

Conference Highlights

Sunday, November 4, 2007

Early Registration in Lobby Court

12:00 noon – 4:00pm

Golf Outing sponsorship by

HH Brown

10:40 am – 5:00pm

- o *Gather @ 10:40am*
- o *Depart @ 11:00am*
- o *Tee Time @ 12:00 noon*

One-on-One Meetings on the Spa Terrace

2:00pm – 5:00pm

Wine Tasting in Lobby Court

6:00pm – 8:00pm

Monday, November 5, 2007

Registration & Breakfast in the Crystal Ball Room

7:30am – 8:20am

Lunch

12:00 noon – 1:00pm

All Retail Sessions (includes AP Council Meetings)

8:00am – 5:00pm

All Vendor Sessions in Crystal Ball Room

8:20am – 5:00pm

Exhibitor Expo Reception in the Crystal Ball Room

5:30pm – 7:00pm

Tuesday, November 6, 2007

Registration & Breakfast in the Crystal Ball Room

7:30am – 8:20am

Conference / Keynote Address in the Crystal Ball Room

8:20am – 9:15am

One-on-One Meetings on Spa Terrace

10:00am – 11:50am

1:00pm – 5:30pm

VCF Sessions plus Retailer Collaboration Sessions

10:20am – 4:00pm

Tuesday Evening Dinner Event on the Emerald Lawn

6:00pm – 9:00pm

Wednesday, November 7, 2007

Breakfast

7:30am – 8:20am

Conference Welcome Address

8:20am – 8:30am

Industry Roundtable Meetings

8:30am – 11:00am

One-on-One Meetings on Spa Terrace

8:30am – 11:00am

Monday, November 5, 2007 – Vendor Sessions

Breakfast sponsored by Compliance Networks: **7:30 – 8:20am**

General Session: **8:20 – 8:30m**

- **Vendor Welcome Address**

The VCF portion of the conference opens with a message from Anthony Miano discussing all of the opportunities in store for attendees at this year's conference.

General Session: **8:30– 9:15am** (*Crystal Ball Room G-I*)

- **Creating Customer Connections with Jack Burke**

Delighting the retail customer – and by extension the consumer – requires dedication, intensity and even a bit of magic by suppliers to retail. Understanding and tapping into this magic within your organization offers the opportunity for repeat business and strong profit margins. During this session, suppliers to retail will hear from Jack Burke, successful author, to see what it takes to create customer connections that put redefining the retailer/supplier relationship at the center of your trading partner relationship through creativity in productive customer service and sales.

Concurrent Sessions: **9:25 – 10:10am**

- **The Collaboration Paradox with Camille Schuster** (*Crystal Ball Room G*)

Knowledge is power so the saying goes. In today's marketplace, collaboration is required for greater efficiency and success. Retailers and suppliers need to share information about consumers to create the best assortment of products for a particular store, but retailers are also competing with suppliers with their private label products. What information is for sharing and what information is proprietary? What additional value can be created when the vendor shares consumer level insights gathered from direct to consumer sales? How can efficiencies be created for both without hampering a trading partner's own efforts? This session will examine collaboration and related paradoxes of delivering value to the customer and the consumer.

- **Successful Settlements – Working with your Customers for Positive Results with Jessica Butler** (*Crystal Ball Room H*)

This session provides insights on key elements and critical steps for successful customer settlements, drawing on relevant case studies. Stressing the importance of working collaboratively with customers to assure buy-in, we will address various ways to compile, prepare, and present information to customers as well as strategies required depending on whether the underlying deductions are valid or invalid. This session will also provide tips on developing the action steps and accountability needed to ensure that strategies are successful.

- **Pre-Order EDI with Bob Schroeder** (*Crystal Ball Room I*)

This session will look at processes prior to the receipt of the purchase order to insure the necessary information is exchanged to guarantee data accuracy, integrity, and flow once purchase orders are issued.

