

The California Grocers Association presents ...

CALIFORNIA

GAMECHANGERS

2013 CGA STRATEGIC CONFERENCE

Think Two Moves Ahead...

September 29 – October 1, 2013

*Palm Springs Convention Center &
Renaissance Hotel
Palm Springs, California*

REGISTER NOW

Early bird registration discount through September 5, 2013

For complete information and to register,
VISIT WWW.CGASTRATEGICCONFERENCE.COM



2013 CGA STRATEGIC CONFERENCE SCHEDULE

Sunday, September 29, 2013

Conference Registration Hours

8:00 AM – 7:00 PM

8:00 AM – 3:00 PM

The Illuminators Golf Tournament

5:00 PM – 6:00 PM

Pre-Conference General Session

Sponsored by Fresh & Easy Neighborhood Market

6:00 PM – 8:00 PM

Opening Reception

Co-Sponsored by Kraft Foods and E & J Gallo Winery

8:00 PM – 10:00 PM

After Hours Social

Monday, September 30, 2013

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

Share Group Discussions

1. *The Future of Coupons*
2. *Customer Loyalty*
3. *Grocery E-Commerce*
4. *Healthy Eating Legislation*
5. *Connecting with the “New” Boomers*

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

Lunch provided by The Illuminators

5:30 PM – 7:30 PM

Evening Reception & The Illuminators
Special Event

Tuesday, October 1, 2013

Conference Registration Hours

7:30 AM – 1:00 PM

6:30 AM – 8:00 AM

Breakfast provided by The Illuminators

8:00 AM – 9:00 AM

Morning Super Sessions

1. *Retailer Spotlight: Save Mart Supermarkets*
2. *Hispanic Consumer Trends*

9:00 AM – 5:00 PM

Pre-scheduled Business Meetings

11:30 AM – 12:30 PM

Lunch provided by The Illuminators

12:30 PM – 1:30 PM

Luncheon Keynote

Sponsored by the California Table Grape Commission

1:30 PM – 5:00 PM

Pre-scheduled Business Meetings

Conference registration sponsored by MOM Brands



For attendees, the 2013 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.

PARTICIPATING RETAILERS

Albertsons, Inc.
Bestway/Gardena Supermarkets
Big Saver Foods, Inc.
Bristol Farms
Cardenas Markets
Costco Wholesale
C & K Market, Inc.
Draeger's Supermarkets, Inc.
El Super (Bodega Latina Corp.)
Food 4 Less/Foods Co.

Food 4 Less Stockton/
Rancho San Miguel
Food 4 Less/Gongco
Gelson's Markets
Holiday/Sav-Mor Foods
Mar-Val Food Stores
Northgate Gonzalez Markets
Nutricion Fundamental, Inc.
Raley's
Ralphs Grocery Co.
Rio Ranch Markets

Safeway Inc.
Save Mart Supermarkets
Smart & Final Stores
Stater Bros. Markets
Stump's Markets
Super A Foods
Superior Grocers
Times Supermarkets
Vallarta Supermarkets
Whole Foods Market

WHO SHOULD ATTEND?

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

FEATURED SPEAKERS



Marian Salzman

CEO, Havas PR and World Renowned Trendspotter

Named one of the world's top five trendspotters, Marian is an award-winning blogger, brand marketer, public relations executive and social media innovator who lives and breathes emerging trends and uncovering what's coming next. Before leading @havaspr, Marian was CMO at Porter Novelli and JWT Worldwide, Chief Strategy Officer at Euro RSCG Worldwide, Worldwide Director of TBWA's Department of the Future and Director of Consumer Insights and Emerging Media at Chiat\Day. She is the author, or co-author, of 15 books including *Next Now* and *The Future of Men*, and has been credited with popularizing pop-culture buzzwords from "singleton" to "metrosexual".

*Pre-conference General Session – Sunday, September 29, 2013
Sponsored by Fresh & Easy Neighborhood Market*



Jason Ryan Dorsey

Author & Millennial Generation Expert

Jason Dorsey is The Gen Y Guy®. He has been featured as a generational expert on *60 Minutes*, *20/20*, *The Today Show*, *The View*, *The Early Show* and many more. As an acclaimed speaker, Jason makes generations interesting, entertaining, and actionable through personal stories and the latest data. Jason serves as Chief Strategy Officer at The Center for Generational Kinetics, where he reviews data from companies around the world to help identify emerging trends.

Jason wrote his first bestselling book at age 18. His newest books are *Y-Size Your Business* and *My Reality Check Bounced!* He also produced the acclaimed training DVDs *Managing Across Generations* and *Insider Secrets for Selling to Gen Y*.

