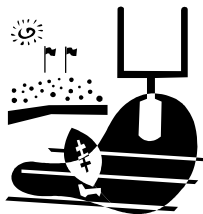


Nebraska Grocery Industry Association Annual Conference & Golf Outing

September 24-25, 2008 – Quarry Oaks Golf Club



“It’s a Big Red Tailgate!”

We’ve changed the location and brought in nationally known speakers for the 2008 Annual Conference. The entire event will be held at the newly remodeled Quarry Oaks Golf Club. The event will feature high-energy speakers who will share their insights on customer relations and store management. Your team of associates are one of your greatest assets. Workshops presented during the Annual Conference will help your employees draw customers back to your store by using specific tactics that focus on your specific customer base. Dr. John Stanton will present 325 Ways To Make Customers Feel Like Your Supermarket is Their Supermarket.

Trends within the grocery industry have changed over the years. Karyn Harrington will share information regarding environmental trends while Janell Ehrke and Casey Foster will share information regarding local producers and local products that can be sold in local grocery stores. Rod Anderson will discuss Consumer Insights, including information on how consumers shop a store. Alan Andrews will present Category Management in the Perishables Department and will cover new eating trends that every member of the food industry should find interesting and motivating.

Many Nebraska communities have benefited from economic development legislation that has passed in recent years. Richard Baier, Director of the Nebraska Department of Economic Development, will share success stories and discuss various economic development projects that will begin in the near future.

Speakers at the 2008 NGIA Annual Conference have the answers to many questions! 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 Quarry Oaks Golf Club located just south of I-80 between Lincoln and Omaha – so naturally, dress for ALL events is casual. Come early or stay late to enjoy the amenities at Mahoney State Park just across Interstate, shop the outlet mall or hit a round of golf at Quarry Oaks. Since the theme is “It’s a Big Red Tailgate” we encourage you to wear your Husker shirts – or anything RED.

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 Break fast; 402-896-6300

Quality Inn: 9505 SOUTH 142ND STREET Omaha, NE 68138 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: 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.

Holiday Inn Express, 17677 WRIGHT ST Omaha, NE 68130 Room Rates: \$100-\$120

**Nebraska Grocery Industry Association
2008 Annual Conference
Quarry Oaks Golf Club**

Wednesday, September 24



1:00 – 1:30 **Economic Development in Nebraska Communities** by Richard Baier, Director of Nebraska Department of Economic Development: Richard will share the success stories of communities across Nebraska and the economic

development that is taking place. He will give us an update on current projects and explain other funding that will become available to Nebraska communities.



1:30 – 2:00 **Debt Management; How to Spot Trouble** by Sally Bernard. Sally is a well-respected speaker on debt and wealth management. Employee theft is always a concern and Sally will share information that will help retailers identify signs of pending problems before they become

issues that cannot be corrected. She will share the 30 warning signs of embezzlement and information on how to help your employees when they experience tight budgets and money shortfalls.

2:00 – 2:15 General Membership Meeting

2:15 – 2:30 Break



2:30 – 3:15 **Environmental Trends** by Karyn Harrington of The Coca-Cola Company. Karyn will share insights into the environmental trends that are taking place across the nation. She also will discuss Coca-Cola's work in the area of

environmental stewardship, as well as collaboration with companies across the food industry.



3:15 – 3:30 **Buy Local** by Janell Ehrke of Grow Nebraska and Casey Foster, Ag Promotion Coordinator at the NE Dept. of Agriculture. Consumers are asking for food products that are grown

locally. Finding local producers can be frustrating for retailers. Janell and Casey will provide information on local producers, including their companies, contact information, and products they sell.

3:30 – 4:15 **Category Management in the Perishables**



Department by Alan Andrews, Vice President, Marketing for Sparboe Farms, which is the 4th largest egg producer in the US. Alan has over 30 years experience in the food business and half of that related to the egg industry. While working for the largest supplier of

packaging to the egg industry Alan spoke internationally on egg sales and eating trends. In this workshop he will give us a perspective on what is happening in the fresh egg category and will share new breakfast trends.

4:15 – 5:15 **Consumer Insights** by Rod Anderson, ConAgra Foods. How the consumer behaves within the



store can tell you a lot about how to merchandise. Rod will share insights regarding how a consumer shops the store. He will provide invaluable information that will assist retailers in merchandising product that will draw consumers into an aisle.

6:00 – 7:00 Reception

7:00 Dinner & Entertainment

Thursday, September 25

8:00 – 8:30 Buffet Breakfast

8:30 – 9:00 Legislative Update



9:00 – 11:30 Dr. John Stanton will present **325 Ways to Make Customers Feel Like Your Supermarket is Their Supermarket**. Dr. Stanton is a professor of Food Marketing at St. Joseph's

University and has presented at the National Grocers Association Annual Convention. When competing against the retail giants, being average won't work in the future. There are no longer supermarkets that *everybody* likes a *little*, only supermarkets that *somebody* likes a *lot*. Supermarkets must target a group or groups of consumers and be perfect for that group(s). This presentation will address how an independent retailer can organize to target various consumer groups, what are the potential groups to target and what tactics to use to make it work profitably!

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12:00 – 12:30 Lunch

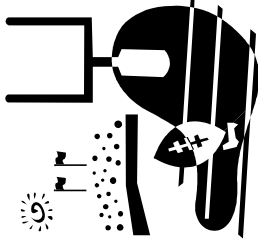
1:00 – Golf: Shotgun Start

Nebraska Grocery Industry Association 2008 Annual Conference & Golf Outing

September 24-25 Quarry Oaks Golf Course, Ashland, NE

Registration Form

"It's a Big Red Tailgate"



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

Name (please print)	Two Full Day Registration \$120 Includes every event except golf. \$130 after Sept. 15	Wednesday Full Day \$70 Includes Workshops, Chairman's Reception & Banquet \$80 after Sept 15	Wednesday Workshops Only \$40 \$50 after Sept 15	Wednesday Chairman's Reception, & Entertainment \$50 \$60 after Sept. 15	Thursday Workshops \$60 Includes workshops, breakfast and lunch \$70 after Sept. 15	Thursday Workshops Only \$35 No meals included \$45 after Sept.15	Golf Outing at Quarry Oaks. \$125 for members; \$225 non-members. Includes lunch, driving range, green fees, golf cart, beverages & dinner. You establish your foursome.	Total
TOTAL								

Please complete this form and

- a) Enclose payment, and remit to: **NGIA, 5935 South 56th Street, Suite B, Lincoln, NE 68516-3307** or
- b) Fax this form with Credit Card information to: **(402) 423-8686**

We prefer payment via check, but if you must use a credit card, please provide the following information:

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.

Attire: Casual Husker clothing or anything red!

For More Information Contact Nebraska Grocery Industry Association:
 5935 South 56th Street, Suite B, Lincoln, NE 68516-3307
 Telephone (402) 423-5533 Toll Free (800) 433-6742 Fax (402) 423-8686

2008 NGIA Annual Conference: It's a Big Red Tailgate!!

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Republic National Eagle
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Prizes:

Kegerator donated by Diageo/Guinness

Husker Football Tickets by Nebraska Lottery



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