

## FEATURED SPEAKERS

### ELLIE KRIEGER, *Celebrity Chef & Author*



Ellie Krieger is the host of the Food Network's & Cooking Channel's popular show "Healthy Appetite." She is the author of several New York Times best selling and James Beard Award winning books offering advice, perspective and recipes for healthy eating & wellness. A registered dietitian, Ellie received her master's degree in nutrition from Columbia University and was an adjunct professor at New York University's Department of Nutrition, Food Studies and Public Health. She has also been at the forefront of First Lady Michelle Obama's "Let's Move" campaign for healthy eating.

Pre-conference General Session – Sunday, September 30, 2012

### TERRY JONES, *Founder & Former CEO of Travelocity.com, Chairman of Kayak.com*



Terry Jones founded Travelocity.com and served as President and CEO from its founding until May 2002. Previously, he served as Chief Information Officer at Sabre Inc. During his 24 years at Sabre, Jones held various executive positions including President of Computer Services, Vice President of Applications Development, and Vice President of Product Development. Jones is managing principal of Essential Ideas, a consultancy he co-founded to help companies transition to the digital economy. He is Chairman of the Board of Kayak.com

General Session – Monday, October 1, 2012

### RETAIL EXECUTIVE PANEL



Lori Raya  
President,  
Vons, a Safeway  
Company



Dan Sanders  
Chief Operating  
Officer, Andronico's  
Southern California



Justin Jackson  
Chief Operating  
Officer, Andronico's  
Community Markets



Kevin Coupe  
Moderator

Hear from a panel of California retail leaders as they explore new perspectives and creative approaches for succeeding in today's dynamic grocery industry. *Moderated by Kevin Coupe, Morningnewsbeat.com*

Luncheon Keynote – Tuesday, October 2, 2012

### DAVID GARIBALDI, *Performance Painter*



Rhythm, Color, Culture, Energy; These four words describe the experience viewing the creations of world renowned artist David Garibaldi. David is a 29-year old artist that creates six-foot portraits of pop icons in minutes to music. His dynamic show has taken him around the world performing for audiences of all ages and has raised thousands of dollars for various charities.

Opening Reception – Sunday, September 30, 2012

### PARTICIPATING RETAILERS

- Albertsons, Inc.
- Bestway/Gardena Supermarkets
- Big Saver Foods, Inc.
- Bristol Farms
- Cardenas Markets
- Costco Wholesale
- Draeger's Supermarkets, Inc.
- El Super (Bodega Latina Corp.)
- Food 4 Less/Foods Co.
- Food 4 Less Stockton/Rancho San Miguel
- Food 4 Less/Gongco
- Gelson's Markets
- Holiday/Sav-Mor Foods
- Jax Markets
- K.V. Mart Co.
- Mar-Val Food Stores
- Northgate Gonzalez Markets
- Nutricion Fundamental, Inc.
- Raley's
- Ralphs Grocery Co.
- Rio Ranch Markets
- Safeway Inc.
- Save Mart Supermarkets
- Smart & Final Stores
- Stater Bros. Markets
- Stump's Markets
- Super A Foods
- Superior Grocers
- Times Supermarkets
- Vallarta Supermarkets
- Whole Foods Market
- 99¢ Only Stores

For complete information and to register visit  
**WWW.CGASTRATEGICCONFERENCE.COM**  
or contact CGA at (800) 794-3545

*Register Today!* Early bird registration rates through September 6, 2012

- ★ Top industry speakers
- ★ Productive, pre-scheduled business appointments
- ★ Collaborative share group opportunities
- ★ Networking receptions & social events

Don't miss the *most productive* grocery industry event of the year!

**SEPTEMBER 30 – OCTOBER 2, 2012**  
PALM SPRINGS CONVENTION CENTER, PALM SPRINGS

*California's*  
**Retail**  
RENAISSANCE

## 2012 CGA STRATEGIC CONFERENCE

*California's*  
**Retail**  
RENAISSANCE

**SEPTEMBER 30 – OCTOBER 2, 2012**  
PALM SPRINGS CONVENTION CENTER, PALM SPRINGS

**New Location!** Palm Springs Convention Center & Renaissance Hotel, Palm Springs, Calif.

**Register Now!** Early bird registration discount through September 6, 2012

*The grocery industry in California is experiencing its own transformational period – its own renaissance.*

As the "dark ages" of recession and financial crisis continue to fade, retailers in the Golden State are emerging with a new creative and innovative spirit. This new era of retail enlightenment also embodies the dramatic cultural shifts of California shoppers — health conscious, multiethnic, socially aware and digitally engaged.

We invite you to gather with your industry peers in the heart of the movement, in California, and explore these new perspectives and innovative ideas while creating new relationships to help you succeed in today's modern age.

