

# ***Riding the Wave of Success***

**NGIA Annual Conference  
Eugene T. Mahoney State Park  
September 25-26, 2007**



# Nebraska Grocery Industry Association Annual Conference & Golf Outing



September 25-26, 2007 – Eugene T. Mahoney State Park, Ashland

*“Riding the Wave of Success”*

The 2007 Annual Conference features high energy speakers who will share their insights on how retailers can “Ride the Wave of Success”. Store owners, store directors and department managers must each take an active role in ensuring the success of their business. Competition is sharper than ever before and successful businesses must rise to the top to survive.

Customers are edgy, watching for ethical business practices in a time when newspaper headlines have been full of examples of unethical leadership. Customers are looking for ways to balance their household budgets in a climate of \$3 gasoline. In order to meet the demands of today’s consumers, successful retailers must be savvy. Customers are looking for an exciting shopping experience at a competitive price. Great customer service pulls consumers back to your store week after week. In many instances all it takes is one bad experience to convince a shopper to shop elsewhere.

In today’s retail environment retailers must focus on remaining competitive. Big Box Stores are opening across our state. As independent business owners, our members have the ability to move quickly within their community. Our members have competitive advantages that must be recognized and steps taken to implement strategies to use those advantages to the highest level. Speakers at the 2007 NGIA Annual Conference have the answers to many of these issues! Plan to attend to learn how small changes can help your business become bigger, better and stronger.

The Annual Conference is held at the beautiful Eugene T. Mahoney State Park – so naturally, dress for ALL events is casual. Since the theme has a Hawaiian flavor, we encourage everyone to wear their favorite Hawaiian shirt. Come early or stay late to enjoy the amenities at the park, shop the outlet mall or hit another round of golf at Quarry Oaks. Mahoney State Park is located just off I-80 between Omaha and Lincoln.

## **Reserve Your Sleeping Rooms Now – Before They’re Gone!!**

*Rooms are available on a first-come, first-serve basis. We suggest you call immediately to reserve a room.*

**Comfort Inn:** located at Exit 440 near antique and outlet malls. Room Rates: around \$65-\$75; Continental Breakfast; 402-896-6300

**Quality Inn:** located just off I-80 on the West side of Omaha, close to all of the local attractions. Microwave, indoor pool, fitness room. Room rates \$60 - \$75.

**Super 8:** located at Nebraska Crossing (outlet malls); Room Rates: around \$55-\$80; under 12 stay free. Indoor pool and hot tub; 402-332-5188

**Mahoney State Park:** Headquarters for the Annual Conference. Cabins or Lodge Rooms are available. Rooms range from \$65 to \$80 and cabins range from \$100 to \$250. For information call 402-944-2523.

# Nebraska Grocery Industry Association Annual Conference

September 25 – 26, 2007

Eugene T. Mahoney State Park

Dress: Hawaiian Style!

## Tuesday, September 25, 2007



1:00 - 2:00 **Ethics in Business by Attorney General Jon Bruning.** When Enron, Tyco, and Worldcom made front-page news, ethics jumped to the forefront of business news. Doing the right thing doesn't guarantee success, accolades, or even appreciation, much less a brass ring - but good ethics does lead to greater success in the long run. Attorney General Bruning will discuss ethical business practices and how to stop good people from making bad decisions. He will discuss how leadership needs to create an environment that removes temptations and sets an example for other associates to follow. You will learn how good ethics have a positive affect on your business and your bottom line.

2:00 - 2:30 General Membership Meeting

2:30 - 3:00 Break



3:00 - 5:00 **Finding your Competitive Edge by Larry Keiter,** former Wal-Mart District Manager, and Executive Vice President and Partner of Leadership Resources. Larry has mentored leaders across the Midwest and internationally, instilling the lessons of Leadership and Management. He worked with Wal-Mart Stores for over 20 years in a variety of capacities, including store Manager and District Manager. His dedication to helping people accomplish higher levels of success fits extremely well with the Leadership Resources mission. Larry understands the competitive edge independent retailers have over Big Box Stores. He will discuss these competitive advantages and will share tools and insights on how retailers should utilize their assets to compete with Big Box stores. He will teach retailers how to find their "edge" and use it to the best advantage. This is a must see workshop for anyone who is now, or will be, competing with Big Box stores.

