

“IT'S TIME TO PLAN”

schedule of events

MISSOURI GROCERS ASSOCIATION ANNUAL CONVENTION

Chateau on the Lake

Branson, Missouri • August 23-26, 2012

thursday

7:00 pm Welcome Reception

friday

8:00 am Exhibition Booth Set-up - All Day
Edinburgh, Vienna, & Versailles

8:30 am **MGA Golf Tournament - Sponsored by Shazam**
Murder Rock Country Club Golf Course

2:30 pm **Texas Hold'em Tournament - Preliminary Round**

5:30 pm **Casino Party Warm-Up - Sponsored by Missouri Lottery**

7:00 pm **Buffet Dinner & Casino Party**
Dinner, Golf Winners Announced
Final Round of Texas Hold'em Tournament

saturday

7:30 am Buffet Breakfast

8:00 am Manufacturing Politics
by Grocery Manufacturing Association

9:00 am Kid's Program

9:15 am Ladies Brunch & Bingo

9:15 am Farm-to-Loading Dock 101

9:15 am Workshops - Session 1
Protecting Your Bottom Line from Counterfeits & Extreme Couponers
Loans for Grocery Stores in Food Deserts

10:30 am Workshops - Session 2
Obamacare & Labor Relations: What's Next?
Financial Management for the Independent Grocer

12:00 pm Merchandising Show Opens
Best Bagger Contest, Silent Auction,
Hourly Cash Drawings

3:00 pm WIC

6:00 pm Kids Program - Dinner & Movie

6:30 pm Wine & Cheese Reception

7:30 pm President's Gala & Awards Ceremony

9:00 pm Hall of Fame Reception - Sponsored by Associated Wholesale Grocers

sunday

8:30 am Buffet Breakfast

9:00 am Keynote by Charlie Wittmack

10:00 am Merchandising Show Opens

12:00 pm Grand Prize Drawing - *Must be present to win!*

WELCOME BACK



On July 1, the American adventurer, **Charlie Wittmack**, stepped into the shallow waters of the River Thames and started to swim. Wittmack was embarking on the world's longest triathlon with a destination halfway around the world at the summit of Mount Everest. During The World Tri, Wittmack travelled more than 8,000 miles from the frigid waters of the North Sea and the English Channel to the oxygen deprived summit of Mount Everest. His route crossed 11 countries in Europe and Asia and some of the most rugged mountains and treacherous deserts in the world.

Now you can hear Wittmack's firsthand account of the expedition. It is an inspirational story of extraordinary resolve and determination, and success in the face of unprecedented challenge.

Farm-to-Loading Dock 101

Presented & Sponsored by Missouri Farmers Care

Today's consumer is asking tough questions about the food on your shelves. Attend these sessions to discuss some of the critical farm-related issues affecting Missouri grocery stores. Talk to the farmers and ranchers who will further explain the realities of today's food production. Attend one or all three sessions to visit one-on-one with Missouri farmers, and ask questions about issues on the minds of your consumers. In the final session, learn about trends and merchandising support available from the Missouri Farmers Care partners. All three sessions will provide important dialogue and conversations essential for owners, as well as store and department managers. Also be sure to visit the MFC booth during the food show to learn more.

9:15 to 10:00 am

On the Farm: All About Animal Health

Healthy animals produce healthy food. Missouri farmers and ranchers will explain the innovations in today's animal care practices that lead to the availability of quality food products in your stores.

10:15 to 11:00 am

On the Farm: All About Animal Nutrition

Good animal nutrition practices on the farm can lead to happy, return customers. Missouri farmers and ranchers will share about the advancements in animal nutrition that impact the palatability and quality of the food your shoppers enjoy.

11:15 - 11:45 am

At the Loading Dock: All About Trends & Merchandising

From point-of-sale materials to the latest trends in food merchandising, be sure to attend this session to gain valuable resources and insight about the food you're marketing to shoppers.

Workshops Session 1 - 9:15 am

Protecting Your Bottom Line from Counterfeits & Extreme Couponers

Presented by Bud Miller with Coupon Information Center

Coupon redemption overall is increasing which means retailers and manufacturers have to be more careful to catch coupon abuse. Stores are flooded with bargain seekers that use the online community and blogs where shoppers share tips for raking in free and deeply discounted products. Help protect your bottom line by fighting counterfeits and extreme couponers.

