

CALIFORNIA'S  
**Culture**  
OF FOOD  
CGA STRATEGIC  
CONFERENCE 2015

**REGISTER NOW**

Early bird registration discount  
through September 3, 2015

For complete information and to register, visit  
[WWW.CGASTRATEGICCONFERENCE.COM](http://WWW.CGASTRATEGICCONFERENCE.COM)

**SEPTEMBER 27 - 29, 2015**

Palm Springs Convention Center & Renaissance Hotel  
Palm Springs, California

CALIFORNIA'S  
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CGA STRATEGIC  
CONFERENCE 2015

A CONFERENCE THAT  
MAKES

*a Difference* 



Like California's rich culture of food, the CGA Strategic Conference is fresh, entertaining, innovative, and committed to delivering on quality without compromising efficiency. Every year, hundreds of professionals representing the broad spectrum of the California grocery industry convene in Palm Springs to learn about trends, collaborate with peers and discuss strategies for the future.

Attendees routinely praise the CGA Strategic Conference as the most productive and enjoyable networking event of the year. We blend our high-energy educational programming and business meetings with relaxed social events to foster an environment for genuine discussion and quality time in the company of acquaintances new and old.

Join us this September for three super-charged days featuring cutting-edge presenters, rewarding forum discussions and other top-notch educational programming designed to propel your business forward.



## WHO SHOULD ATTEND?

- Executives in the grocery retail, wholesale and supplier industries
- Buyers, purchasing, operations and marketing managers representing small, medium and large retailers – especially those with responsibilities for dry grocery, frozen, dairy, deli, bakery, salty snacks, candy, perishables, produce, liquor, and soft drinks
- Suppliers doing business with the California grocery industry
- Trade press

*“There is no other conference where one is able to learn nearly as much about the current state of the California grocery industry as this one. That and the fact that you leave the conference with a very thorough understanding of the marketing strategies for major manufacturers & suppliers for the following year. The entire conference is extremely well planned and executed.”*

**Kurt Erickson**  
COO  
Vallarta Supermarkets



FEATURED SPEAKERS

Our educational programming blends a variety of learning formats ranging from keynote presentations to breakout groups. In energizing, entertaining sessions featuring industry veterans and unexpected voices, we will help you discover how to take advantage of new opportunities in technology, new product trends, and new approaches to retail and marketing. The expert educators, analysts and visionaries we're bringing to Palm Springs will inspire you to develop and grow your own unique brand in California's culture of food.



DAVID SAX

Food Trend Journalist

David Sax is a journalist and writer specializing in business and food. His writing appears regularly in the *New York Times*, *Bloomberg Businessweek*, *Saveur*, and other publications. He is the author of "The Tastemakers: Why We're Crazy for Cronuts but Fed Up with Fondue", which chronicles how food trends emerge, grow, and ultimately make a difference in our world. He has been eating cupcakes since he was three, or two, he really can't remember.



David's previous book, "Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen" won a James Beard Award for writing and literature, as well as other awards and the praise of deli lovers everywhere...mostly New Jersey and Montreal.

Opening General Session

Sunday, September 27, 2015

Sponsored by Costco Wholesale

# Shawn ACHOR

## Best Selling Author

Shawn Achor is the *New York Times* bestselling author of “The Happiness Advantage” and “Before Happiness”. He spent 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in the most popular class at Harvard. Shawn graduated magna cum laude from Harvard and earned a masters from Harvard Divinity School in Christian and Buddhist ethics.

Shawn has since become one of the world’s leading experts on the connection between happiness and success. Shawn has now worked with over a third of the Fortune 100 companies, and with places like the NFL, the Pentagon and the U.S. Treasury. To do his work, Shawn has traveled to 51 countries, speaking to farmers in Zimbabwe, CEOs in China, doctors in Dubai and schoolchildren in South Africa. Earlier this year, Oprah Winfrey did a two hour interview with Shawn on the science of happiness and meaning. His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 10 million views, and his lecture, airing on PBS, has been seen by millions.

