

# Conference Agenda

## THURSDAY, SEPTEMBER 9

- |                        |  |
|------------------------|--|
| 10:00 a.m. – 7:00 p.m. | <b>Registration Open for Senior Executive Conferences</b><br>Palms Foyer |
| 2:00 p.m. – 7:00 p.m.  | <b>Supplier Sample Room Open</b><br>Crystal Ballroom P                   |
| 3:00 p.m. – 5:00 p.m.  | <b>Education Leadership Council Meeting</b><br>Crystal Ballroom K        |

## FRIDAY, SEPTEMBER 10

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|-----------------------|--|
| 6:30 a.m. – 7:00 p.m. | <b>Registration Open</b><br>Palms Foyer  |
| 6:30 a.m. – 7:00 p.m. | <b>Supplier Sample Room Open</b><br>Crystal Ballroom P   |
| 7:30 a.m. – 5:50 p.m. | <b>Senior Executive Conferences</b><br>(See Your SEC Schedule for Locations)   |
| 5:00 p.m. – 5:45 p.m. | <b>First-Time Attendee Orientation/Reception</b><br>Royal Ballroom<br><br>All executives attending their first GMDC marketing conference are encouraged to participate in this program that is designed to thoroughly familiarize all parties with GMDC's CCC appointments and marketing conference concept. Previous conference attendees are welcome.                            |
| 5:45 p.m. – 6:45 p.m. | <b>Networking Reception</b><br>(Open for All Conference Attendees)<br>Crystal Foyer  |
| 5:45 p.m. – 6:45 p.m. | <b>The Showcase and Showcase <i>Plus</i></b><br>Crystal Ballroom J<br><br><b>NEW!</b> The Showcase and Showcase <i>Plus</i> will be open to all conference attendees during tonight's reception. Be sure to preview this unique GMDC display room, in advance of the CCC appointments, and find out what "all the buzz" is about!<br><br><b>Evening Open for Member Networking</b> |

## SATURDAY, SEPTEMBER 11

6:15 a.m. – 8:00 a.m.	<b>Breakfast</b> Crystal Ballroom G
6:30 a.m. – 5:30 p.m.	<b>Registration Open</b> Palms Foyer
6:30 a.m. – 5:30 p.m.	<b>Controlled Casual Conferences Lounge</b> Crystal Ballroom M-N
7:00 a.m. – 12:00 noon	<b>Senior Executive Conferences</b> (See Your SEC Schedule for Locations)
7:00 a.m. – 12:30 p.m.	<b>Supplier Sample Room Open</b> Crystal Ballroom P
7:00 a.m. – 5:45 p.m.	<b>The Showcase and Showcase <i>Plus</i></b> Crystal Ballroom J
7:50 a.m. – 9:20 a.m.	<b>Retailer/Wholesaler Focus Sessions</b>  Take this opportunity to hear from key retail/wholesale members regarding initiatives within their Health, Beauty and Wellness departments (see specific times below):
7:50 a.m. – 8:30 a.m.	<b>How to do Business with Winn-Dixie</b> (Supplier Attendees Only) Crystal Ballroom A
	<b>How to do Business with C&amp;S Wholesale Grocers, Inc.</b> (Supplier Attendees Only) Crystal Ballroom D
8:40 a.m. – 9:20 a.m.	<b>How to Maintain and Increase Your Private/Own Brands</b> (Open to Suppliers and Retailer/Wholesalers) Crystal Ballroom A
	<b>How to do Business with H - E - B</b> (Supplier Attendees Only) Crystal Ballroom D
9:30 a.m. – 12:00 noon	<b>Controlled Casual Conferences</b> Royal Ballroom
12:00 noon – 12:30 p.m.	<b>Lunch</b> Crystal Ballroom G

# Conference Agenda

12:45 p.m. – 1:30 p.m.



## Educational Business Session

Crystal Ballroom G

*Consumer Shopping Habits for Wellness and Environmentally Conscious Lifestyles – 2010 Phase II Research Results*

In the second year of research, learn how consumers are incorporating more health and wellness products and services into their lives. As the economy is continuing to improve, consumers are reclaiming control over their health and wellness in order to achieve “quality life experiences” for their own personal health and the health of their families. We will also review new consumer behaviors in beauty, general merchandise and pharmacy from our 2010 primary quantitative consumer research.

**Speaker:** *Tamara Barnett, Senior Ethnographic Analyst, The Hartman Group, Inc.*

1:30 p.m. – 5:45 p.m.

## Supplier Sample Room Open

Crystal Ballroom P

1:40 p.m. – 5:30 p.m.

## Controlled Casual Conferences

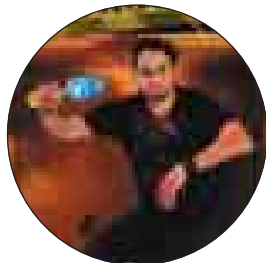
Royal Ballroom

5:45 p.m. – 6:15 p.m.

