

The Executive Leadership Development Program

at Cornell University

Chart Your Course

JUNE 6-10, 2010 • ITHACA, NEW YORK



Invest in Your Company's Future

Outstanding leaders create a vision for others and have the ability to translate it into a lasting reality. Initiating and implementing organizational and cultural changes in order to execute new strategies are imperative skills for effective leaders. Effective leadership has never been more important than it is today. Recently the need for leadership and the difficulty of providing such leadership has grown considerably because of the increased complexity of our world. World-class companies understand this reality, and continuously invest in the development of their future leaders as part of ensuring their long-term business growth.

The N.G.A. Executive Leadership Development Program at Cornell University helps retailers and wholesalers develop leaders from within their organizations who can respond to business challenges in the 21st century marketplace. This program, generously supported by PepsiCo, provides rising grocery industry executives with the knowledge, tools, resources and inspiration necessary to lead their companies and drive them to long-term success. It is a high-impact learning opportunity encompassing intense, interactive instruction presented by a mix of respected academic and industry leaders.

This industry-specific executive development program includes:

- Five days of interactive, intensive instruction on the Cornell University campus;
- A faculty mix of respected academic and grocery industry leaders;
- Time to network with other rising grocery executives; and
- An in-depth personalized 360 degree assessment of the participant's personal leadership style and develop an action plan to improve it.

Today's customers reward retailers who excel in the execution of their value proposition and deliver an exceptional shopping experience. Effective leaders are necessary to provide the vision, passion and motivation that ensure their companies can meet these customer expectations and succeed in the marketplace.

Program Mission

To provide senior and high-potential executives of independent community-focused food retailers and wholesalers the knowledge, tools and inspiration to lead and strengthen the competitive viability of their companies.

Who Should Attend

Current executives with large spans of control and responsibilities that require delegation of tasks to others. These executives must be rising executives who are candidates for increased "people" and general management responsibilities.

Application Procedures

To nominate individuals within your company, complete the enclosed Nomination Form and return it to N.G.A. Candidates/Applicants will be accepted according to qualifications. You and the candidate(s) will be notified of his or her acceptance in the program by an acceptance letter.

Enrollment is limited. Completed applications must be received by April 2, 2010. Candidates/Applicants must be employed by an N.G.A. member company.

Recent Participating Companies

Affiliated Foods Midwest
Associated Grocers, Inc.
Associated Wholesale Grocers - KC
Brookshire Brothers, Ltd.
C & S Wholesale Grocers
Coborn's Inc.
Cub Foods
D'Agostino Supermarkets
Dahl's Food Markets
Dorothy Lane
E.W. James
Farm Fresh Supermarkets
Fresh Encounter, Inc.
GMS Zallie Holdings
Harmon City, Inc.
Harp's Food Stores
Illinois Food Retailers Assn.
Island Pacific Supermarkets
J&B Foods
K-VA-T/Food City
Kennies Markets
Kenny Family ShopRites
Key Foods Stores
Mass Marketing
MDI
Mi Pueblo Foods
Mitchell Grocery Corp.
Nicholas Supermarkets, Inc.
Niemann Foods, Inc.
NO FRILLS Supermarkets
North State Grocery
Ohio Grocers Association
Olean Wholesale Grocery
Remke Markets, Inc.
Roche Bros. Supermarkets
Save-A-Lot
Shaw's Supermarkets, Inc.
Shop N Save
ShopRite Supermarkets
SUPERVALU, INC.
T.A. Solberg Co. Inc.
The Fresh Grocer
Thriftway
URM Stores Inc.
Velasquez Group
Wakefern Food Corporation
Western Supermarkets
Zallie Supermarkets Inc.

SPEAKERS AND INSTRUCTORS

William Drake

Bill directs Executive Education for Cornell's Food Industry Management Program, including executive education programming for the food industry. Before joining Cornell Food Industry Management Program, Mr. Drake spent 20 years with SUPERVALU in various positions, including vice president of strategic planning for Save-A-Lot.



Michael J. Hostetler

Michael is the Associate Dean for Executive Education at Cornell's Johnson Graduate School of Management. He teaches and conducts research in strategy, decision making, leadership, high performance teams and change management. Mr. Hostetler has developed programs for a variety of organizations including: Sara Lee, Johnson & Johnson, Bausch & Lomb, Mobil Oil, Eli Lilly and Solomon Smith Barney.