NETWORKING BREAK: 10:10 – 10:30am sponsored by TradeCard

Concurrent Sessions: 10:30 – 11:10am

- **State of the Customer with Richard Hastings (Crystal Ball Room G)**
There is significant anxiety over the state of the consumer, a concern that directly impacts how we view retailers – the customer of the vendor. In this session, Richard Hastings will walk you through the latest financial and traffic trends at the nation's leading department stores. Key findings include comparisons of operating income, store productivity, margin expansion and contraction, and regional and national shopper traffic trends at malls using proprietary traffic data. Vendors will be able to anticipate purchase order growth and sales opportunities, in addition to picking up warning signs of potential weakness in growth and profit margins next year.
- **Partnering with EDI and Logistics - The Best Kept Secret! with Toni Fiori and Lisa Eckert (Crystal Ball Room H)**
Logistics and EDI can, and do, work together as an organizational pillar of excellence. Our two veteran vendor speakers share with the audience not only how to be successful in chargeback collection but also to be proactive in chargeback prevention. Take away proven success stories detailing how collaboration can equal success when resources, institutional knowledge, and information derived from Logistics and EDI are combined to create a powerful strategic alliance that can improve the bottom line results.
- **Order EDI with Bob Schroeder (Crystal Ball Room I)**
This session chronicles the processes starting with the issuance of the initial purchase order and all actions that are required before shipment of the order. Maintaining data accuracy and integrity as decisions are made about fulfillment are highlighted and emphasized.

Concurrent Sessions: 11:15 – 12:00 noon

- **Making FlowCasting Part of Your CRM Process with Robert Bruce (Crystal Ball Room G)**
Best practices have evolved to a boarder view of the extended supply chain from leveraging collaborative business practices to bridging disconnects between the store shelf to the factory floor. The goal is taking CPFR to the final frontier of enterprise wide integrated and collaborative demand management. The Flowcasting process drives a unique value proposition and competitive advantage providing a single thread a consumer demand throughout the "extended enterprise" – from store shelf to factory floor.
- **Automating Retailer Claims Processing with OCR (Crystal Ball Room H)**
Managing the debit memo capture and deductions analysis can be quite cumbersome due to high volumes of returns and claims from customers. This problem is further exacerbated by the fact that most retailers provide the debit memo information in unstructured formats such as downloads from portals, paper documents and email notifications requiring users to manually key-in data. In this presentation, learn how to leverage document imaging and optical character recognition (OCR) technologies to capture detailed debit memo information at an attribute level to automate business processes such as cash application, deductions analysis, auto-match debit/credit memos etc.
- **Shipment/Receipt EDI with Bob Schroeder (Crystal Ball Room I)**
This session lays out the process actions to ship, oversee in-route, and receive products in the supply chain. A main focus will be the "how-to" of creating the perfect Advanced Ship Notice and how to manage last minute changes to the shipment process. Maintaining data accuracy and integrity as interchanges become more complex and timings become more demanding are accentuated.

Lunch: 12:00 noon – 1:00pm

Vendor Session: 1:00 – 1:50pm

- **Vendor Open Forum with Jessica Butler** (*Crystal Ball Room G-H*)

Because of the level of information sharing and wealth of practical solutions, the Vendor Open Forum is always one of the conference's most popular sessions. During this interactive vendor-only session, attendees openly discuss issues they face when managing deductions and share real-life solutions that have worked.

Concurrent Sessions: 2:00 – 2:50pm

- **Vendor Open Forum with Jessica Butler (continued)** (*Crystal Ball Room G-H*)
- **Trade Promotion Metrics in a Supply Chain World with Mike Kantor** (*Crystal Ball Room I*)

This presentation is the culmination of over a year of work by scores of industry experts. The effort was brought about by TPMA and Gartner in an effort to give participants in the trade promotions process a common language and metrics in order to improve internal and external collaboration and ultimately improve retailer/supplier outcomes. The final step in this process is to expose more industry players and software/service vendors to the metrics and thus bring them into the mainstream. In this session attendees will: 1) Better understand the underlying six processes of trade promotions and how they affect the supply chain; 2) Be exposed to the metrics around the six processes; and 3) See which metrics have been selected as being the most key to improving outcomes in the sales & operations process.

NETWORKING BREAK: 3:00 – 3:20pm**Concurrent Sessions: 3:20 – 4:05pm**

- **Protect Supply Chain Profits with Contingency Planning with Barry Oppenheim** (*Crystal Ball Room G*)

Flash back to 2002 when a strike forced the Port of Los Angeles in Long Beach to choke supply lines coming in from Asia. Do you remember how your supply chain fared? Today, global supply chains have become even more sensitive to such disruptions because of fewer inventories and higher velocity distribution networks. Do you have a contingency plan ready if a strike does occur again? Are you prepared to take the profit hit if you don't? Our expert speaker shows what can be done to mitigate financial risk and help you consider options for your contingency planning to avoid a potential disruption, serve your customers and protect your bottom line.

