

# 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. [The Retailer Program](#) is available on page 2.



### 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](http://www.vcfww.com) or [www.tradepromo.org](http://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 12<sup>th</sup>** at noon with **Wal-Mart POS Research** and a **Retailer Panel**.

### More

### Questions?

Contact **Anthony Miano** at [amiano@vcfww.com](mailto:amiano@vcfww.com) or 646-442-3701.

## Retailer Program

### At-a-Glance

#### Innovation

##### New Ideas

1. **Sourcing Panel:** Selected Board Members of Fair Factories Clearinghouse
2. **RFID:** Motorola, Avery Dennison, and American Apparel
3. **Transportation:** YRC National Transportation
4. **POS and Planning and Forecasting** – JustEnough Panel of Retailers & Suppliers

#### Collaboration

##### Supplier Sentiment

1. **Report on the VCF Industry Survey**
2. **Presentation on the Circuit City Approach to Measuring Supplier Satisfaction**
3. **New Metrics for Measuring Supplier Sentiment**

##### Collaborative Learning

1. **Collaborative Education**
2. **Human Interactive Management – The Other Side of Communication**
3. **New Metrics for Measuring Effectiveness in Collaboration and Innovation**

#### Execution

##### **An Industry Review of Deduction Policy Effectiveness**

##### **Retailer Open Forum**

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

<b>TPM / TPO</b> Planning & Forecasting	<b>Supply Chain</b> Planning, Operations & Logistics	<b>Finance</b> 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 &amp; 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 &amp; 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](mailto:askvcf@vcfww.com).

<b>Foodservice</b>	<b>Process Metrics and Benchmarking</b>	<b>Retailer Accounts Payable</b>
<b>High-Tech</b>		<b>Vendor Accounts Receivable</b>
<b>Forecasting Accuracy</b>		

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# Execution

## At-a-Glance

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

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