

VCF/TPMA Annual Conference

Conference Overview

I.C.E. Age in the Desert

Innovation, **C**ollaboration, **E**xecution

November 9-12, 2008

Camelback Inn | Scottsdale, AZ

Join the only industry event that offers real business results from true trading partner collaboration.

VCF & TPMA join this November to bring you a new and comprehensive look at the sales-to-cash cycle through **Innovation, Collaboration, and Execution**. Don't miss this opportunity to forge profitable relationships and practices, and to influence the industry towards greater growth.

WHO...

Leading **Retailers, Vendors** and **Service Providers** representing Luxury Retail, Apparel and Footwear, Sporting Goods, Housewares, Consumer Electronics, Food and Beverage, HBA and Cosmetics.

Join your peers and partners across Merchandising, Marketing, S&OP and Finance.

Retailer participants include: **Babcock Furniture, Big Lots, Bob's Stores, Burlington Coat Factory, Circuit City, Costco Wholesale, JCPenney Company, Inc, Kohl's Corporation, LL Bean, Mervyns, QVC, Pacific Sunwear of California, Saks Fifth Avenue, Stage Stores, The TJX Companies, Inc., ...with more registering weekly.**

WHAT...

Thought leadership, industry trends, relevant research, profitable practices and business growth opportunities to raise your trading partnership relationship to the next level.

The following pages provide an at-a-glance program overview. Each page focuses on a thematic element of **Innovation, Collaboration** or **Execution** – showing planned sessions across their respective sales-to-cash categories.



WHERE...

Camelback Inn

A JW Marriott Property
5402 East Lincoln Drive
Scottsdale, AZ 85253
Tel: 480-948-1700 or 800-24-CAMEL

Call directly for room reservations:

800-24-CAMEL and mention the **VCF/TPMA Event**.

Conference room rates are **\$259/per night**.

Reserved rates are limited and available on a first-come, first-served basis. Reservations must be made by **Wednesday, October 1, 2008** to qualify.

HOW...

Register at www.vcfww.com or www.tradepromo.org.

Registration rates: Member: \$895* / Non-member: \$1895*

* *Registrations received before September 1, 2008 qualify to receive \$100 off of regular rates.*

Plan your travel to take advantage of the program's full benefits. The conference ends **Wednesday, November 12th** at noon with **Wal-Mart POS Research** and a **Retailer Panel**.

More Questions?

Contact **Anthony Miano** at amiano@vcfww.com or 646-442-3701.

Innovation
 At-a-Glance

TPM / TPO
 Planning & Forecasting

Supply Chain
 Planning, Operations & Logistics

Finance
 Treasury, AP/AR, Cash

Trade Effectiveness at the Shelf – A Shareholder Perspective
 Lora Cecere - Research Director, AMR Research

How Promotion Optimization Drives Supply Chain Efficiencies

**Practical RF Technology -
 Showcase Your Product Attributes to Increase Sales**

<p>Leveraging TPM, TPO, and Shopper Marketing</p>	<p>Greening the Way to Savings with Packaging Source Reduction</p>	<p>Understanding the Impact of Supply Chain Initiatives on Supplier Cost of Capital Panel facilitated by JPMorgan</p>
<p>Consumer Driven Innovation Increasing New Product Launch Success</p>	<p>Changing the Regulatory Landscape: How to Gain a Competitive Advantage Panel facilitated by Gene Rider - President, Intertek</p>	
<p>Capitalizing on Greater In-Store Promotion Execution</p>	<p>An Industry Solution for Reducing Cycle Time, Improving Factory Productivity and Brand Protection Panelists include LLBean, others TBA Facilitated by Doug Kahn - Chairman of the Board, Fair Factories Clearinghouse</p>	

Final agenda subject to change. Last updated August 5, 2008.
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Collaboration

At-a-Glance

TPM / TPO Planning & Forecasting	Supply Chain Planning, Operations & Logistics	Finance Treasury, AP/AR, Cash
<i>The Convergence of Law and Business on Retailer Pricing Strategies.</i>	<i>Retailer Presentations: Retailers to be announced</i>	<i>The Profit Impact of Inaccurate Data</i> Panel with JCPenney, Costco & Mervyns
<i>Improving Forecast Accuracy in Any Economic Environment</i>	<i>Negotiation Tactics & Strategies for the Practitioner</i>	<i>Partnering on Retail Recovery to Foster Collaboration</i>
<i>The Case for TPO in High-tech Emerging Channels</i>	<i>Strategic Overseas Sourcing with Oil at \$150/barrel</i>	
<i>Industry Solution Groups: Apparel/Footwear, Cosmetics, Sporting Goods, Golf Equipment Manufacturers, Food Service, Electronics</i>		<i>Deduction Management Survey Review</i> VCF and Attain Consulting
<i>Foodservice TPM & Supply Chain Metrics:</i> Panel with Manufacturer, Operator, & Distributor Perspectives		
<i>Partnering on Customer-Centric Retail Strategies</i>	<i>The Challenges of Private Label</i> Bryan Larkin - Director of Retail and Technology Sectors, GXS	

Research Council Meetings*

* If interested in participating in one of our councils, please contact us at askvcf@vcfww.com.

Foodservice	Process Metrics and Benchmarking	Retailer Accounts Payable
High-Tech		Vendor Accounts Receivable
Forecasting Accuracy		

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Execution
 At-a-Glance

TPM / TPO Planning & Forecasting	Supply Chain Planning, Operations & Logistics	Finance Treasury, AP/AR, Cash
Wal-Mart's POS Data: Opportunities through Interpretation VCF introduction with survey results, panel hosted by Just Enough	Best Practices on TPM Accruals Panel with Manufacturing CFOs	
Global TPM Implementation - Survey Insights with Industry Leaders	Aligning Supply Chain Goals at Kmart	
Measuring the Results of Your Foodservice TPM Implementation Manufacturer Panel Discussion	Understanding Your Asian Suppliers Alex Angelchik - President, New Times Development	
Applying Foodservice Benchmarking Results to Drive Performance	Understanding Your South American Suppliers	
Enabling the Value Chain Retailer & Manufacturer Panel Discussion	Housewares Open Forum	
Vendor Open Forums		
Lessons from Nothing But Scorecards		
Best Practices in Receiving and Quality Control Audit Panel of Kohl's, Stage Stores and TBA		Strategies to Reduce DSOs by 5 Days, Today
Five Steps to Supplier Information Synchronization		Vendor Agreements and Their Role in the Trading Partner Relationship
Improve the Effectiveness of Your Transportation Spend		

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