

# THANK YOU TO OUR SPONSORS



**PEPSICO**



DON'T MISS OUR NEXT NGA EVENT



**Executive Conference  
& Public Policy Summit**

WASHINGTON D.C.



OCTOBER 28 -30, 2024



[NATIONALGROCERS.ORG/EXECUTIVE-CONFERENCE](https://nationalgrocers.org/executive-conference)

# wga SYMPOSIUM

## SEPTEMBER 17-18, 2024

The Westin Austin Downtown  
Austin, Texas



**TUESDAY, SEPTEMBER 17**10:00-12:00pm | **REGISTRATION**12:00-1:00pm | *Paramount General Session* | **LUNCH**12:15-1:15pm | *Paramount General Session*

**YOUR SPACE IN THE ROOM** Bridgett will share her insights on developing a powerful presence and mastering the art of effective networking—because, as she says, you only have a few moments to make it count!

*Bridgett Battles*1:15-1:45pm | **BREAK**1:45-2:45pm | *Paramount General Session*

**RELATIONOMICS: BUSINESS POWERED BY RELATIONSHIPS** In this powerful presentation, Dr. Ross unpacks the key principles and practices of a relationally rich work environment, where people bring their best to work every day. Whether you are building teams in a corporate setting or looking to build stronger friendships personally, these principles will profoundly impact your relationships.

*Dr. Randy Ross*2:45-3:15pm | **BREAK**3:15-3:30pm | *Paramount General Session*

**NGA POLICY UPDATE** With the 2024 election looming there is a lot happening in DC that impacts the independent grocery industry. Listen to a conversation between Greg Ferrara, President of NGA and Stephanie Johnson, Vice President of Government Relations on what you should be paying attention to and how you can get involved.

*Greg Ferrara, NGA | Stephanie Johnson, NGA*3:30-4:30pm | *Paramount General Session*

**RETAIL LANDSCAPE: HOW INDEPENDENTS WIN** Let's face it: nothing is the same. It's 2024 and we have two new generations of consumers, a new economy that hurts, and new technologies launching seemingly daily. How can independent grocers remain relevant and competitive? Join consumer-data expert, Meagan Nelson, and technology leader, Caroline Catoe, as they walk you through the defining characteristics of millennial and gen z shoppers and the practical ways you can deliver a grocery experience that delights.

*Meagan Nelson, SPINS | Caroline Catoe, ECRS*4:30-5:00pm | *Paramount General Session*

**WOMEN IN WINE** Joining us all the way from France, Nathalie Estrieau comes to share her insights navigating the wine industry as a woman and what we should know about private label in the wine industry.

*Nathalie Estrieau, Les Vignobles Foncalieue*5:00-5:15pm | *Paramount General Session*

**SETTING INTENTIONS** Close day one by setting intentions for what you hope to get out of the rest of your time at the WGA Symposium.

*Heidi Huff, Alliance Retail Group*5:15-6:15pm | **COCKTAIL HOUR**

If you are seeking plans for dinner there are three WGA leaders who have made reservations for small groups.

**WEDNESDAY, SEPTEMBER 18**8:00-8:30am | *Paramount General Session* | **BREAKFAST**8:30-9:00am | *Paramount General Session*

**DAY 2 KICKOFF** Reflections on previous day and overview of day's content.

*Heidi Huff, Alliance Retail Group*9:00-9:45am | *Nelson Breakout Room*

**GROCERY 101** Are you newer to the grocery industry, or have only worked in one portion of the industry? Join Justyne Uribe from Certco on this crash course on the business of selling groceries. Getting products from the producers, to the shelves and finally in the pantry takes more hands than you realize!

*Justyne Uribe, Certco, Inc. | Amanda Broan, Certco, Inc.*9:00-9:45am | *Vaughan Breakout Room*

**SUCCESSION PLANNING GUIDE FROM OUR TOP EXECUTIVES** Top Executives share their expertise on how to best equip your organization to ensure your team is resourced for today and the future. Also learn what executives are looking for when determining candidates for succession planning roles.