- **Compliance Clearinghouse Essentials with Evie Viering** (*Crystal Ball Room H*)
Failing to keep ahead of customer change results in poor execution. Managing change and knowing what updates are being issued is the best practice for preventing deductions. VCF's own Evie Viering will provide instruction on how to manage and properly utilize the VCF Clearinghouse.
- **Understanding How Suppliers and Buyers are Working Together for Electronic Transfer** (*Crystal Ball Room I*)

General Session: **4:15 – 5:00pm**

- **Performance and Compensation Survey Results with VCF Services (*Crystal Ball Room I*)**

During the summer of 2007, VCF announced its first annual performance and compensation survey. More than 300 survey results have been collected relieving skill sets, requirements, and necessary expertise of vendor compliance professionals entering the profession from across industries. Results and findings from this research will be presented for the first time at the VCF Fall Annual Conference.

Exhibitor Evening Reception: **5:30pm – 7:00pm sponsored by FineLine Technologies (*Crystal Ball Room A-C*)**

[Tuesday, November 6, 2007 – Retail and Vendor Sessions](#)

Breakfast sponsored by AveryDennison: **7:30 – 8:20am**

General Session: **8:20 – 8:30am**

- **Conference Welcome Address with Kim Zablocky (*Crystal Ball Room G-I*)**

The VCF Annual Fall Conference begins day 2 with VCF Founder and Co-Managing Director.

General Session: **8:30 – 9:15am**

- **Keynote Address – Scott D. Quesenberry, Special Textile Negotiator, The Office of the United States Trade Representative (*Crystal Ball Room G-I*)**

General Session: **9:20 – 10:00am**

- **ASN Research Project Results with Bobby Patrick, GXS (*Crystal Ball Room G-I*)**

This session will unveil groundbreaking results regarding the strategic shift in corporate views of B2B and the operational shift from implementation to perfecting the purchase order process and what this means for both retailers and their suppliers. Of important note will be the role product and transaction data quality are playing in relation to these shifts.

NETWORKING BREAK: 10:00am – 10:20am sponsored by TradeCard

Concurrent Sessions: **10:20– 11:05am**

- **Retailer Collaboration Program with DSW (*Crystal Ball Room G*)**

2008 promises to be a significant year for DSW and more, importantly to their suppliers. In this vendor-only presentation, DSW will address significant supply chain changes, their effective dates and answer questions to prepare vendors for the year ahead. Learn critical insights related to updated EDI requirements and required completion dates along with a status check on the upcoming replacement of DSW's WMS system and deployment of the DSW TMS application. Attendees will hear first-hand about the new vendor guide, new web address, with a general eTail overview & update.

- **Transportation EDI with Bob Schroeder (*Crystal Ball Room H*)**
This session focuses on carrier processes and management of the product through the supply chain between Retailer and Vendor. The presentation will address EDI in the trucking industry only, and will not deal with air, ocean or rail. How a three-way partnership is developed and maintained to insure data accuracy is blueprinted in detail.
- **Houseware Open Forum with John Thomas (*Crystal Ball Room I*)**
A core VCF program is our vendor open forum. In addition to this favorite session, we are planning a dedicated Open Forum for our entire IHA attendee base, facilitated by John Thomas. Join your Houseware peers for an informative session where you can discuss specific issues and hear targeted solutions from your peers. This is a must-attend program for all Houseware members.

General Session: 11:15 – 12:00 noon

- **Getting the Retailer/Supplier Perspective with Kohl's (*Crystal Ball Room H-I*)**
What sets apart one retailer/supplier relationship from another? At the most critical level, it's the degree of collaboration between retailer and supplier. Combine with that a sound grounding in both the supply and the demand side of the trading partnership is an even greater asset. This session will present both sides of the retailer/supplier relationship from a presenter who has been on both sides! Take advantage and join Brad Kennedy of Kohl's to find out more about what can be done to optimize your retailer/supplier relationship.