Loans for Grocery Stores in Food Deserts

Presented by Kirby Burkholder and Kathy Caisley with IFF

This session will introduce a financing program that offers below-market rate loans for grocers in the Midwest. Financing is available from IFF, a nonprofit community development financial institution. Ideal for owners/operators planning to locate a full-service grocery store in food desert or high-need area, participants will receive a program application and will have a chance to engage with IFF's Missouri Executive Director, Kirby Burkholder, and Health Food Access Manager Kathy Caisley, to discuss eligibility guidelines and evaluation criteria, including financial requirements, eligible expenses and community agreement.

**“ IT'S TIME TO
LEARN ”**

Workshops Session 2 - 10:30 am

Obamacare & Labor Relations: What's Next?

Presented by Mark M. Trapp with Epstein Becker Green

The Supreme Court's landmark ruling on the fate of Obamacare is certain to affect your business. Hear what happened and what it means for you. In addition, Mr. Trapp will provide a brief labor law update to ensure positive labor relations.

Financial Management for the Independent Grocer

Presented by Mark Ehleben with FMS

Over the last 10 years as an N.G.A. endorsed Company, FMS has published the Independent Grocers Financial Survey. This study will cover the operational and financial performance of independent food retailers in the year 2011. This report provides all the important benchmarks to understanding your company's true performance. It will help you identify areas of strength and, perhaps, areas where industry peers outperform your company. We encourage you to use these benchmarks to guide future decisions to grow sales and profits and improve your company's performance.

"TICK TOCK, TIME TO REGISTER"

advance registration
MISSOURI GROCERS ASSOCIATION ANNUAL CONVENTION
Chateau on the Lake
Branson, Missouri • August 23-26, 2012

Contact Name _____

Store/Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Classification (please check one)

- ☐ Supermarket ☐ C-Store
☐ Supplier ☐ Wholesaler
☐ Other _____

FULL REGISTRATION \$180

- Thursday Welcome Reception
- Friday Dinner & Casino Party
- Saturday Breakfast
- Government Relations Forum
- Workshops
- Ladies Program
- Merchandising Show (2 days)
- Wine & Cheese Reception
- President's Gala
- Sunday Breakfast
- Keynote Speaker - Charlie Wittmack
- Cash Prize Chances (retailers only)
- Grand Prize Chance

FRIDAY REGISTRATION \$40

- Dinner
- Casino Party

SATURDAY REGISTRATION \$130

- Buffet Breakfast
- Government Relations Forum
- Workshops
- Ladies Program
- Merchandising Show (2 days)
- Wine & Cheese Reception
- President's Gala

PRESIDENT'S GALA \$70

- Wine & Cheese Reception
- President's Dinner

LADIES PROGRAM \$30

- BINGO
- Wine Presentation
- Brunch

SUNDAY REGISTRATION \$40

- Breakfast
- Keynote - Charlie Wittmack
- Merchandising Show
- Grand Prize

KIDS PROGRAM & BABYSITTING

SEE KID'S PROGRAM & REGISTRATION FORM.

Please print all information exactly as it should appear on name badge.		Full Registration	Friday Registration	Workshops Only	Saturday Registration	Sunday Registration	President's Party	Merchandising Show Only Registration	Ladies Brunch
		\$180 per adult	\$40 per adult	(No Charge)	\$130 per adult	\$40 per adult	\$70 per adult	Non-exhibiting/ Sponsoring Co.-\$100	\$30 per adult
First /Last Name	City								

☐ Please bill me for \$ _____

☐ Check enclosed for \$ _____

Make checks payable to MGA.

Mail or fax completed registration form to:

Missouri Grocers Association
315 N. Ken Ave.
Springfield, MO 65802
phone: 417-831-6667
fax: 417-831-3907

☐ Please charge my credit card - check one:

☐ Mastercard ☐ Visa

Name appearing on card _____

Card No. _____ Exp. date _____

Signature _____

LAST DAY FOR PRE-REGISTRATION is Wednesday, August 10, 2012. After that date, registrations will be processed at the MGA Registration Desk at the hotel. No refunds or cancellations can be made after August 10th, substitutions only.

Hotel Reservations should be made directly with the Chateau on the Lake before July 23rd, in order to be guaranteed a room. Make your reservations early or you may not have a room! Call the hotel today (888)333-5253!

“ IT'S TIME TO PLAY ”

kid's registration
MISSOURI GROCERS ASSOCIATION ANNUAL CONVENTION
Chateau on the Lake
Branson, Missouri • August 23-26, 2012

Contact Name _____ Store/Company _____
Address _____ City/State Zip _____
Phone _____ Fax _____ E-mail _____

kid's program (ages 3-12)

Friday

7:00 pm Dinner & Games

Each child will receive a goodie bag!

(The kids will be with the parents during dinner & casino party.)