**General Session** - Monday, September 28, 2015



# SHANE SAMPSON

## Chief Marketing & Merchandising Officer Albertsons Companies, Inc.

Over his 35-year career in the grocery industry, Shane Sampson has held senior leadership roles for various supermarket chains that have deep roots in retail and are considered the cornerstone of their communities.

Shane began his career with Albertsons Inc. working his way up through the company’s ranks and culminating as president of the Florida & Intermountain Divisions. In 2002, he left the company to accept a position with Sam’s Club before returning to Albertsons LLC’s southern division as VP of marketing & merchandising. Shane then moved to accept the role of SVP of sales and operations at Ahold’s Giant of Landover banner.

In 2013, Shane rejoined Albertsons as president of Shaw’s and Star Market, and in the following year was named president of Jewel-Osco. This January, Shane was appointed the executive vice president of marketing & merchandising and three months later was named to the Office of the CEO as chief marketing & merchandising officer for Albertsons Companies.

**Retailer Spotlight Session** - Tuesday, September 29, 2015



## FOOD ENTREPRENEURS

# WILLIAM Rosenzweig

**Dean & Executive Director  
The Food Business School**

William Rosenzweig has spent his career as an educator, serial entrepreneur, and venture investor. Will was founding CEO of The Republic of Tea and helped grow Odwalla, LeapFrog, Stonyfield Farms, Hambrecht Vineyards, Winetasting.com, and Brand New Brands, a functional food incubator he founded.

In 2007, Will co-founded Phycic Ventures, the first venture capital firm supporting early-stage companies in health and sustainability. Will is co-author of “The Republic of Tea: How an Idea Becomes a Business”, named one of the 100 Best Business Books of all time. In 2010, Will was honored with the Oslo Business for Peace Award for his accomplishments in the area of ethical business, and in 2014, he chaired a U.S. commission on health promotion and the prevention of chronic disease.

A long-time faculty member at the University of California, Berkeley, Will developed the country’s first MBA courses in social entrepreneurship and social venture development. As Dean and Executive Director of The Food Business School, Will works with industry experts and academic leaders to create experiential educational programs that enable entrepreneurs and innovators to deliver impactful solutions to address the world’s most pressing food challenges—and its greatest business opportunities.

**Keynote Luncheon Session** – Tuesday, September 29, 2015  
*Sponsored by the California Table Grape Commission*



William will be joined by a panel of food industry entrepreneurs including:

**Kristin Richmond**  
Co-founder & CEO  
Revolution Foods



**Dror Sharon**  
Founder & CEO  
Consumer Physics

**Nilam Ganenthiran**  
Head of Strategy  
Instacart



# WHITEBOARD SESSIONS

## EATING TRENDS & CENTER STORE

**DARREN SEIFER**

Executive Director, The NPD Group

## COMPETING WITH RESTAURANTS

**BRIAN DELANCEY**

Vice President of Shopper Marketing, Trepoint

## GROCERY PERSONALIZATION & DIGITAL ROI

**ANGEE WALLS**

SVP of Retail Business Development, Eversight

## TAKING INSPIRATION FROM FARMERS MARKETS

**CHRISTOPHER STUDACH**

Creative Director, King Retail Solutions

## EMPLOYEE ENGAGEMENT & RETAIL SUCCESS

**CATHERINE HARTMANN**

Senior Consultant, Towers Watson

**MICHELLE SEIDEL**

Senior Consultant, Towers Watson

These collaborative share group discussions address everything from strategy development to the latest data on customer trends and tactical issues that affect both retailers and suppliers. We have scheduled multiple sessions, moderated by industry experts, to help keep the conversation moving.

MONDAY, SEPTEMBER 28, 2015  
7:00 AM - 8:30 AM



## MORNING SUPER SESSION

**Mike Paglia**

Director of Retail Insights  
Kantar Retail

TUESDAY  
SEPTEMBER 29, 2015  
8:00 AM - 9:00 AM

## 2015 CGA STRATEGIC CONFERENCE SCHEDULE

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Join us for three action-packed days that will have you networking, brainstorming and connecting with peers across the broad spectrum of the California grocery industry. From innovative speaker presentations to stimulating breakout groups, productive private meetings to relaxed social events, the CGA conference is tailored to offer a rich array of opportunities for building long-term strategies and relationships.

