

**Sunday  
Nov. 6**

## **AGENDA**

12:00 – 6:30 pm	<b>Registration Open</b> <i>Silent Auction Item Preview</i>
12:00 – 5:00 pm	<b>Registration Café Open</b> <b><i>NEW! Pre-Conference Education Sessions</i></b> <span style="float: right;"><b>Palomino 6 &amp; 7</b></span>
1:20 – 1:50 pm	<b>Consumer Trends: Today, Tomorrow &amp; Beyond</b> Datassential's Jack Li shares a look at the key trends that will drive our industry forward – the changing consumer, emerging technologies, and the future of foods & flavors.
2:00 – 2:30 pm	<b>Introducing the Digital Foodservice Marketplace</b> The movement towards digital ways of doing business will fundamentally change the food service industry. In this session you'll hear how Simple's digital marketplace will bring manufacturers, distributors and restaurant operators together to better connect, communicate and transact; allowing you to reach your customers. You'll also hear how sharing the right information and engaging in the right conversations make it easier for businesses to build strong customer relationships and create opportunities for growth.
2:40 – 3:10 pm	<b>The Evolution of Category Management</b> Manufacturer-distribution planning is evolving. Led by Kinetic12, you'll learn about the new Category Management 2.0 best practice and hear how joint business planning with distribution partners can build the most effective category plans.
3:20 – 3:50 pm	<b>Game Changing: Improving Your Sales Enablement Process</b> EXPIRED. In foodservice, this is NOT a good word to see, whether it's a perishable product or a corporate strategy. Managing the complexity of foodservice today while trying to grow sales and revenue has never been more challenging. In this session PROS will address how to realign your go-to-market pricing strategy and sales quoting process to streamline sales and help grow revenue.
4:00 – 4:30 pm	<b>Clean Insights to the Clean Food Movement</b> The trend toward clean food is likely to be a major thematic shift impacting the foodservice industry for decades to come. Lisa Fisher, VP Sales at Chobani, will share her thoughts on the connection between the clean food movement and customer intelligence. Lisa will present how operator-centric analytics - powered by Tibersoft - have enabled Chobani detailed visibility to operator purchase and trade patterns and to have the right information at the right time to support a profitable shift towards clean food.
4:40 – 5:10 pm	<b>Trends in Foodservice Analytics</b> Foodservice has moved beyond the era of big data to the age of advanced analytics, but how do you manage, integrate and translate the data into actionable insights? HAVI discuss trends and opportunities in analytics across the supply chain through direct to consumer marketing, and shares perspective on the most important metrics and KPIs across functional areas.
5:20 – 5:50 pm	<b>Selling Smart</b> Datassential presents strategies for enhancing sales and marketing effectiveness with both national accounts and street customers. This session reveals today's operator mindset, as well as the tools you need to build a targeted prospect list and lead with a message that grabs the operator's attention.
6:00 – 8:00 pm	<b><i>Grand Opening Outdoor Reception: Copper Canyon</i></b>

**Monday  
Nov. 7**

## **AGENDA**

7:00 –  
8:00 am

### *Networking Breakfast: East Palomino Plaza*

8:00 –  
8:25 am

#### **Industry Hot Takes**

**Palomino Ballroom**

*Association President & CEOs, Larry Oberkfell, Dawn Sweeney, Mark Allen*

Food in America. The entire landscape is in motion. From the consumer to the manufacturer and everyone in between... The game has forever changed. Larry, Dawn and Mark discuss perspectives on the knowledge, skills and relationships required for our individual and collective success... Leading today with a vision of tomorrow.

8:25 –  
9:30 am

#### **Keynote: Business Model of the Future**

**Palomino Ballroom**

*Chris Roark, Managing Director, Accenture*

Look around- there are industry disruptors everywhere. How has your business model changed to adapt? You need to create enough efficiency and fuel to fund the capabilities needed to stay competitive. Chris Roark will be joined by executives outside the foodservice industry who are capitalizing on white space, and how their business models translate back to our industry.

- Kim Anne Starke, Vice President at 2X Partners

9:30 –  
10:00 am

### *Networking Break: Palomino North Foyer*

10:00 –  
10:35 am

#### **Food in America – A Redefinition of our Industry**

**Palomino Ballroom**

*Jack Li, Builder, Datassential*

For decades, foodservice has simply been defined as food prepared away from home... until now. Jack provides a first look at our redefined industry. Sharing proprietary research exclusive to Presidents Conference, see how consumers use food at and away from home in their everyday food journey and the impact those food occasions have on future operations.