Saturday

7:30 am Breakfast Buffet

9:00 am Kid's Program

Meet in Crawdaddies Kid's Club for crafts, snack, and games.

6:00 pm Dinner

7:00 pm Movie in the Theatre

Name of Child (ages 3-12)	Age	Full Reg. \$80	Friday \$10	Sat. Full Day \$75	Sat. Day Only \$35	Sat. Night Only \$40

☐ Please bill me for \$ _____

☐ Check enclosed for \$ _____

Make check payable to MGA. Mail or fax completed registration form to:

Missouri Grocers Association

315 N. Ken Ave.

Springfield, MO 65802

or Fax: 417-831-3907

☐ Please charge my credit card

☐ Mastercard or ☐ Visa

Name appearing on card _____

Card No. _____ Exp date _____

Signature _____



Texas Hold'em Tournament

Hosted by the Missouri Grocers Education Foundation

**WHEN: Friday, August 24, 2012 - 2:30 pm - Preliminary Round
7:00 pm - Final Table**

WHERE: Chateau on the Lake - Venice Meeting Room

COST: \$50 per player (limited to first 40 players)

DEADLINE: Must sign-up in advance.

Name _____

Address _____

City • State • Zip _____

Phone _____ Fax _____

If paying by credit card, fax to: 417-831-3907 or Mail form along with payment to:

Missouri Grocers Association

315 North Ken Avenue

Springfield, Missouri 65802

Prizes awarded to the top 2 places.

Entry Fee must accompany registration form.

No Limit - player may go "all in" on any hand

No buy-ins • No Refunds

☐ Check enclosed for \$ _____

☐ Please charge my credit card ☐ Mastercard ☐ Visa

Name on card _____

Card Number _____ Exp date _____

Signature _____

“IT'S TIME TO BOOK IT”



Hotel Reservation Information

Chateau on the Lake • Branson, Missouri
August 23 - 26, 2012

Hotel Room Rates:

Traditional / Deluxe	\$139 per room, per day, plus tax
Chateau King	\$199 per room, per day, plus tax
Ambassador Suite	\$244 per room, per day, plus tax



Two Options to make Room Reservations:

1. Call Chateau on the Lake directly at (888)333-5253 or (417)334-1161
 - Don't forget to inform the hotel you are with the Missouri Grocers Association!
 - The convention rate is available two days before and two days after the convention.
2. Online at www.missourigrocers.com
 - From the homepage click on the Events/Convention link
 - Click on MGA Convention Online Hotel Reservations link
 - Follow the online booking process

Reservations MUST be made no later than July 23, 2012 to guarantee accommodations at convention rate. However, reservations will be accepted and confirmed up to the opening day of the convention providing accommodations are still available.

Cancellation Policy: All cancellations must be made at least seven days prior to arrival date.

Hotel Address: Chateau on the Lake
415 North State Hwy 265
Branson, Missouri 65616

*Please contact Janelle Haik at the MGA office at 417-831-6667 for questions.

“IT'S TIME TO BAG”

BEST BAGGER?

Would you like the opportunity for one of your employees to be named Missouri's Best Bagger? If so, be sure they are signed up to represent your company at the MGA Convention. The competition will be held on Saturday, August 25, 2012 during the Merchandising Show. Great prizes will be awarded and winners will be announced at the President's Gala on Saturday evening. There is no cost to enter. Call the MGA office today to find out more about the Best Bagger contest or to request a packet of information.

“IT’S TEE TIME”

Murder Rock
Golf & Country Club
8:30 A.M Shotgun Start
Four Person Scramble
Sponsored by SHAZAM

Golf Tournament • Friday, August 24, 2012

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Contact _____

.....
Cost: \$125 per person or \$500 per four-member team. (Individual entries will be formed into teams)

Golfers

1 _____

2 _____

3 _____

4 _____

.....
Golf Hole Sponsorship - \$550 per hole

Hole Sponsorship Includes:

- Signage at the hole
- Recognition in the magazine and convention literature
- Ability to have your own speciality contest

☐ **Yes, I will sponsor a hole at the Murder Rock golf course at \$550 per hole.**

.....
☐ Please bill my company for _____

☐ Check enclosed for _____

☐ Please charge my credit card ☐ Mastercard ☐ Visa

Name on card _____

Card Number _____ Exp. Date _____

Signature _____

Make checks payable to MGA
Mail or fax with completed
registration form to:

Missouri Grocers Association
315 N. Ken Ave.
Springfield, Missouri 65802
phone: 417.831.6667
or fax: 417.831.3907

No cancellations after August 10, 2012. Substitutions accepted.