



The TPMA Annual Conference is a 3-track conference providing thought leadership and a deep dive into industry best practices across Retail, Foodservice, and Durable Goods Trade Promotion Optimization. Attendees will network within and across channels and take home innovative income-producing ideas.

Retailers, Operators, Distributors, and Manufacturers will come together to share case studies and results from properly implemented integrated channel management processes and solutions.

- ◆ Get the inside scoop on how 7-Eleven worked collaboratively with trading partners for their unprecedented, in-store, movie promotion success.
- ◆ Learn from an expert panel of foodservice manufacturers on TPM best practices in the foodservice channel including Planning, Contracts, Settlement, and Execution.
- ◆ Respond to the TPMA, DemandTec, Booz Allen Hamilton, and Coogan & Partners latest primary research on industry collaboration within TPM and the supply chain - findings will be followed by a manufacturing / retail panel reviewing results and discussing real world application.

For more information, contact Mike Kantor at mkantor@tpcww.com or call 646-442-3703.

To reserve a hotel room, please call the InterContinental directly and mention the TPMA Event for a rate of \$239/night. Special room rates are available on a first-come, first-served basis and are valid for reservations made on or before Tuesday, September 18, 2007.

Conference registration: \$995 | Member registration rate: \$795

Preliminary Agenda Overview – PRE-CONFERENCE

Sunday, October 7, 2007

2:00pm - 4:00pm **TPMA Executive Advisory Board Meeting**

4:00pm - 5:00pm **TPMA Foodservice Council Meeting**

4:00pm - 7:00pm **Registration Open**

6:00pm - 7:30pm **Welcome Cocktail Reception**

Evening **Sponsored Networking Dinners**

Preliminary Agenda Overview – DAY 1

Monday, October 8, 2007

7:15am - 4:00pm	Registration Open	
7:30am - 8:15am	Networking Breakfast	
8:20am - 8:30am	Welcome Address	
8:30am - 9:20am	Opening Keynote Address Developing Winning Promotions Through Effective Partnering: 7-Eleven present their best practice approach to optimization Rita Bargerhuff, Senior Marketing Director, 7-Eleven & Menno Ellis, Partner, ABA Consulting	
9:30am - 10:20am	Leveraging the full S&OP Capability to Provide Key Insights and Drive the Category Tripp Hughes, Director of Marketing, Sales Analysis & Planning, Organic Valley & Linda Peel, Strategy Solutions, Oracle	TPM Best Practices – The Path to Foodservice Excellence Panel discussion including Hormel, JM Smucker, SCA, Tyson, & more Moderated by: Jim Klass, Hitachi Consulting
10:20am - 10:40am	Coffee Break – Industry Insights	
10:50am - 11:40AM	Managing and Optimizing Trade Promotion Management for CPG Lora Cecere, Research Director, Consumer Products, AMR Research & Guy Yehiav, Vice President Sales & Strategy, Oracle	
11:50am - 12:50pm	Networking Lunch – Industry Insights	
12:55pm - 1:45pm	Enabling Collaboration with Disparate Data Sources to Provide a Cohesive View Johan Sauer, Principal – Booz Allen Hamilton	
1:55pm - 2:45pm	Building Closed Financial Loops with My Manufacturer Suppliers – The Business and Financial Benefits of Trade Automation and Data Sharing Michael Reinert, Director - Supply Management Services, Delaware North Companies & Christopher Martin, Founder, Tibersoft	Automated On-line Media Advertising Planning and Placement...A High Tech/High Touch Solution Strategic America: Jim Stafford, VP, Client Services & Kathleen Riessen, Account Manager
2:45pm - 3:05pm	Coffee Break – Industry Insights	
3:15pm - 4:05pm	A Roadmap for Getting Your Field Team to Plan at a More Detailed Level Tad Moskwa, Business Integration Lead, William Wrigley Jr. Company, Jonathan Meyers, Business Systems Lead, William Wrigley Jr. Company, & Chris Wiesen, Consumer Products Industry Principal, SAP	
6:00pm - 8:00pm	Kick-off Reception and Exhibitor Expo (Sponsored by Oracle)	
8:00pm - onwards	Open Evening. Enjoy Chicago!	