10:35 –  
11:15 am

#### **The Fight for the Consumer**

**Palomino Ballroom**

*David Portalatin, Vice President, Food Industry Analyst, The NPD Group*

Consumers are no longer concerned with where they eat, as long as they get what they want when they want it. Industry executives discuss how to win share in this ever-changing environment.

- Scott Gittrich, President of Toppers Pizza
- Gary Kliegman, Vice President, Operations at Blue Apron
- Keith Boston, Vice President, Foodservice at Cumberland Farms

**Monday  
Nov. 7**

**AGENDA**

11:15 –  
12:45 pm

*Networking Lunch: East  
Palomino Plaza*

12:45 –  
1:30 pm

**Breakout #1: The Fight for the  
Consumer – cont. Palomino 6 &7**

An in-depth Q&A session, continued from  
the general session.

**OR**

**Golf  
Spa  
Networking**

1:45 –  
2:45 pm

**Breakout #2: Creating Fuel for  
Growth Palomino 6 &7**

A discussion on reshaping the cost structure  
at each stage of the value chain to fund  
investments and provide operating agility  
required to compete in a world defined by  
consumer preferences.

11:15 –  
5:00 pm

6:00–  
7:30 pm

*Education Foundation Reception & Silent Auction  
Palomino Ballroom*

7:30– ???

*Use this opportunity to coordinate dinner plans with friends and colleagues.*

**Tuesday  
Nov. 8**

**AGENDA**

6:30 –  
8:00 am

*Networking Breakfast: East Palomino Plaza*

7:15 –  
7:45 am

**GS1 Update: Transformational Change in Foodservice Today Arabian Room**

The business of food is changing. Growing consumer demands and government regulations continue to challenge our industry. Operators are addressing this through innovative traceability and visibility programs, and distributors must be flexible in order to adapt to this changing landscape. Hear how two companies are collaborating through creative strategies and innovative systems to stay competitive.

8:00 –  
8:15 am

**IFMA Awards**

- Sparkplug Award
- President's Award
- Key Person Award

**Palomino Ballroom**

**Tuesday  
Nov. 8**

**AGENDA**

8:15 –  
9:10 am

**Election Day – Regulation Impacts**

*Ira Blumenthal, Founder & President, CO-OPPORTUNITIES, Inc.*

**Palomino Ballroom**

Will the results of today’s presidential election impact the industry? Industry leading executives explain the ramifications and opportunities over the next four years. From increasing minimum wage to GMOs and food safety regulations, this session will discuss implications throughout the entire supply chain.

- Clifford Hudson, President & CEO of SONIC
- Wyman Roberts, President & CEO of Brinker International
- Nigel Travis, Chairman & CEO of Dunkin’ Brands

9:10 –  
9:40 am

**Networking Break: Palomino Foyer**

9:40 –  
10:35 am

**Digital Battleground—Triggers of Change**

**Palomino Ballroom**

*Kelly Ungerman, Partner, McKinsey & Company*

With digitalization and the continued evolution of technology, our industry is crossing a digital threshold and gaining substantial momentum, triggered by change. Kelly discusses the digital battlegrounds of today and shares, along with industry executives, how to survive and thrive tomorrow.

- Cullen Andrews, Vice President of National Accounts at Dot Foods, Inc.
- Dan Ward, Co-Founder and Chief Creative Officer at Detroit Labs
- John Dillion, Chief Marketing Officer at Denny’s
- Alison Gladwin, Senior Director of Digital and IT Strategy at Pizza Hut

10:35 –  
11:15 am

**Closing Keynote Address**

**Palomino Ballroom**

Nigel Travis, Chairman and CEO of Dunkin’ Brands reviews strategies for success in an ever-changing industry.

11:15 –  
12:45 pm

**Networking Lunch:  
East Palomino Plaza**

12:45 –  
2:15 pm

**Breakout Session: Palomino 6 & 7  
Collaboration Case Studies**

Manufacturers and their channel partners share case studies and best practices in working together to build and execute strategies.

- Ed Medlock, QSCC/Wendy’s & Rick Mager, Park 100
- Matt Riddleberger, Firehouse Subs & Eric Harrison, PepsiCo-Frito Lay

**OR**

11:15 –  
5:00 pm

**Golf  
Spa  
Networking**

5:30–  
8:00pm

**Grand Banquet Reception & Dinner  
featuring 2016 Distributor Awards: Palomino Foyer/Ballroom**