

22 SESSIONS

- **Positioning** for Retail Success
- Creating a Great **First & Lasting Impression**
- Rejuvenating the **Center Store**
- Supermarket **Rules**
- **Leadership & MBTI** Assessment
- **Developing your People**
- **Category Management** & Signature Items
- **Wine** Training & Wine Category
- Best Practices in **Health & Wellness**
- **Local = Fresh** Best Practices from an Independent Retailer
- Supermarket **Finance**
- **Loss Prevention**
- “**Demo-Ramas**” (**Marketing Occasions**)
- Managing the **Produce** Department
- **Food Service “Experiencing”** Best Practices
- **Deli - Cheese** Best Practices: Turning a Loss into Profit
- **Deli - Grab & Go** “Choose-Your-Own” Meat Bar
- Managing the **Bakery** Department
- **Meat** Department - **CAB** Perspective
- **Social Media** - Best Practices in Advertising & Marketing
- “Great Stores have **Great Managers**”
- **Sustainability** in Grocery Stores

ISMC EAST 2019

OCTOBER 6–10TH

COMFORT SUITES SOUTHINGTON – CHESHIRE
CHESHIRE, CONNECTICUT, USA

PRICING

EXTENDED EARLY BIRD FOR EAST COAST
IS \$1,700 USD UNTIL SEPTEMBER 16TH. AFTER THAT,
REGULAR PRICE WILL BE \$2,000 USD

HOTEL

COMFORT SUITES SOUTHINGTON – CHESHIRE
64 KNOTTER DRIVE, SOUTHINGTON, CT, 06489, USA

SPEAKERS



John Ross
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IGA, Inc.



Herbert Smith
Vice President
E & J Gallo Winery



Robert Graybill
President
FMS



Brian Harris
Founder & Chairman
Partnering Group



Bill Alford
President
International Lighthouse
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Harold C. Lloyd
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Russ Greenlaw
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