## First-Time Attendee Mid-Conference Review

Royal Ballroom

7:00 p.m. – 10:30 p.m.



## “An Evening with the Chairmen” Reception, Dinner, Lifetime Achievement Award Presentation and Entertainment

Crystal Ballroom G

Tonight, as we celebrate GMDC’s 40th anniversary, please join us for a very special evening, where we will unveil and honor our 2010 Lifetime Achievement Award recipient. Immediately following the presentation, the Drew Thomas Magic Warehouse will perform.

Thomas’ recent appearances as a finalist on *America’s Got Talent*, television’s #1 rated summer show, have exposed greater audiences to a powerful, new brand of magic and theatrical experience: a high-energy production that uses theatrics, music and magic to combine the perfect blend of full-throttle entertainment. Come see why Sharon Osborne said Thomas was “the best I’ve ever seen!”

## SUNDAY, SEPTEMBER 12

- 6:30 a.m. – 7:30 a.m.**      **Breakfast and Annual Membership Meeting**  
(All Members are Invited to Participate)  
Crystal Ballroom G
- 6:30 a.m. – 5:30 p.m.**      **Registration Open**  
Palms Foyer
- 6:30 a.m. – 5:30 p.m.**      **Controlled Casual Conferences Lounge**  
Crystal Ballroom M-N
- 7:00 a.m. – 12:30 p.m.**      **Supplier Sample Room Open**  
Crystal Ballroom P
- 7:00 a.m. – 5:45 p.m.**      **The Showcase and Showcase *Plus***  
Crystal Ballroom J
- 7:30 a.m. – 9:00 a.m.**      **Board of Directors Meeting**  
Crystal Ballroom K
- 7:30 a.m. – 12:00 noon**      **Controlled Casual Conferences**  
Royal Ballroom
- 12:00 noon – 12:30 p.m.**      **Lunch**  
Crystal Ballroom G
- 12:45 p.m. – 1:45 p.m.**      **Roundtables**  
(Limited Seating; RSVP Required)  
Crystal Ballroom J2 (enter through Crystal Ballroom H)
- Discuss important health, beauty and wellness industry topics with peer retailers, wholesalers and suppliers. Exchange ideas and insights in a non-competitive environment.

# Conference Agenda

12:45 p.m. – 1:45 p.m.



## **Minority/Women Owned Business Enterprise (M/WBE) Supplier Diversity 101**

(Open to Attending Wholesaler/Retailer and Supplier Attendees)  
Crystal Ballroom K

What types of companies qualify for the benefits provided by certification as a Minority and/or Women-Owned Business Enterprise (M/WBE)? You might be surprised...

The focus on supplier diversity (i.e., Minority and Women Business Entrepreneurs) is becoming increasingly more important within the CPG and Retail industries, encompassing a wider contingent of possible candidates including women, minorities, veterans, disabled and GLBT (Gay, Lesbian, Bisexual, Transgender) groups. This panel discussion will concentrate on ways in which retailers and wholesalers can support future diverse business growth, while it also addresses diversity requirements and programs in place for manufacturer and supplier companies.

**Panel led by:** *James Sturgis, Jr., Director, Supplier Diversity, Ahold USA*

**Moderated by:** *Dave McConnell, President/CEO, GMDC*

1:30 p.m. – 5:45 p.m.

## **Supplier Sample Room Open**

Crystal Ballroom P

2:00 p.m. – 5:30 p.m.

## **Controlled Casual Conferences**

Royal Ballroom

5:45 p.m. – 6:45 p.m.

## **Networking Reception and Silent Auction Finalé**

(Open for All Conference Attendees)  
Crystal Foyer

## **Evening Open for Member Networking**

## MONDAY, SEPTEMBER 13

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|------------------------|---|
| 6:30 a.m. – 7:30 a.m.  | <b>HBW Advisory Board Breakfast Meeting</b><br>Crystal Ballroom K   |
| 6:30 a.m. – 12:30 p.m. | <b>Controlled Casual Conferences Lounge</b><br>Crystal Ballroom M-N |
| 6:45 a.m. – 7:30 a.m.  | <b>Breakfast</b><br>Crystal Ballroom H                              |
| 7:00 a.m. – 10:00 a.m. | <b>The Showcase and Showcase <i>Plus</i></b><br>Crystal Ballroom J  |
| 7:00 a.m. – 1:30 p.m.  | <b>Supplier Sample Room Open</b><br>Crystal Ballroom P              |
| 7:30 a.m. – 12:30 p.m. | <b>Controlled Casual Conferences</b><br>Royal Ballroom              |
| 9:00 a.m. – 1:30 p.m.  | <b>Shipping Desk Open</b><br>Palms Foyer                            |