For complete information and to register visit  
**WWW.CGASTRATEGICCONFERENCE.COM**

CGA Strategic Conference  
1215 K Street, Suite 700  
Sacramento, CA 95814

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## 2012 CGA STRATEGIC CONFERENCE SCHEDULE

### SUNDAY, SEPTEMBER 30, 2012

Conference Registration Hours: 8:00 AM - 7:00 PM

The Illuminators Golf Tournament	8:30 AM - 3:00 PM
Pre-Conference General Session <i>Sponsored by California Table Grape Commission</i>	5:00 PM - 6:00 PM
Opening Reception <i>Co-Sponsored by Kraft Foods and E &amp; J Gallo Winery</i>	6:00 PM - 8:00 PM
After Hours Social	8:00 PM - 10:00 PM

### MONDAY, OCTOBER 1, 2012

Conference Registration Hours: 6:30 AM - 5:00 PM

Breakfast Hosted by The Illuminators	6:30 AM - 8:00 AM
Share Group Discussions <i>Healthy Eating Trends in Retail California WIC Center Store: Driving Sales Effectiveness Sustainability</i>	7:00 AM - 8:30 AM
General Session	8:30 AM - 10:30 AM
Pre-Scheduled Business Meetings	10:45 AM - 5:30 PM
Luncheon Hosted by The Illuminators	11:30 AM - 1:00 PM
The Illuminators Special Event Reception	5:30 PM - 7:30 PM

### TUESDAY, OCTOBER 2, 2012

Conference Registration Hours: 7:30 AM - 1:00 PM

Breakfast Hosted by The Illuminators	6:30 AM - 8:00 AM
Concurrent Sessions <i>Retailer Spotlight: Stater Bros. Markets Shopping Topography: Mapping the New Consumer Pathways to Purchase Connecting with Shoppers in a New Economic Age</i>	8:00 AM - 9:00 AM
Pre-Scheduled Business Meetings	9:00 AM - 11:30 AM
Luncheon Hosted by The Illuminators	11:30 AM - 12:15 PM
Luncheon Keynote <i>Sponsored by SUPERVALU</i>	12:15 PM - 1:30 PM
Pre-Scheduled Business Meetings	1:30 PM - 5:30 PM

## MEETINGS



For attendees, the 2012 CGA Strategic Conference offers one of the *most productive* business events of the year. The agenda is packed with insightful educational sessions that take dead aim at the trends, issues, and solutions that are impacting the grocery industry in California. Mix in numerous networking opportunities and, of course, hundreds of pre-scheduled supplier and retailer meetings and you have an event you won't want to miss.

### WHO SHOULD ATTEND?

- ★ Executives in the grocery retail, wholesale and supplier industries
- ★ Buyers, purchasing, marketing and operations managers representing small, medium and large retailers
- ★ Suppliers doing business with the California grocery industry
- ★ Trade press

### THE ILLUMINATORS GOLF TOURNAMENT

Sunday, September 30, 2012

7:00 AM Registration  
8:30 AM Shotgun Start

Escena Golf Club  
1100 Clubhouse View Drive  
Palm Springs, California 92262



*Don't miss this opportunity to tee it up with California retailers. Space is limited. Sign up early!*

Golf Package for Four	\$1,000
Golf Package for Three	\$900
Golf Package for Two	\$600
Golf Package for One	\$300

**Golf Packages include:** Transportation from host hotel, green fees, cart, ALL on-course contests, company tee signage, breakfast, snacks, lunch and awards.

**Sign up on-line:** [www.illuminators.org](http://www.illuminators.org)

### CGA WOULD LIKE TO THANK THIS YEAR'S TOP SPONSORS

Anheuser-Busch InBev  
Bimbo Bakeries USA  
C&S Wholesale Grocers  
CGA Educational Foundation  
California Shopping Cart Retrieval Corp.  
California Table Grape Commission  
Coca-Cola Refreshments  
E & J Gallo Winery  
The Hershey Company  
The Jel Sert Company  
Jelly Belly Candy Co.  
Kellogg Company  
Kraft Foods Global  
MillerCoors  
Nestle Purina PetCare  
Nestle Waters North America  
PepsiCo  
Procter & Gamble  
Snyders-Lance Inc.  
SUPERVALU  
Unified Grocers, Inc.  
Unilever

## REGISTRATION

### REGISTRATION FEES

	Early Bird Registration (Thru 9/6)	Standard Registration (After 9/6 and on-site)
Retailer/Wholesaler	\$299.00	\$350.00
All other types of registrants	\$599.00	\$650.00
Spouse <b>New Low Price!</b>	\$200.00	\$250.00

### CONFERENCE REGISTRATION INCLUDES

- ★ All educational sessions & programs including Sunday's pre-conference session
- ★ Complete access to the conference expo floor
- ★ Breakfast & Lunch hosted by The Illuminators (Monday & Tuesday)
- ★ Networking events including Opening Reception, After Hours Social and Illuminators Special Event
- ★ Each paid registration includes two Illuminator Special Event tickets

### CGA Member Discount:

CGA members receive a 5% discount on conference registration fees. Groups 10 or more SAVE an additional \$500. Register your group of 10 or more together and receive a \$500 discount off the registration total. (Group must register together using the Group Registration Form found online.)

*\*Discounted spouse badge does not qualify for member or group discounts.*



## HOUSING

### HOST HOTEL

**Renaissance Palm Springs Hotel**  
888 East Tahquitz Canyon Way  
Palm Springs, California 92262  
\$165.00 per night plus tax

### SECONDARY HOTEL

**Hilton Palm Springs**  
400 East Tahquitz Canyon Way  
Palm Springs, California 92262  
\$139.00 per night plus tax

The host hotel is the Renaissance Palm Springs Hotel, which is directly adjacent and connected to the Palm Springs Convention Center. The Hilton Palm Springs will serve as a secondary hotel option.

All reservations must be received by end of day on September 6, 2012, to guarantee availability and conference rates. After this date, reservations will be made based on availability and hotels may charge higher rates.