*Elle Bartch, URM Stores, Inc.*9:45-10:00am **BREAK**10:00-10:45am | *Nelson Breakout Room*

**NGA 101** Ever wonder everything else NGA has to offer beyond WGA? Join us to hear about the many benefits of membership that you, your team, or your organization can take advantage of. Hear about our trainings, events, and opportunities to get involved in the future of the independent grocery industry.

*Chelsea Matzen, NGA | Caroline Sar, NGA***WEDNESDAY, SEPTEMBER 18**10:00-10:45am | *Vaughan Breakout Room***THE RISE OF RETAIL MEDIA FOR INDEPENDENT GROCERS**

The session highlights the key elements of a successful retail media network, why the independents have struggled to participate and how the landscape is changing to maximize customer engagement and shopping experience.

*Sarah Rivers, IGA, Inc. | Lesia Stahl, Ideal by Design House*10:45-11:00am | **BREAK**11:00-11:45am | *Nelson Breakout Room*

**MANAGEMENT FRAMEWORK: EOS** Curious about EOS and/or running an operating system for management in your organization? Join ECRS President, Caroline Catoe, as we learn how to successfully implement and run the organization under this framework, typical pitfalls to avoid, benefits of an org wide operating framework, etc of entrepreneurial operating system framework.

*Caroline Catoe, ECRS*11:00-11:45am | *Vaughan Breakout Room*

**GET ON (THE) BOARD!** Have you ever wondered...how are people even selected for a board? Join Lori Brown as she discusses how to find your seat at the table and how to share your talents in the boardroom!

*Lori Brown, NuCal Foods*11:45-12:00pm | **BREAK**12:00-1:00pm | *Paramount General Session* | **LUNCH**1:00-1:15pm | **BREAK**1:15-2:00pm | *Nelson Breakout Room*

**CRACKING THE CONFIDENCE CODE** Inspired by the book 'The Confidence Code' by Katty Kay and Claire Shipman, this session explores both the science and art of projecting confidence and self-assurance and the differences among women and men. Together in this interactive session, we will explore why even the most successful women in business, sports and military, struggle with feelings of self-doubt. Are we wired differently, and if so, what can we do to crack the confidence code?

*Haley Sammis, Instacart | Donna Zambo, Allegiance Retail Group*1:15-2:00pm | *Vaughan Breakout Room*

**FINDING YOUR RHYTHM** Crafting work-life harmony as a busy woman is no easy task. Join Jackie LaPointe as she helps guide you through a process to understand what harmony looks like for you!

*Jackie Lapointe, PepsiCo*2:00-2:15pm | **BREAK**2:15-3:00pm | *Nelson Breakout Room***UNLOCKING YOUR POTENTIAL: PERSONAL GROWTH THROUGH PROFESSIONAL COACHING**

Explore the benefits of professional coaching in "Unlocking Your Potential: Personal Growth Through Professional Coaching." This session is designed for women who are interested in understanding how to find and utilize a professional coach effectively. We'll cover key aspects of identifying the right coach for your needs, the potential benefits of coaching, and how to leverage this relationship to achieve personal and professional growth. Learn about the impact of professional coaching on goal setting, overcoming obstacles, and enhancing your skills. Join us to gain valuable insights on how to make the most of coaching to unlock your full potential.

*Lori Brown, NuCal Foods*2:15-3:00pm | *Vaughan Breakout Room*

**IT'S NOT ME, IT'S YOU: HAVING THE TOUGH CONVERSATIONS** You know you have to say something, but it's hard! Having those tough conversations with employees or your boss are never fun, but with some preparation and key steps you can create a space to learn and grow in those tough conversations.

*Merry Bhattacharjee, DUMAC Business Systems, Inc.*3:00-3:30pm | **Break**3:30-4:30pm | *Paramount General Session*

**GROUP DISCUSSION AND GOAL SETTING** Time to ask questions and share takeaways from the WGA Symposium. Participants will be guided through setting goals for work or changes they want to make in their jobs or lives based on the Symposium.

*Heidi Huff, Alliance Retail Group*4:30-5:00pm | *Paramount General Session* | **CLOSEOUT**5:30-8:00pm | *Continental III* | **CLOSING CELEBRATION**  
Casino Night at Hotel

\*Schedule subject to change