

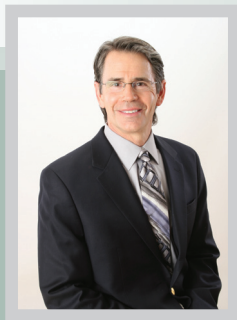
*Announcing* Harold Lloyd's  
Supermarket **S.M.A.R.T.S.**  
*Express*

An educational and interactive program

**Supermarket  
business strategist  
Harold Lloyd**

has agreed to condense his highly popular, three-day Supermarket S.M.A.R.T.S. program into 1-1/2 days for the convenience of IFRA annual conference attendees.

He is no stranger to the IFRA membership and we know that attendees will benefit from this rigorous results-driven classroom training together with the opportunity to participate in Conference activities.



designed specifically for store managers  
and assistant store managers

*Tuesday, October 4,  
& Wednesday, October 5, 2011  
during the 2011 IFRA-GMA  
Annual Conference*

▶ **See inside for  
complete details**

**Register today, class size is  
limited to 50 participants**



**Illinois Food  
Retailers Association**



## What is Supermarket S.M.A.R.T.S.?

Supermarket S.M.A.R.T.S. is an interactive, results-driven program designed for supermarket store managers and assistant managers.

It will be offered in a condensed, one-and-a-half-day format during the IFRA Annual Conference, October 4-5, 2011. Participants will learn how to:

- Increase store sales by at least 3 percent
- Hold more productive manager meetings
- Reduce employee turnover by at least 10 percent
- Identify and repair three shrink “leaks” in your store
- Improve employee morale by 10 percent in 12 months
- Implement at least two new ways to capture customer feedback expeditiously and accurately
- Increase your customer relations/mystery shopper score by at least 8 percent this year
- Learn how to approve your own ability to follow through

Get your registration in early — class size is limited to 50 participants. To register, please call the Association office at 630-627-8100.



## Day 1: Tuesday, October 4, 2011

### Odyssey Country Club, Tinley Park, IL

Supermarket S.M.A.R.T.S. for store managers and assistant store managers.

- 8:00 a.m. Welcome and Introduction
- 8:30 – 10 a.m. “Am I the Leader I Need to Be?”
- 10:15 a.m. *Sales Building Programs*
- “Drilling Down for Sales Dollars”
- “It’s 5 PM...Who’s Minding Your Store?”
- 12:00 p.m. Lunch and socializing with IFRA-GMA Conference attendee golfers
- 1:15 p.m. “Help Wanted...Building the Team of Your Dreams”
- 3:00 p.m. Break
- 3:15 p.m. “What to Do to Improve Follow-Through”
- 4:45 p.m. Summary and Conclusion
- 5:30 p.m. Cocktails and Dinner with IFRA-GMA Conference attendees



*Supermarket specialist  
Harold Lloyd*

Supermarket S.M.A.R.T.S. will be taught by Harold Lloyd, a supermarket specialist. Harold is a graduate of the Wharton School at the University of Pennsylvania and holds an MBA with honors from the University of Chicago. He draws on his experience as a former president of a 1000-employee company operating 14 stores.



## Day 2: Wednesday, October 5, 2011

### Drury Lane Conference Center, Oakbrook Terrace, IL

- 8:30 a.m. Continental breakfast – Networking opportunities with store owners and managers
- 9:00 -10:15 a.m. “Catching the Wave of Change”  
“Don’t rock the boat.” “If it ain’t broke don’t fix it.” “Let sleeping dogs lie.” “Who moved my cheese?” These are all familiar phases bemoaning the most fundamental law of human nature...that change is inevitable.  
This session will explain the inevitability of change and how to embrace it; it will highlight some of the dramatic change agents underway today and demonstrate how to get your team on board and catch the waves of change. Relevant to all those leading businesses today.
- 10:30 - 12 noon “Merchandising Magic 3.0”  
Millions of customers enter our stores each week. Advertising, habit and impulse bring them in, but what makes them stay? And what impacts their behavior while inside the store? In short, why do they buy what they buy and how can we get them to buy more? Can we influence shoppers to stay longer, cover more square footage and buy more? *To answer these questions, we observed over 1,000 customers in several stores across the United States.*
- 1:00 p.m. Exhibits Open
- 3:00-4:30 p.m. Open Dialogue  
Harold Lloyd to emcee lively discussion and conference wrap-up on the important takeaways from the Expo floor and educational programs.
- 4:30 p.m. Cocktails
- 6:00 p.m. IFRA-GMA Awards Banquet with IFRA GMA conference attendees

**“Supermarket SMARTS helped to mold me as a manager without anyone to train or work with. This was incredibly beneficial to me. I recommend this to EVERY manager in my company.”**

## **Sponsorship opportunities available**

IFRA has kept the registration fee to a bare minimum. We welcome companies' financial support of this spectacular educational opportunity for supermarket managers. If you have interest in having your company affiliated with this special program through sponsorship, please call the Association office.

**“Very dynamic — over a year's worth of ideas, inspiration and great motivation.”**

**Registration fee:  
\$300/person**

**To register or to make hotel reservations, please complete the enclosed registration forms.**



**Illinois Food  
Retailers Association**

1919 S. Highland • Lombard, IL 60148 • 630-627-8100 • Toll free in IL 800-624-6712 • [www.ilfood.org](http://www.ilfood.org)



# Harold Lloyd Presents Supermarket S.M.A.R.T.S. *Express*

Tuesday, October 4, 2011 & Wednesday, October 5, 2011  
Odyssey Country Club      Drury Lane Theatre & Conference Center  
Tinley Park, IL      Oakbrook Terrace, IL

## Registration Form

Join us for this two-day educational and interactive program designed specifically for store managers and assistant managers. Day 1 of this interactive, results-driven program will be held at the Odyssey Country Club in Tinley Park, IL. Lunch and dinner are included. Day 2 will be held at the Drury Lane Theatre & Conference Center in Oakbrook Terrace, IL, and includes, continental breakfast, the Conference Expo, and the IFRA-GMA Awards Banquet.

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**Two-day Registration Fee - \$300.00 per person**

**Names (as you would like them to appear on your name badges):**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

# Registrants \_\_\_\_\_ @ \$300.00 per person \_\_\_\_\_

**Please see Hotel Reservation Form for sleeping room accommodations.**

Payment Method: \_\_\_\_\_ Check enclosed. \_\_\_\_\_ Please invoice me. \_\_\_\_\_ Please charge my credit card.  
\_\_\_\_\_ American Express      \_\_\_\_\_ VISA      \_\_\_\_\_ MasterCard      \_\_\_\_\_ Discover

Account #: \_\_\_\_\_ Exp. \_\_\_\_\_

Name on account: \_\_\_\_\_ Signature \_\_\_\_\_

**MAIL or FAX this form to:** Illinois Food Retailers Association, 1919 South Highland Ave,  
Lombard, Illinois 60148  
630-627-8100/Toll Free IL: 800-624-6712/FAX: 630-627-8106  
email: ilfood@ilfood.org      www.ilfood.org