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### SUNDAY, SEPTEMBER 27, 2015

Conference Registration Hours 8:00 AM - 7:00 PM

- 8:00 AM - 2:00 PM** The Illuminators Golf Tournament
- 5:00 PM - 6:00 PM** Opening General Session  
*Sponsored by Costco Wholesale*
- 6:00 PM - 8:00 PM** Opening Reception  
*Co-Sponsored by E & J Gallo Winery  
and The Kraft Heinz Company*
- 8:00 PM - 10:00 PM** After Hours Social

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### MONDAY, SEPTEMBER 28, 2015

Conference Registration Hours 6:30 AM - 5:00 PM

- 6:30 AM - 8:00 AM** Breakfast provided by The Illuminators
- 7:00 AM - 8:30 AM** Whiteboard Sessions  
*Sponsored by the CGA Educational Foundation*
- 8:30 AM - 10:30 AM** Opening Remarks & General Session
- 10:30 AM - 5:30 PM** Pre-scheduled Business Meetings
- 11:30 AM - 1:00 PM** Luncheon provided by The Illuminators
- 1:00 PM - 3:30 PM** Independent Grocers Forum
- 5:30 PM - 7:30 PM** Craft Brew Social & The Illuminators Special Event

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### TUESDAY, SEPTEMBER 29, 2015

Conference Registration Hours 7:30 AM - 1:00 PM

- 7:00 AM - 8:00 AM** Breakfast provided by The Illuminators
- 8:00 AM - 9:00 AM** Retail Spotlight and Morning Super Session
- 9:00 AM - 11:30 AM** Pre-scheduled Business Meetings
- 9:30 AM - 11:30 AM** Independent Grocers Forum
- 11:30 AM - 12:30 PM** Lunch provided by The Illuminators
- 12:30 PM - 1:30 PM** Keynote Luncheon Address  
*sponsored by California Table  
Grape Commission*
- 1:30 PM - 5:00 PM** Pre-scheduled Business Meetings

*Conference Registration Sponsored by Post Consumer Brands*

# PARTICIPATING RETAILERS

Albertsons/Safeway  
 Andronico's Community Markets  
 Big Saver Foods, Inc.  
 Bristol Farms  
 Cardenas Markets  
 Costco Wholesale  
 Draeger's Supermarkets, Inc.  
 El Super (Bodega Latina Corp.)  
 Food 4 Less Stockton/Rancho San Miguel  
 Foods Etc.  
 Fresh & Easy  
 G & G Supermarkets  
 Gelson's Markets  
 Gongco Foods/Food 4 Less  
 Grocery Outlet  
 Harvest Market  
 Holiday/Sav-Mor Foods  
 Jons Marketplace  
 Mar-Val Food Stores

Mi Pueblo Foods  
 Northgate Gonzalez Markets  
 Numero Uno Markets  
 Raley's  
 Ralphs Grocery Co.  
 Rio Ranch Markets  
 Save Mart Supermarkets  
 Smart & Final Stores  
 Stater Bros. Markets  
 Super A Foods  
 Super King Markets  
 Superior Grocers  
 Susanville Supermarket  
 Times Supermarkets (Hawaii)  
 Twain Harte Market  
 United Market, Inc.  
 Vallarta Supermarkets  
 Whole Foods Market  
 Young's Payless Market IGA



## INDEPENDENT GROCERS FORUM

This year, the California Grocers Association has expanded the conference offerings for independent grocery operators. Join your fellow independent grocers for special sessions featuring presentations from national manufacturers, valuable networking events and educational opportunities tailored to independent operators.

## CGA WOULD LIKE TO THANK THIS YEAR'S TOP CONFERENCE SPONSORS

Anheuser-Busch InBev	Coca-Cola Company	Nestlé Purina PetCare
Bimbo Bakeries USA	The Hershey Company	Nestlé Waters
Braga Fresh Family Farms	The Jel Sert Company	North America
C&S Wholesale Grocers	Jelly Belly Candy Co.	PepsiCo
California Grown	Kellogg Company	Procter & Gamble
California Table Grape	Kimberly Clark Corporation	Smithfield Foods, Inc.
Commission	The Kraft Heinz Company	Tyson Foods, Inc.
The Clorox Company	MillerCoors	Unified Grocers, Inc.