5:30 - 6:30 Chairman's Reception

6:30 - 8:30 Chairman's Banquet and Entertainment. Dr. Kirby McGill, nationally known hypnotist, will once again help us entertain ourselves through audience participation. Dr. McGill brings hilarity to the evening when he hypnotizes members of the audience.

## Wednesday, September 26, 2007

7:15 - 8:00 Breakfast in Lodge Dining Area



8:00 - 9:30 **Make 'Em Say "WOW" by Rob Bell.** Every person in your store, from the front lines to the back office, has an impact on your bottom line. During this presentation Rob will share the secrets of keeping customers happy and coming back for more. He will help you understand customers, relate to teammates, listen effectively, project a professional image, and understand the importance of body language. Rob will remind you that we're not just in the supermarket business – we're in the PEOPLE business!

9:30 - 10:00 Break

10:00 - 10:30 Legislative Update

10:30 - 11:30 **The Power of Positive Leadership by Rob Bell.** Average happens by accident but excellence happens on purpose. During this presentation Rob will share the four characteristics of excellent leaders, how to develop and communicate a clear vision, effective goal setting, superior communication techniques, and the difference between management and leadership. If you want people to do a great job, you must give them a great job to do.

1:00 Shotgun Start at Quarry Oaks Golf Club



**Nebraska Grocery Industry Association**  
**5935 South 56th, Suite B**  
**Lincoln, Nebraska 68516-3301**

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**Nebraska Grocery Industry Association**  
**2007 Annual Conference & Golf Outing**  
*September 25-26, Mahoney State Park, Ashland, NE*  
*Dress Code: Your Best Hawaiian Apparel!*

*“Riding The Wave Of Success”*



**Registration Form**

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail Address \_\_\_\_\_  
 Please check appropriate classification: \_\_\_\_\_ Retailer \_\_\_\_\_ Wholesaler \_\_\_\_\_ Supplier \_\_\_\_\_ Other \_\_\_\_\_

Name	Two Full Day Registration \$100 Includes everything except golf. \$125 after Sept. 15	Tuesday Full Day \$70 Includes Workshops, Chairman's Reception & Banquet and Entertainment \$80 after Sept. 15	Tuesday Workshops Only \$40 \$50 after Sept. 15	Tuesday Chairman's Reception, Banquet, & Entertainment \$50 \$60 after Sept. 15	Wednesday Breakfast Only \$20	Wednesday Workshops \$50 Includes driving range, green fees, golf cart, beverages & dinner. NGIA will establish the foursomes.	Golf Outing at Quarry Oaks. \$125 for members; \$225 non-members. Includes driving range, green fees, golf cart, beverages & dinner. NGIA will establish the foursomes.	Handicap We establish foursomes based on handicap & type of business. Grocers play with vendors that are not competitors!	Total
<b>TOTAL</b>									

Please complete this form and  
 a) Enclose payment, and remit to: **NGIA, 5935 South 56th Street, Suite B, Lincoln, NE 68516-3301** or  
 b) Fax this form with Credit Card information to: **(402) 423-8686**

Credit Card Information: \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Discover (*We don't take American Express!*) Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Card Name \_\_\_\_\_ Signature \_\_\_\_\_

Please feel free to make copies of this form for additional registrations.

**For More Information Contact Nebraska Grocery Industry Association:**  
 5935 South 56<sup>th</sup> Street, Suite B, Lincoln, NE 68516-3301  
 Telephone (402) 423-5533 Toll Free (800) 433-6742 Fax (402) 423-8686