General Session – Monday, September 30, 2013

FEATURED SPEAKERS



David Selinger

CEO and Co-Founder, RichRelevance

David Selinger first garnered international recognition as an expert in e-commerce data analytics and personalization with his groundbreaking work leading the research and development arm of Amazon's Data Mining and Personalization team. In that role, David increased Amazon's annual profit by over \$50 million (25% of US profit, 2003) setting the industry standard for personalization. He holds a broad collection of awards and standing patents for online personalization in customer segmentation, analytics and data mining, including over a dozen pioneered at RichRelevance. David's accolades also include the coveted *PC Magazine* Editor's Choice Award and the *San Francisco Business Times*' 40 Under 40 recognition of emerging Silicon Valley business leaders in 2012.

*Keynote Luncheon Session – Tuesday, October 1, 2013
Sponsored by the California Table Grape Commission*

ADDITIONAL PRESENTATIONS

Square, Inc.

Emerging Technology: Mobile Payments

Keynote Luncheon Session – Tuesday, October 1, 2013

The Nielsen Company

The Changing Face of Hispanic Consumers

Morning Super Sessions – Tuesday, October 1, 2013

Coupons.com

The Future of Coupons

Share Group Discussions – Monday, September 30, 2013

Willard Bishop

Grocery E-Commerce

Share Group Discussions – Monday, September 30, 2013

RETAILER SPOTLIGHT

Save Mart Supermarkets

Retailer Spotlight

Morning Super Sessions – Tuesday, October 1, 2013

REGISTRATION INFORMATION

REGISTRATION FEES

	Early Bird Registration (Thru 9/5)	Standard Registration (After 9/5 and on-site)
Retailer/Wholesaler	\$299	\$350
All other types of registrants	\$599	\$650
Spouse*	\$200	\$250

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

CONFERENCE REGISTRATION INCLUDES:

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

CGA Member Discount – CGA members receive 5% discount on conference registration fees. Groups of 10 or more SAVE an additional \$500 – Register your group of 10 or more together and receive a \$500 discount off the registration total. (Group must register together using the Group Registration Form found online.)

To register & reserve your housing visit
www.cgastrategicconference.com or call (800) 794-3545.

HOUSING INFORMATION

HOST HOTEL

Renaissance Palm Springs Hotel

888 East Tahquitz Canyon Way
Palm Springs, California 92262

\$172.00 per night plus tax

SECONDARY HOTELS

Hilton Palm Springs

400 East Tahquitz Canyon Way
Palm Springs, California 92262

\$149.00 per night plus tax

Courtyard Palm Springs

1300 East Tahquitz Canyon Way
Palm Springs, California 92262

\$127.00 per night plus tax

The host hotel is the Renaissance Palm Springs Hotel, which is connected to the Palm Springs Convention Center. The Hilton Palm Springs and Courtyard Palm Springs will serve as a secondary hotel options.

All reservations must be received by end of day on September 5, 2013, to guarantee availability and conference rates. After this date, reservations will be made based on availability and hotels may charge higher rates.

ILLUMINATORS GOLF TOURNAMENT

Sunday, September 29, 2013

7:00 AM Registration

8:00 AM Shotgun Start

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

Mission Hills Golf Club

34-600 Mission Hills Drive
Rancho Mirage, CA 92270

Golf Package Foursome:	\$1,000
Golf Package Three Players:	\$900
Golf Package Two Players:	\$600
Golf Package Individual:	\$300

Entry fees include all on-course contests, green fees, cart, breakfast, snacks, lunch, & awards.



Sign up on-line at www.illuminators.org

QUESTIONS?

Please contact Dave Whitbeck at (707) 322-6697 or davew@latortillafactory.com

CGA Would Like To Thank This Year's Top Conference Sponsors

Anheuser-Busch InBev
Bimbo Bakeries USA
C&S Wholesale Grocers
CGA Educational Foundation
California Shopping Cart Retrieval Corp.
California Table Grape Commission
Coca-Cola Refreshments
Coca-Cola Refreshments – Minute Maid Co.
E & J Gallo Winery
The Hershey Company
Hillshire Brands Company
The Jel Sert Company
Jelly Belly Candy Co.
Kellogg Company
Kraft Foods Company
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Mondelēz International
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Nestle Waters North America
PepsiCo
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Unified Grocers, Inc.
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CALIFORNIA
GAMECHANGERS

2013 CGA STRATEGIC CONFERENCE

September 29 – October 1, 2013 ♦ 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 rates through September 5, 2013.



CGA
1215 K Street, Suite 700
Sacramento, CA 95814

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SACRAMENTO, CA

For more information and to register, visit
WWW.CGASTRATEGICCONFERENCE.COM