10:05 – 10:45 am **UberEATS: Building a digital market to deliver the right food for right now** Grand Sonoran E-G
Liz Meyerdirk, Sr. Director of Business Development, UberEverything
 Third-party food delivery services are on the rise globally, with the promise of helping restaurants grow their businesses. We'll talk to the Head of UberEverything Business Development, to learn more about what they've built and how well they deliver on promises to restaurants, drivers, and consumers.

10:45 – 11:15 am **Supply Chain Optimization: Right Product. Right Place. Right Time. Right Quantity. Right Price.** Grand Sonoran E-G
Dennis Clabby, Executive Vice President, Subway-IPC; Beth Cook, Director Forecasting & Demand Planning, Subway-IPC; Jeff Schroeder Managing Partner, Kinetic12
 IFMA, in conjunction with Kinetic12, HAVI and Datassential reveal the industry's first-ever best practice for supply chain optimization. This initiative, which builds off IFMAs existing collaboration best practice – Operator Collaboration Model – will benefit the entire foodservice supply chain. The purpose of this new best practice is to solve today's most pressing supply chain challenges for both core menu and limited time offer products. Industry executives will present the Development Board's findings, the tools and deliverables and how the best practices can be implemented within your organization.

11:15 – 12:45 pm **Lunch** *Location: Ballroom Lawn*

1:00 – 1:45 pm **Supply Chain Optimization: A Deep Dive Into the Tools & Early Results of the Pilot Program** Grand Sonoran H-K
Steve Pattison, CFO, RSI Inc.; Monica McCombs, Chief Supply Chain Officer, Shamrock Foods; Kraig Adams, VP National Foodservice Distribution, Coca-Cola North America; Art Bell, Partner, Kinetic12
 A deeper look into the Supply Chain Optimization deliverables and how those deliverables are being used in pilot tests with operators, manufacturers and distributors and learn the early results and learnings from those pilots. Steve Pattison from Burger King-RSI will share his thoughts on the initiative and how this group works collaboratively with the NRA Supply Chain Executive Study Group.

OR
 11:15 – 5:00 pm

**IFMA
 Education
 Foundation
 Golf
 Invitational

 Spa

 Networking**



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AGENDA

Monday
Nov. 6

2:00 –
2:45 pm

Growth of 3rd Party Delivery Grand Sonoran H-K
Erik Thoresen, Principal, Technomic; Liz Meyerdirk, Sr. Director of Business Development, UberEverything

An exploration of 3rd Party Delivery with a moderated discussion and open Q&A with UberEverything.

3:00 –
3:45 pm

The Consumer Packaging Experience Grand Sonoran H-K
Jill Ahern, Sr. Director-Insights & Design, Packaging, HAVI

Brands know that in order to compete in today's changing and highly competitive marketplace, they need to deliver consistency, quality and value in their stores and menu. But, an often-overlooked element of the customer experience is packaging. The session will share key learning about how packaging shapes the consumer experience during dine-in, takeout and delivery occasions, and also reveal the hidden importance in considering packaging as a touchpoint for brands.

OR

11:15 –
5:00 pm

IFMA
Education
Foundation
Golf
Invitational

Spa

Networking

6:00–
7:30 pm

IFMA Education Foundation Reception & Silent Auction

*Show your support for our future foodservice leaders.
Bidding closes at 7:00 p.m. Raffle winner will be announced at
7:00 pm. Good luck!
Location: Grand Sonoran E-G*



AGENDA

**Tuesday
Nov. 7**

Breakfast *Location: Ballroom Lawn*

6:30 – 8:00 am
7:00 – 7:45 am

Power Your Business with Quality Data Grand Sonoran H-K
GS1 US

The power of quality product data fuels efficient processes in today's foodservice industry. It is also the key to meeting customer and consumer expectations for robust information and seamless experiences that addresses their needs and answers their questions. Join our discussion to hear manufacturer, distributor and operator perspectives on data synchronization and how rich product data is driving business growth, used to populate ordering platforms and websites, as well as purchasing and operations systems.

8:00 – 8:15 am

IFMA Awards Grand Sonoran E-G

Begin the morning honoring recipients of the Sparkplug, President's, and Key Person Awards, whose recipients represent the most passionate and active professionals throughout the industry and IFMA's membership.

8:15 – 9:15 am

The Next Generation: An Exploration of Gen Z's Eating Habits Grand Sonoran E-G
Jason Dorsey, President & Co-Founder, The Center for Generational Kinetics

An unveiling of findings from a study fielded specifically for IFMA's Presidents Conference, diving into eating habits of Gen Z and how they differ from other generations.

9:15 – 9:45 am

The Power of Super Occasions Grand Sonoran E-G
Jack Li, Builder at Datassential

The Consumer Food Journey is complex and rarely black and white. Food at home often coexists with food away from home in the same meal, and the three classic dayparts have given way to an environment where consumers are always eating or grazing. Learn how this new view of the consumer can help drive actionable results for your business.

Break

9:45 – 10:15 am

10:15- 11:15 am

Global Expansion of Supply Chain Grand Sonoran E-G
G.J. Hart, Executive Chairman & CEO, California Pizza Kitchen; Scott Sonnemaker, Senior VP of Operations: International-Americas, SYSCO; Richard Ferranti, Executive VP & COO, Rich Products Corporation; Ken Shearer, SVP Marketing & Sales, HAVI

Chain expansion overseas has implications throughout the supply chain. Moderated by **Founder of Co-Opportunities, Ira Blumenthal**, leading industry executives discuss international opportunities and challenges and provide insights for all stakeholders.

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**Tuesday
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Lunch Location: Ballroom Lawn

11:15 –
12:45 pm

Women Driving Innovation and Business Growth

Hattie Hill, President & CEO, WFF; Fred Paglia, President of Foodservice, Kerry; Susan Adzick, Vice Presidents Sales & Marketing, McLane Company

Industry Executives know Women represent a growth market of over \$20 trillion in global consumer spending. Companies who understand the female consumer improves their likelihood of success. It's time for the Food Industry to leverage female talent. Industry executives will share data, insights and ideas to advance Women in Manufacturing and Distributing.

2:15 –
3:30 pm

Navigating Retail: The Grocerant opportunity

Fresh prepared food, or "grocerant" is the shining start in grocery retail, but light does not shine evenly across the grocery retail landscape.

Progressive Grocer's Director of Strategy, Joan Driggs, provides a brief overview of the grocerant landscape and highlights the opportunities for manufacturers. Joan is joined by Chef Steven Petusevsky, who has created myriad grocerant platforms for retailers, Edgar Gonzalez, prepared foods project manager at Northgate Gonzalez markets, and Dean Owens an influential executive in fresh food, who will address the challenges retailers face in this burgeoning category and how foodservice manufacturers can help.

OR

11:15 –
5:00 pm

IFMA's Executive Golf Scramble

Spa

Networking

5:30–
8:00pm

Grand Banquet Reception & Dinner featuring 2017 Distributor Awards
Location: Grand Sonoran E-G