

DAY 1: MONDAY, AUGUST 5

3:00 PM	REGISTRATION CHECK-IN <i>Ends at 5:00</i>
5:30 PM	Welcome Reception <i>Fire Terrace</i>
6:30 PM	Brands Opening Dinner <i>Broadway Ballroom</i>

DAY 2: TUESDAY, AUGUST 6

7:15 AM	BREAKFAST <i>Grand Colonnade</i>
8:00 AM	Welcome & Opening Remarks Brands Team & Sr. Management (<i>Broadway Ballroom</i>)
9:00 AM	FY24 Recap & What's Ahead in FY25; Brands Champions Commitment & Responsibilities John Eccleston (<i>Broadway Ballroom</i>)
9:30 AM	The Art of the Brand Presentation Brands Team (<i>Broadway Ballroom</i>)
10:30 AM	BREAK
10:45 AM	Breakout Rotations w/ Corporate Procurement /Category Management: Earned Income Methodology (Pete Koenig), Brand Development Process (Mike Seidel), and Equity Management/Guidelines, etc. (Dean Hogan) (<i>Broadway Ballroom - X, Y & Z Group Rotations</i>)
11:45 AM	Brand Opportunity Report Scott Barnewolt (<i>Broadway Ballroom</i>)
12:30 PM	LUNCH <i>Grand Colonnade</i>
1:15 PM	DEPART FOR TOURS <i>Board Bus at 1:00 PM</i>
1:30 PM	Mountain Manufacturing Tour & Coda Tour (<i>A/B Group Rotations</i>)
4:00 PM	Denver OpCo Tour & Reception
5:30 PM	DEPART FOR HOTEL <i>Dinner on Your Own</i>

DAY 3: WEDNESDAY, AUGUST 7

7:15 AM	BREAKFAST <i>Grand Colonnade</i>
8:00 AM	Corporate Chef Demos with Chef Lonnie Varisco Labor Savings with Breakfast, Bar Snacks & Appetizers (<i>Broadway Ballroom</i>)
9:00 AM	Supplier Cutting Rotations (<i>1-6 Group Rotations</i>) Leprino: Bacio® JTM: West Creek®, Delancey Street Deli® & Contigo® McCain: Entice®
10:30 AM	BREAK
10:45 AM	Supplier Cutting Rotations (<i>1-6 Group Rotations</i>) Ardent Mills: Roma® Schreiber: West Creek® Rosina: Roma®
12:15 PM	LUNCH <i>Grand Colonnade</i>

the ART of the BRAND

in The Mile High City



1:00 PM	Regional Breakout Rotations Sharing Growth Best Practices (<i>Broadway Ballroom</i>)
1:45 PM	Regional Breakout Rotations Brands Training, Corporate Support & OpCo Best Practices (<i>Broadway Ballroom</i>)
2:30 PM	BREAK
2:45 PM	Licensed Turnkey Programs Segment Focus James Taskalos & Christine Allhoff (<i>Broadway Ballroom</i>)
3:30 PM	Pizza/Italian Segment Focus Giulio Binetti & Stephen Piancone (<i>Broadway Ballroom</i>)
4:15 PM	Contigo®/Latin Hispanic Segment Focus Pepe Toro (<i>Broadway Ballroom</i>)
5:00 PM	Mid-Conference Recap & Asks John Eccleston & Brands Team (<i>Broadway Ballroom</i>)
5:30 PM	BREAK
6:00 PM	Brands Champions Awards Reception & Dinner (<i>Denver Art Museum</i>) 5 minute walk; Ends @ 9:30 PM

DAY 4: THURSDAY, AUGUST 8

7:15 AM	BREAKFAST <i>Grand Colonnade</i>
8:00 AM	Marketing: What's New & Social Media Footprint Karen Marshall & Jeff Felton (<i>Broadway Ballroom</i>)
8:45 AM	Brands Training at OpCos Kenny LaMonte & Maria Salomone (<i>Broadway Ballroom</i>)
9:30 AM	Corporate Branding Update & Resources Jenn Bushman & Alicia Lamb (<i>Broadway Ballroom</i>)
10:15 AM	BREAK
10:30 AM	Small Group Breakout Rotations Peer to Peer Sharing: Foods Shows (<i>Broadway Ballroom</i>)
11:00 AM	Small Group Breakout Rotations Peer to Peer Sharing: Brands Training (<i>Broadway Ballroom</i>)
11:30 AM	Small Group Breakout Rotations Peer to Peer Sharing: Product Cuttings (<i>Broadway Ballroom</i>)
12:00 PM	Conference Recap, Asks & Next Steps John Eccleston (<i>Broadway Ballroom</i>)
1:00 PM	GRAB & GO LUNCH AND DEPARTURES