

# Retail Management Certificate

## RMC Advisory Council Meeting

### DETAILS

Date: Friday, January 22, 2016  
Time: Convene onsite at 1:45 pm ET; Meeting at 2:00 pm – 3:00 pm ET  
Onsite Location: Fontainebleau Miami Beach, Oceans Promenade West, Upper Lobby Level

### AGENDA & MINUTES

2:00-2:10	<p>Welcome</p> <ul style="list-style-type: none"><li>• Introductions (see Attachment #2 - RMC Advisory Council Roster and Attachment #3 - RMC Advisory Council Overview)</li><li>• Review of FMI Antitrust Policy (see Attachment #4 - FMI Antitrust Statement)</li><li>• Overview of Council Members' current involvement with the RMC Program<ul style="list-style-type: none"><li>◦ Dagmar Farr introduced the members of the Council.</li><li>◦ Mike Stigers provided an overview of current involvement with the RMC Program.</li></ul></li></ul>	Dagmar Farr and Mike Stigers
2:10-2:25	<p>RMC Program Overview (see Attachment #5 - RMC Summary and Attachment #6 - Spring 2016 Advisory Meeting Calendar)</p> <ul style="list-style-type: none"><li>◦ Website: <a href="http://www.RetailManagementCertificate.com">www.RetailManagementCertificate.com</a></li><li>◦ Cherie Phipps provided an overview of the RMC Program.</li><li>◦ Mike Stigers provided an overview of SUPERVALU, INC.'s involvement.</li><li>◦ Kevin Davis provided an overview of Bristol Farm's Inc.'s involvement.</li><li>◦ Dave Hirz provided an overview of Smart &amp; Final Stores, LLC's involvement.</li><li>◦ Brad Brookshire provided an overview of Brookshire Grocery Company's involvement.</li><li>• Recent Expansion (see Attachment #7 - RMC Summary of Recent Outreach and Engagement and Attachment #8 - Expression of Interest Form Template)<ul style="list-style-type: none"><li>◦ Iowa, Louisiana, Minnesota, Tennessee, Texas, Virginia</li><li>◦ Cherie Phipps provided an overview of the recent expansion.</li></ul></li><li>• Q&amp;A with Council Members<ul style="list-style-type: none"><li>◦ Joan Toth asked what the members of the Council can do to help market the program.</li></ul></li></ul>	Dagmar Farr and Cherie Phipps

# Retail Management Certificate

## RMC Advisory Council Meeting

2:25-2:50	<p>2016 RMC Summit</p> <ul style="list-style-type: none"> <li>Website: <a href="http://www.TheRMCSummit.org">www.TheRMCSummit.org</a></li> <li>Mission Statement &amp; Target Audience <ul style="list-style-type: none"> <li>Carol Abel provided an overview of the RMC Summit</li> </ul> </li> <li>Agenda (see Attachment #9 - 2016 RMC Summit Draft Agenda) <ul style="list-style-type: none"> <li>Carol Abel provided an overview of the RMC Summit Draft Agenda</li> </ul> </li> <li>Audience Generation <ul style="list-style-type: none"> <li>Save-the-Date Flyer (see Attachment #10 - 2016 RMC Summit Flyer)</li> <li>Carol Abel provided an overview of the marketing efforts in place and asked council members to market it to their networks.</li> </ul> </li> <li>Q&amp;A with Council Members <ul style="list-style-type: none"> <li>Bev Lynch suggested including webinars (in addition to the RMC Summit) to launch the program.</li> </ul> </li> </ul>	Carol Abel
2:50-2:55	<p>Future Calls/Meeting(s)</p> <ul style="list-style-type: none"> <li>Upcoming conference calls: <ul style="list-style-type: none"> <li>February 17 at 11:30 am ET</li> <li>March 18 at 11 am ET</li> <li>April 22 at 11 am ET</li> <li>May 25 at 11 am ET</li> </ul> </li> <li>2016 Retail Management Certificate (RMC) Summit on June 23-24, 2016 at Hyatt Regency Chicago in Chicago, IL. Held in conjunction with FMI Connect on June 20-23, 2016 in Chicago, IL - More info: <a href="http://www.fmiconnect.net/">http://www.fmiconnect.net/</a> <ul style="list-style-type: none"> <li>Dagmar provided an overview of the upcoming calls</li> </ul> </li> </ul>	Dagmar Farr
2:55-3:00	Q&A with Council Members	Mike Stigers
3:00	Adjourn	

### Resource Documents:

Attachment #2 - RMC Advisory Council Roster

Attachment #3 - RMC Advisory Council Overview

Attachment #4 - FMI Antitrust Statement

Attachment #5 - RMC Summary

Attachment #6 - Spring 2016 Advisory Meeting Calendar

Attachment #7 - RMC Summary of Recent Outreach and Engagement

Attachment #8 - Expression of Interest Form Template

Attachment #9 - 2016 RMC Summit Draft Agenda

Attachment #10 - 2016 RMC Summit Flyer