

## FEATURED SPEAKERS

**JIM DONALD** | Retail Executive and past President and CEO of Starbucks Corporation



With 35 years of experience, Jim Donald is one of the country's top executives in the supermarket industry. Mr. Donald has served in executive leadership roles with Pathmark, an East Coast chain that went public in 2000, Haggen, a 30-store, Pacific Northwest grocer, Wal-Mart Stores where he was hand-picked by Sam Walton, Safeway's Eastern Division and in his 16 years with Albertson's. Mr. Donald served president and CEO at Starbucks Corporation from 2005 – 2008.

LUNCHEON KEYNOTE – TUESDAY, SEPT. 27, 2011

**TIM MASON** | Chief Executive Officer and President Fresh & Easy Neighborhood Market™ / Deputy CEO and CMO Tesco PLC



Tim Mason was appointed Director of Tesco PLC in 1995, CEO and President Fresh & Easy in January 2006, and Deputy CEO and CMO of Tesco PLC earlier this year. His job duties have included responsibility for Tesco's United Kingdom marketing, property acquisition and development and online presence with Tesco.com. He has held the position of Marketing Operations Director of Tesco Stores Ltd, Chairman of Tesco Ireland as well as positions in retail operations and buying.

RETAILER SPOTLIGHT – TUESDAY, SEPT. 27, 2011

**KEVIN KELLEY** | Principal, Shook-Kelley



Kevin Kelley is responsible for brand strategy and conceptual design with clients in retail, restaurant, grocery, CPG and leisure destination businesses. For the last 20 years, he has led a team of designers, business strategists and social scientists in an effort to study how retail environments affect behavior and how grocery stores can convene people in more meaningful ways beyond price. Mr. Kelley is a trained architect who has taught branding and marketing classes at Harvard and the University of North Carolina.

GENERAL SESSION – MONDAY, SEPT. 26, 2011

**MICHAEL TCHONG** | Founder, Ubercool



Michael Tchong is the founder of five media and technology start-ups. He has helped pioneer such sweeping changes as desktop publishing, personal information management, Internet research and online marketing. Michael's ability to identify emerging trends early was refined during a career that began at some of Madison Avenue's most prestigious ad agencies and he leverages his expertise in marketing, media and technology to help audiences grasp how massive waves, dubbed "Ubertrends," are reshaping society.

PRE-CONFERENCE – SUNDAY, SEPT. 25, 2011

## Participating Retailers

Albertsons, Inc./  
SUPERVALU Inc.

Bestway/Gardena  
Supermarkets

Big Saver Foods, Inc.

Bristol Farms

Cardenas Markets

Costco Wholesale

Draeger's Supermarkets, Inc.

Food 4 Less/Foods Co.

Food 4 Less Stockton/  
Rancho San Miguel

Gelson's Markets

Holiday/Sav-Mor Foods

Jax Markets

Jons Marketplace

K.V. Mart Co.

Mar-Val Food Stores

Northgate Gonzalez Markets

Nutricion Fundamental, Inc.

Raley's

Ralphs Grocery Company

Rio Ranch Markets

Safeway, Inc.

Save Mart Supermarkets

Scolari's Food & Drug Co.

Smart & Final Stores

Stater Bros. Markets

Stump's Markets

Super A Foods, Inc.

Superior Grocers

Times Supermarkets

Vallarta Supermarkets

Whole Foods Market

WWW.CGASTRATEGICCONFERENCE.COM

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- Networking receptions & social events

SEPTEMBER 25-27, 2011  
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CUSTOMER  
*re:evolution*

CGA Strategic Conference  
1215 K Street, Suite 700  
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# CGA Strategic Conference

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**WWW.CGASTRATEGICCONFERENCE.COM**

Today's dynamic consumer environment and social technologies reflect a revolution in how people shop — digital coupons, mobile apps, word-of-mouth and social marketing influences. The goal of the 2011 CGA Strategic Conference is to equip you with key takeaways and new relationships to help you successfully build your business with today's evolving customer.

## 2011 CGA STRATEGIC CONFERENCE SCHEDULE

SUNDAY, SEPTEMBER 25, 2011 | Conference Registration Hours 12:00 PM – 7:00 PM

The Illuminators Golf Tournament	9:30 AM – 3:00 PM
Pre-Conference General Session <b>NEW!</b>	4:30 PM – 5:30 PM
Opening Reception Co-Sponsored by Kraft Foods	6:00 PM – 8:00 PM