# SOCIAL EVENTS

The CGA Strategic Conference social events offer just the right opportunity to connect with colleagues and enhance your most important business relationships.



## OPENING NIGHT RECEPTION

Sunday, September 27, 2015 6:00 PM  
*Sponsored by The Kraft Heinz Company and E & J Gallo Winery*

## AFTER HOURS SOCIAL

Sunday, September 27, 2015 8:00 PM

## CRAFT BREW SOCIAL & ILLUMINATORS SPECIAL EVENT

Monday, September 28, 2015 5:30 PM



## THE ILLUMINATORS GOLF TOURNAMENT

Tee it up with your colleagues at one of Palm Springs' premiere destination golf courses. Sign up early. Space is limited.

### Mission Hills Country Club

Sunday, September 27, 2015

7:00 AM Registration | 8:00 AM Shotgun Start

Golf Package Individual: \$400

Golf Package Two Players: \$700

Golf Package Three Players: \$1,100

Golf Package Foursome: \$1,200

Golf Packages include breakfast at the course, green fees & cart, company tee signage, on-course contests, snacks, lunch and awards.



REGISTER ONLINE AT [WWW.ILLUMINATORS.ORG](http://WWW.ILLUMINATORS.ORG)

All proceeds benefit The Illuminators Educational Foundation and Scholarship Program.



# REGISTRATION INFORMATION



Register at [cgastrategicconference.com](http://cgastrategicconference.com) or call (800) 794-3545

Registration Fees	Early Bird Registration (Thru 9/3)	Standard Registration (After 9/3 and on-site)
Retailer/Wholesaler	\$299	\$350
All other types of registrants	\$599	\$650
Spouse*	\$200	\$250

## Conference registration includes:

- All educational sessions & programs
- Complete access to the conference expo floor
- Breakfast & Lunch provided by The Illuminators (Monday & Tuesday)
- Networking events including Opening Reception, After Hours Social, Craft Brew Social & Illuminators' Special Event
- Each paid registration includes two Illuminator Special Event tickets

**CGA Member Discount** – CGA members receive 5% discount on conference registration fees.

**Groups 8 or more SAVE an additional \$500** – Register your group of 8 or more together and receive a \$500 discount off the registration total. (Group must register together using the Group Registration Form located online.)

*\*Discounted spouse badge does not qualify for member or group discounts.*



# HOUSING INFORMATION

Register at [cgastrategicconference.com](http://cgastrategicconference.com)

## HOST HOTEL

### Renaissance Palm Springs Hotel

888 East Tahquitz Canyon Way  
Palm Springs, California 92262  
\$159.00 per night plus tax

## SECONDARY HOTELS

### Hilton Palm Springs

400 East Tahquitz Canyon Way  
Palm Springs, California 92262  
\$150.00 per night plus tax

### Courtyard Palm Springs

1300 East Tahquitz Canyon Way  
Palm Springs, California 92262  
\$135.00 per night plus tax



### Accept No Substitute

For favorable rates and terms, book your hotel room through the conference's official housing service. Visit [www.cgastrategicconference.com](http://www.cgastrategicconference.com) for more information.

All reservations must be received by end of day on September 3, 2015, to guarantee availability and conference rates. After this date, reservations will be made based on availability and hotels may charge higher rates.

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September 27 – September 29, 2015  
Palm Springs, California

**DON'T MISS THE MOST PRODUCTIVE  
GROCERY INDUSTRY EVENT OF THE YEAR!**

Top Industry Speakers

Productive, Pre-Scheduled Business Appointments

Collaborative Share Group Opportunities

Networking Receptions & Social Events

**REGISTER TODAY!**

Early bird registration discount through September 3, 2015

For more information, contact CGA at (800) 794-3545 or visit

[WWW.CGASTRATEGICCONFERENCE.COM](http://WWW.CGASTRATEGICCONFERENCE.COM)



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