Lunch sponsored by The Gilbert Company: **12:00 noon – 1:00pm**
(Emerald 1-4)

Concurrent Sessions: 1:00 – 1:50pm

- **Retailer Collaboration Program with QVC (*Crystal Ball Room G*)**
- **Pre-Deductions – A Real Profit Saver with Jessica Butler (*Crystal Ball Room H*)**
More and more retailers are providing vendors with Pre-Deduction Notifications, or information on violations and errors before an actual deduction is taken. This session shares information on which retailers are providing this pre-notification information, and presents insights on the processes and best practices some of today's top companies are using to manage the information.
- **Collaborative Advantage for the Housewares Industry with John Thomas (*Crystal Ball Room I*)**

Concurrent Sessions: 2:00 – 2:50pm

- **Making Sense to Managing Multiple Scorecards with Jennifer Nelson (*Crystal Ball Room G*)**
With more retailers now in the process of developing scorecards, suppliers to retail need to prepare themselves on how to align their internal measurements with external results. Our speaker will discuss the challenges of managing multiple scorecards with unique metrics, and prove how "vendor partnerships" can still be achieved. What this vendor has learned may help your efforts to better manage the expectations of your retail customers.

- **Financial EDI with Bob Schroeder (*Crystal Ball Room H*)**
This session will look at the financial processes that result from the purchase, fulfillment and shipment actions between Retailer, Vendor and Carrier. The primary emphasis will be on post-audit functions, with deductions and adjustments center stage, but we will also include the roles of factors and banks in the financial processes.
- **Reengineering the Ticketing Process with Burlington Coat Factory (*Crystal Ball Room I*)**
During the last twelve months, Burlington Coat Factory has completely reengineered its process for ticketing merchandise. Burlington Director Curtis LeRoy, assisted by Richard Jaynes of FineLine Technologies, will walk you through the entire project. Learn how Burlington evaluated its alternatives, designed its new system and has successfully implemented it both internally and with its vendor community.

NETWORKING BREAK: 2:50pm – 3:10pm

Concurrent Sessions: 3:10 – 4:00pm

- **Retailer Collaboration Program with Sears (*Crystal Ball Room G*)**
- **Buxton 3PL Case Study: Working with Your 3PL 3,000 miles away with Joanne Berwald and Weber Distribution (*Crystal Ball Room H*)**
A third party logistics provider is between product and customer and can play a significant role in helping to grow your business. This real-life case study will take you through the process of establishing and maintaining a winning partnership between vendor/3PL/retailer.
- **Profitable Negotiation Tactics with Jessica Butler (*Crystal Ball Room I*)**
This informative session is always a crowd pleaser! Jessica will cover negotiation strategies, tips and keys to success when dealing with customers, suppliers or even people in your own company. Topics will include: Negotiation checklists, how to prepare for a negotiation session, words to use/avoid, what to do when people say "no," and tips for dealing with "difficult" people.
- **Using Technology to Optimize the Import Process with Lamps Plus, introduced by Avery Dennison (*Valencia I & II*)**
LAMPS PLUS is the nation's largest specialty lighting company, with over 40 state-of-the-art superstores throughout the western United States. Join your peers and learn how this mid-sized brand owner optimizes its international importing process and executes its vast retailer requirements using a management solution that allows its trading partners exchange and access P.O. and ASN information accurately and reliably. The session will focus on strategies employed and lessons learned that are applicable to all.

General Session: 4:00 – 5:00pm

- **The Perfect Order – Part II with Compliance Networks (*Crystal Ball Room H*)**
- **Retailer Collaboration with Dillard's (*Crystal Ball Room I*)**
Dillard's presents its 2008 initiatives and compliance guidelines to its supplier base at the VCF Fall Annual Conference. The discussion will include a broad range of topics plus an overview of how Dillard's will be using afterBot's post sales solution and what it means for vendors. This presentation is open to Dillard's vendors only.

Tuesday Evening Dinner Event: 6:00pm – 9:00pm (*Emerald Lawn*)

Wednesday, November 7, 2007 – Retail and Vendor Sessions

General Session: **8:20 – 8:30am**

- Conference Morning Address (*Crystal Ball Room H-I*)

Concurrent Sessions: **8:30 – 10:00am** (*Valencia Ballroom*)

Roundtable with your peers on pressing industry issues that effect your products and channels.

- Industry Roundtable - Apparel
- Industry Roundtable - Footwear
- Industry Roundtable - Cosmetics
- Industry Roundtable - Sport Shoe
- Industry Roundtable – Houseware, Toys and Electronics

Concurrent Session: **10:10 – 11:00am** (*Valencia Ballroom*)

- Credit and Financial Management Roundtable Meeting