# 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	<ul> <li>Welcome         <ul> <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</li></ul></li></ul>	Dagmar Farr and Mike Stigers
2:10-2:25	RMC Program Overview (see Attachment #5 - RMC Summary and Attachment #6 - Spring 2016 Advisory Meeting Calendar)  O Website: <a href="https://www.RetailManagementCertificate.com">www.RetailManagementCertificate.com</a> O Cherie Phipps provided an overview of the RMC Program.  Mike Stigers provided an overview of SUPERVALU, INC.'s involvement.  Kevin Davis provided an overview of Bristol Farm's Inc.'s involvement.  Dave Hirz provided an overview of Smart & Final Stores, LLC's involvement.  Brad Brookshire provided an overview of Brookshire Grocery Company's involvement.  Recent Expansion (see Attachment #7 - RMC Summary of Recent Outreach and Engagement and Attachment #8 - Expression of Interest Form Template)  Iowa, Louisiana, Minnesota, Tennessee, Texas, Virginia Cherie Phipps provided an overview of the recent expansion.  Q&A with Council Members Joan Toth asked what the members of the Council can do to help market the program.	Dagmar Farr and Cherie Phipps



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## **RMC Advisory Council Meeting**

Website: www.TheRMCSummit.org     Mission Statement & Target Audience	2:25-2:50	2016 RMC Summit	Carol Abel
Carol Abel provided an overview of the RMC Summit Agenda (see Attachment #9 - 2016 RMC Summit Draft Agenda) Carol Abel provided an overview of the RMC Summit Draft Agenda  Audience Generation Save-the-Date Flyer (see Attachment #10 - 2016 RMC Summit Flyer) Carol Abel provided an overview of the marketing efforts in place and asked council members to market it to their networks.  Q&A with Council Members Bev Lynch suggested including webinars (in addition to the RMC Summit) to launch the program.  Future Calls/Meeting(s) Upcoming conference calls: February 17 at 11:30 am ET April 22 at 11 am ET April 22 at 11 am ET April 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: http://www.fmiconnect.net/Dagmar provided an overview of the upcoming calls  Alike Stigers  Mike Stigers			
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### 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