MONDAY, SEPTEMBER 26, 2011 | Conference Registration Hours 6:30 AM – 5:00 PM

Breakfast Hosted by The Illuminators	6:30 AM – 8:00 AM
Share Group Discussions ☛ Center Store Dynamics ☛ Managing Shrink ☛ Hispanic Customer Trends ☛ Private Label & National Brand Strategies	7:00 AM – 7:45 AM
General Session	8:00 AM – 10:00 AM
Luncheon Hosted by The Illuminators	11:30 AM – 1:00 PM
Pre-scheduled Business Meetings	10:00 AM – 5:00 PM
The Illuminators Special Event Reception	5:00 PM – 7:00 PM

TUESDAY, SEPTEMBER 27, 2011 | Conference Registration Hours 7:30 AM – 1:00 PM

Breakfast Hosted by The Illuminators	7:00 AM – 8:30 AM
Concurrent Sessions <b>NEW!</b> Retailer Spotlight – Fresh & Easy Neighborhood Market™ Shopper Evolution: Digital, Social & Mobile – YOU Technology Understanding California Shopper Dynamics – Arbitron, Inc. & Scarborough Research Navigating California's Politics – CGA Government Relations	8:00 AM – 9:00 AM
Pre-scheduled Business Meetings	9:00 AM – 11:30 AM
Luncheon Hosted by The Illuminators	11:15 AM – 12:45 PM
Luncheon Keynote <b>NEW!</b>	12:15 PM – 1:15 PM
Pre-scheduled Business Meetings	1:30 PM – 5:00 PM



## MEETINGS

For attendees, the 2011 CGA Strategic Conference offers one of the most productive business events of the year. The agenda is packed with insightful educational sessions that take dead aim at the trends, issues, and solutions that are impacting the grocery industry in California. Mix in numerous networking opportunities and, of course, hundreds of pre-scheduled supplier and retailer meetings and you have an event you won't want to miss.

### Who Should Attend?

- Executives in the grocery retail, wholesale and supplier industries
- Buyers, purchasing, marketing and operations managers representing small, medium and large retailers
- Suppliers doing business with the California grocery industry
- Trade press



Bob Lim, Kraft Foods, Inc., greets Michael Teel, Raley's.

### The Illuminators Golf Tournament

Sunday, September 25, 2011  
9:30 AM Shotgun at the Legacy Golf Club  
Transportation provided from Mandalay Bay Resort & Casino



**Don't miss this opportunity to tee it up with California retailers. Space is limited. Sign up early!**

Golf Package for Four \$2,000  
Golf Package for Two \$1,000

Golf Package for Three \$1,500  
Golf Package for One \$500



Retailers & Suppliers enjoying their day at The Illuminators Golf Tournament.

**GOLF PACKAGES INCLUDE:** Breakfast refreshments at the course, use of practice facilities, green fees, cart rental, on-course contests, snacks and beverages, lunch, awards and transportation.

**SIGN UP ON-LINE:** [www.illuminators.org](http://www.illuminators.org)

**QUESTIONS?** Contact Paul Kamholz at (914) 355-0526

### Conference Sponsors | Thank you to our conference Blue Level sponsors!

Anheuser-Busch InBev  
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Pepsi Beverages Company  
Procter & Gamble  
Snyders-Lance Inc.  
Save-A-Lot/SUPERVALU  
Unified Grocers, Inc.  
Unilever

## REGISTRATION

### Registration Fees

	Early Bird Registration (Thru 8/22)	Standard Registration (After 8/22 and on-site)
Retailer/Wholesaler	\$275.00	\$299.00
All other types of registrants	\$575.00	\$599.00
Spouse	\$275.00	\$299.00

### Conference Registration Includes:

- All educational sessions & programs including Sunday's pre-conference session
- Complete access to the conference expo floor
- Breakfast & Lunch hosted by The Illuminators (Monday & Tuesday)
- Networking events including the Opening Reception and The Illuminators' Special Event Reception
- Each paid registration includes two Illuminators' Special Event tickets

### Cancellations

- Please notify registrar in writing by email to [bkorte@cagrocers.com](mailto:bkorte@cagrocers.com) or fax (916) 448-2793.
- A refund, minus a \$25 processing fee, is offered when cancellation request is received through August 22.
- Registrations received after August 22 are nonrefundable, but substitutions will be allowed onsite.

## HOUSING

### Mandalay Bay Resort & Casino

3950 Las Vegas Blvd., South  
Las Vegas, NV 89119

The CGA Strategic Conference has reserved accommodations at the Mandalay Bay Resort & Casino and will secure reservations for registrants requesting accommodations through August 22, 2011. Please register early in order to secure your hotel, as space is limited. After August 22, room rates and availability cannot be guaranteed.

### Room Rates

September 22	\$159
September 23 & 24	\$199
September 25-28	\$159

### Cancellations

Mandalay Bay Resort & Casino is enforcing a 72-hour cancellation policy. Cancellation of your reservation within 72 hours of your arrival date will result in a penalty charge equivalent to one night's room, tax and resort charges.