Michael C. Feiner

Mr. Feiner is a management consultant to CEO's, specializing in building organizational excellence, developing executive leadership, planning for executive succession, molding corporate cultures and setting a course for successful change. Michael is an Adjunct Professor of Management at Columbia School of Business. Mr. Feiner's experiences and leadership capacity are largely rooted in his distinguished 20-year career at PepsiCo. He is credited with developing a world-class human resource function while continually broadening the scope and impact of his organization. Michael Feiner is the author of the best selling book *The Feiner Points of Leadership*.



2009 CLOSING SPEAKER

Ted Herrod

Ted is Senior Vice President of the Grocery Channel for PepsiCo. Mr. Herrod began his career with PepsiCo in San Antonio in 1991. He has held a variety of positions in Sales, Marketing and General Management, including Vice President of Sales & Marketing for Frito-Lay's Foodservice Division, General Manager of PepsiCo's Vending Division, and Vice President of the PepsiCo Safeway Business.

In September 2006, Ted assumed the position of SVP Grocery Channel for PepsiCo. He is accountable for building channel strategy and selling PepsiCo's portfolio of leading beverages (including Pepsi, Tropicana, and Gatorade), snacks (including Frito-Lay), and Quaker Foods to the Grocery Channel. Ted also serves on the National Grocers Association Board of Directors.



"I know of no other grocery specific program as comprehensive or as informative as N.G.A.'s Executive Leadership Program at Cornell. The difference between good leadership and good management and why both are so critical to a company's long term success are covered in depth by the best and brightest in the field."

Dean Sonnenberg,
President/CEO, URM Stores

SCHEDULE

June 6 – June 10, 2010*

| | MORNING | AFTERNOON | EVENING |
|-----------|--------------------------------------|---------------------------------------------------------------|-------------------------------------------|
| SUNDAY | Arrivals. | Orientation & Introductions. | Reception & Dinner. |
| MONDAY | Building a World-Class Organization. | Personal Leadership Style. | One-on-one feedback with Coaches. |
| TUESDAY | Leadership vis-à-vis Management. | | One-on-one feedback with Coaches. Dinner. |
| WEDNESDAY | Developing a Strategy. | Leading Organizational Change/Management. | One-on-one feedback with Coaches. |
| THURSDAY | Developmental Action Planning. | Guest Speaker Noon-Closing Lunch and Certificate Ceremony. | |

*The schedule is tentative.



PEPSICO



PepsiCo: A Leading Company Supporting Independent Retail Leadership Development

PepsiCo's financial support of this outstanding program makes it very affordable for participants. This program would cost each attendee an estimated \$8,500 to participate. With PepsiCo's support, this program's tuition is only \$2,850 per attendee, which includes instruction, materials, hotel accommodations, and most meals.

Executive Leadership Development Program at Cornell University • 2009 Class



2009 Executive Leadership Development Program participants on the Cornell campus.

"In order to better manage, you really need to better know yourself. This education program was excellent for learning new ways to be a more effective leader on and off the job. Thanks to Bill Drake and Cornell (Johnson Graduate School of Business) for an excellent program. One additional side note which was very beneficial was the new networking that took place while we were together. I would give the program my highest recommendation!"

Chris Coborn,
President, Coborn's Inc.

Cornell University: Providing Leadership Expertise

Cornell University, a member of the prestigious Ivy League, is a leader in business education, with more than 700 undergraduate students enrolled in its general business degree program and more than 600 students enrolled in MBA or PhD programs in the Johnson Graduate School of Management. The Cornell University Food Management Program is one of the nation's oldest and most highly regarded food retail and research programs. It offers Cornell University degrees at the bachelor's, masters and PhD levels, as well as several professional degrees and certificate programs. The Food Industry Executive Program has been providing executive education to industry executives for more than 40 years.

Located in Ithaca, New York, Cornell University is situated on a 750-acre campus surrounded by gorges and with views of Cayuga Lake. The 2010 N.G.A. Leadership Development Program at Cornell University will convene in the J. Willard Marriott Executive Center, Statler Hotel, June 6 through June 10.

Contact Information:

National Grocers Association
1005 N. Glebe Road, Suite 250,
Arlington, VA 22201
Phone: (703) 516-0700
Fax: (703) 516-0115
www.nationalgrocers.org