Preliminary Agenda Overview – DAY 2

Tuesday, October 9, 2007

7:15am - 4:00pm	Registration Open		
7:30am - 8:15am	Networking Breakfast		
8:20am - 8:30am	Welcome Address		
8:30am - 9:20am	<p>2nd Day Keynote Address “Winning at The Moment of Purchase” – TPMA, Booz Allen Hamilton, <i>DemandTec Survey: Retail/Manufacturer Collaborative TPO Report followed by a Real World Application: AAFES, Rubbermaid, Retail / Vendor Panel</i></p> <p>Hans VanDelden, Vice President, Information Technology, Booz Allen Hamilton, Armen Najarian, Director, Product Marketing, DemandTec with a selected Retailer/Vendor Panel</p>		
9:30am - 10:20am	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Change Management Strategies– Gaining Internal and External Organizational Commitment with Your Closed Loop TPM Solution</p> <p>Matt Bennett, Trade Promotions Manager, The Hain Celestial Group and Terry Ziegler, Vice President of Consulting, Synectics</p> </td> <td style="width: 50%; vertical-align: top;"> <p>The Evolution of Foodservice – What Changed, Why, and How to Adapt & Thrive</p> <p>Tom Rector, President, Foodservice University</p> </td> </tr> </table>	<p>Change Management Strategies– Gaining Internal and External Organizational Commitment with Your Closed Loop TPM Solution</p> <p>Matt Bennett, Trade Promotions Manager, The Hain Celestial Group and Terry Ziegler, Vice President of Consulting, Synectics</p>	<p>The Evolution of Foodservice – What Changed, Why, and How to Adapt & Thrive</p> <p>Tom Rector, President, Foodservice University</p>
<p>Change Management Strategies– Gaining Internal and External Organizational Commitment with Your Closed Loop TPM Solution</p> <p>Matt Bennett, Trade Promotions Manager, The Hain Celestial Group and Terry Ziegler, Vice President of Consulting, Synectics</p>	<p>The Evolution of Foodservice – What Changed, Why, and How to Adapt & Thrive</p> <p>Tom Rector, President, Foodservice University</p>		
10:20am - 10:40am	Coffee Break – Industry Insights		
10:50am - 11:40am	<p>S&OP and Promotion Management in a constrained Supply Environment Larry Rencken, Vice President and CIO, Welch’s & Andrew Wilson, Oracle Consulting</p>		
11:50am - 12:40pm	<p>Collaborative Trade Funds Management – A Mutual Platform for Communicating and Negotiating Deals Santa Pandolfo, Director of Sales Operations & Customer Specific Marketing, Pinnacle Foods with MEI</p>		
12:45pm - 1:45pm	Networking Lunch – Industry Insights		
1:55pm - 2:45pm	<p>Real Time S&OP Drives BIG Improvements Mike Vincitorio, Director, Demand Planning, Applica, Inc. & Mark Gordon, Strategy Solutions, Oracle</p>		
2:55pm - 3:45pm	<p>The TPMA/SAP Benchmarking Survey – Results and Insights Delivered Chris Wiesen, Consumer Products Industry Principal, SAP</p>		
3:55pm - 4:45pm	<p>Incorporating Online Strategies to Drive TPM Effectiveness Brett Goffin, Industry Development, Retail – Google</p>		
7:00pm - 10:00pm	<p>Thriving in the TPM Jungle Join TPMA at Chicago’s famous Lincoln Park Zoo for another unprecedented TPMA networking event! (Sponsored by SAP) <i>People are still talking about last year’s party on top of Wrigley Field – Don’t miss this year’s event</i></p>		

Preliminary Agenda Overview – DAY 3

Wednesday, October 10, 2007

7:15am - 2:00pm	Registration Open
7:30am - 8:15am	Networking Breakfast
8:15am - 8:25am	Welcome Address Mark Jones, Managing Director – VCF Mike Kantor, Managing Director – TPMA
8:25am - 9:05am	The Strategic Impact of Scorecards <i>Impact on Share Price, Profitability and Competitiveness</i> Joseph H. McCarthy III, Vice President Sales – George Weston Baking Guy Amisano, Chairman & CEO – Salient Corporation
9:10am - 9:50am	Scorecarding Trade Promotions John Rossi, Partner, Consumer Products – Clarkston Consulting
9:55pm - 10:35m	Promotions to the Perfect Order - Linking demand planning with delivery Kate Vitasek, Managing Partner – Supply Chain Visions
10:35am - 10:55am	Coffee Break – Industry Insights
11:00am - 11:40am	Understanding Scorecards Metrics Mark Jones, Managing Director – VCF
11:40am - 12:30pm	Build a Scorecard Group Exercise Greg Holder, CEO – Compliance Networks Richard Wilhjelm, VP, Business Development – Compliance Networks Kevin Harris, Marketing Director – Compliance Networks Anthony Miano, Director – VCF
12:30pm - 1:20pm	Networking Lunch – Industry Insights
1:25pm - 2:05pm	Build a Scorecard Group Exercise Continuation
2:10pm - 2:45pm	Benefits of Scorecards - Measuring & Managing Returns Retailer Panel Discussion Jack Melillo, Project Manager – QVC Stuart Sorkin, President – Affy Tapple & Leo Lara, Account Executive, EEAC, Inc.
2:45pm - 3:05pm	Coffee Break – Industry Insights
3:10pm - 3:50pm	Making Sense to Managing Multiple Scorecards Jennifer Nelson, Director Customer Satisfaction – Jarden Consumer Solutions
3:55pm - 4:25pm	Build a Scorecard Results Review Anthony Miano, Director – VCF
4:25pm - 4:35pm	Closing Remarks Mark Jones, Managing Director – VCF Mike Kantor, Managing Director – TPMA