

Retail Management Certificate

RMC Advisory Council Meeting

DETAILS

Date: Thursday, October 29, 2015
Time: 11:00 am – 12:00 pm ET

AGENDA & MINUTES

11:00-11:05	<p>Welcome</p> <ul style="list-style-type: none">• Introductions• Overview of Council Members (see Attachment #2 - RMC Advisory Council Roster)• Involvement of FMI• Involvement of ACT-On Retail Management Careers Project<ul style="list-style-type: none">◦ Dagmar Farr and Dana Welch provided an overview of FMI's involvement and engagement in the ACT-On Retail Management Careers Project.	Dagmar Farr Dana Welch
11:05-11:20	<p>Overview of Program & Website (see Attachment #3 - RMC Summary)</p> <ul style="list-style-type: none">• History<ul style="list-style-type: none">◦ Cherie Phipps provided an overview of the history and website: http://retailmanagementcertificate.com/◦ FMI recently posted a blog article: Getting Ahead in Food Retail http://www.fmi.org/blog/view/fmi-blog/2015/10/15/getting-ahead-in-food-retail?utm_source=social&utm_medium=caroltwitter&utm_campaign=2015blog• Website http://retailmanagementcertificate.com/• Q&A with Council Members<ul style="list-style-type: none">◦ The committee participated in a discussion regarding expanding the program to include more areas outside of the curriculum's current scope. The committee recommended future consideration to include a Phase 2 program to cover specialty areas (e.g., fresh/produce, organic, meat, supply chain management, etc.).	Cherie Phipps
11:20-11:30	<p>Overview of the Role of Advisory Council Members (see Attachment #4 - RMC Advisory Council Overview)</p> <ul style="list-style-type: none">◦ Dagmar Farr provided an overview of the role of the Advisory Council members.• Q&A with Council Members<ul style="list-style-type: none">◦ The committee participated in a discussion regarding extending an invitation to NGA and IGA.	Dagmar Farr
11:30-11:45	<p>Update on Recent Expansion</p> <ul style="list-style-type: none">◦ Cherie Phipps provided an update on the recent expansion in Tennessee. She noted the importance of State associations in moving the global program forward.	Cherie Phipps

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	<ul style="list-style-type: none"> ○ Dagmar Farr reported on the initial discussions initiated by Hy-Vee in Iowa. ○ Cherie Phipps introduced Mike Stigers who provided an overview of SUPERVALU's recent commitment to the RMC program. ○ FMI will work with Mike Stigers to provide a best practices for other wholesalers. 	
11:45-11:50	<p>Overview of 2016 RMC Summit</p> <ul style="list-style-type: none"> ○ Carol Abel provided a brief overview of the RMC Summit which is scheduled to occur on June 23-24, 2016 at the Hyatt Regency Chicago; just after FMI Connect in Chicago. ○ Carol Abel reported that invitations will be extended to Retailers, Community Colleges, State Associations and other key players. ○ Carol Abel reported that a tool kit will be provided as a resource at the Summit. ○ The Summit will be discussed in detail during the December 8 conference call. 	Carol Abel
11:50-11:52	<p>Future Calls/Meeting(s)</p> <p>Dagmar Farr reviewed the upcoming meetings:</p> <ul style="list-style-type: none"> • Conference call on December 8, 2015 to discuss overview of 2016 RMC Summit on June 23-24, 2016 • In-person meeting at 2pm-3pm, Friday, January 22, 2016. Held in Miami Beach, FL just prior to FMI's Midwinter Executive Conference being held January 23-26, 2016 - More info: http://www.fmi.org/mw2016/overview • Conference call in March/April 2016 • 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: http://www.fmiconnect.net/ • Additional conference calls as needed 	Dagmar Farr
11:52-12:00	<p>Q&A with Council Members</p> <ul style="list-style-type: none"> ○ Committee members participated in a discussion regarding other retail management certificates at for-profit colleges. These certificates have not been through the RMC's vetting process. 	Dagmar Farr
12:00	Adjourn	

Attachments Included:

Attachment #2 - RMC Advisory Council Roster

Attachment #3 - RMC Summary

Attachment #4 - RMC Advisory Council Overview

Attachment #5 - FMI ANTITRUST

Retail Management Certificate

Advisory Council Roster

Name	Title	Company	Email	Office Phone	Location	Asst Name	Asst Phone	Asst Email
Kevin Davis	CEO	Bristol Farms	kdavis@bristolfarms.com	310-233-4715	Carson, CA	Patty Simeoni	310-233-4717	psimeoni@bristolfarms.com
Randy Edeker	Chairman of the Board, CEO and President	Hy-Vee, Inc.	redeker@hy-vee.com	515-267-2869	West Des Moines, IA	Laurie Smith	515-267-2822	lsmith@hy-vee.com
Kevin Edmonds	Senior Director, Talent, Performance and Development	The Kroger Co.	kevin.edmonds@kroger.com	513-762-1131	Cincinnati, OH			
Chuck Joseph	President and CEO	Joseph Family Markets, LLC	chuck.joseph@wakefern.com		Avon, CT			
Sheila Laing	Executive Vice President, Chief Customer Officer	Hy-Vee, Inc.	SLaing@hy-vee.com	515-267-2825	Des Moines, IA	Janeane Lynch	515-267-2912	jlynch@hy-vee.com
Harold Lloyd	President	H. Lloyd & Associates, Inc.	harold@hlloydpressents.com	757-721-0017	Virginia Beach, VA			
Bev Lynch	President	Food Industry Association Executives (FIAE)	bev@mgmt57.com	910-575-3423	Sunset Beach, NC			
Brian Poland	Director, Lifelong Learning & Talent Development	Walmart	Brian.Poland@walmart.com					
Rick Rayford (RMC Advisory Council Chair)	President and CEO	Brookshire Grocery Company	rickrayford@brookshires.com	903-534-3035	Tyler, TX			
Mike Stigers	President	Cub Foods / SUPERVALU	mike.stigers@supervalu.com	952-932-2601	Stillwater, MN			
Joan Toth	President and CEO	Network of Executive Women	jtoth@newonline.org	917.592.5070	Chicago, IL			
Carol Abel	Vice President, Education	Food Marketing Institute	cabel@fmi.org	850-385-7915	Arlington, VA			
Dagmar Farr	Senior Vice President, Member Services	Food Marketing Institute	dfarr@fmi.org	202-220-0619	Arlington, VA	Gladys Swearingen		gswearingen@fmi.org
Cherie Phipps	Director, Retail Management Certificate	Western Association of Food Chains	ckester-hipps@cox.net	714-731-7736	Lakewood, CA			
Dana Welch	Grant Director, ACT-On Grant	Tyler Junior College	dwel2@tjc.edu	903-510-2392	Tyler, TX			
Eileen Roehl, CMP (RMC Advisory Council Project Manager)	Project Manager	Food Marketing Institute	eileen.roehl@mu-rfeegroup.com	404-931-8415	Atlanta, GA			

The Grocery Industry Highly Values the Retail Management Certificate

Why the certificate has value:

- Ensures employees will gain the most relevant skills and core competencies needed for success.
- Develops key foundational skills that can be applied immediately in the workplace.
- Builds confidence and significantly increases level of engagement.
- Prepares people to take on a leadership role in the organization.
- Helps workers gain an industry-recognized credential & college credit that leads to a degree.

What Industry Leaders Say:



“Developing leaders within our company is the most important thing we can do. The WAFC-endorsed Retail Management Certificate Program is so important to Bristol Farms that we now require it of anyone who does not have a college degree before they can advance into management. We are proud to invest in our employees’ futures by pre-paying the tuition for this vital education program.”

Kevin Davis
President and CEO
Bristol Farms



“As we look to develop the next generation of leaders within the industry, it is so important to understand that our future success is married to the education of our employees. At Gelson’s Markets we believe that obtaining the Retail Management Certificate is an important and valuable achievement, which demonstrates both the commitment of a student to their career, and to their self-improvement for our mutual benefit.”

Rob McDougall
President /CEO
Gelson’s Markets



“The WAFC Retail Management Certificate Program is one of the best resources I know for building educated and motivated retail teams that have the confidence and skills to consistently perform beyond our customers’ high expectations.”

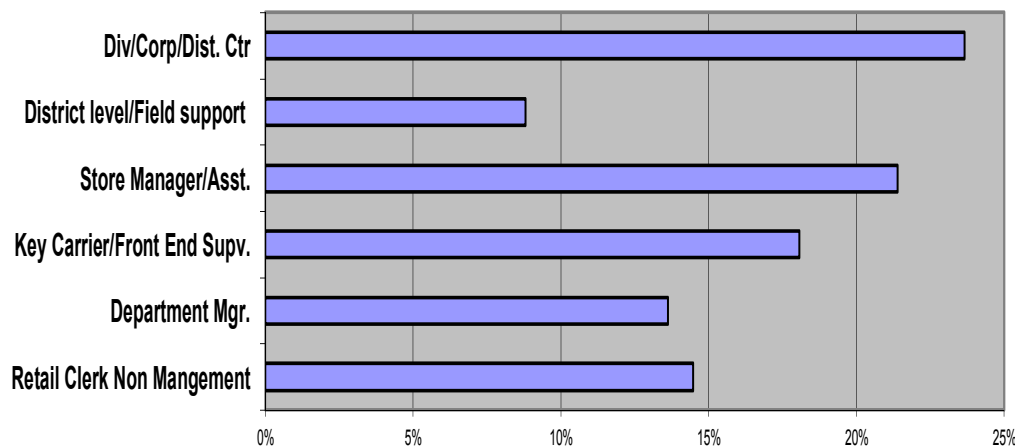
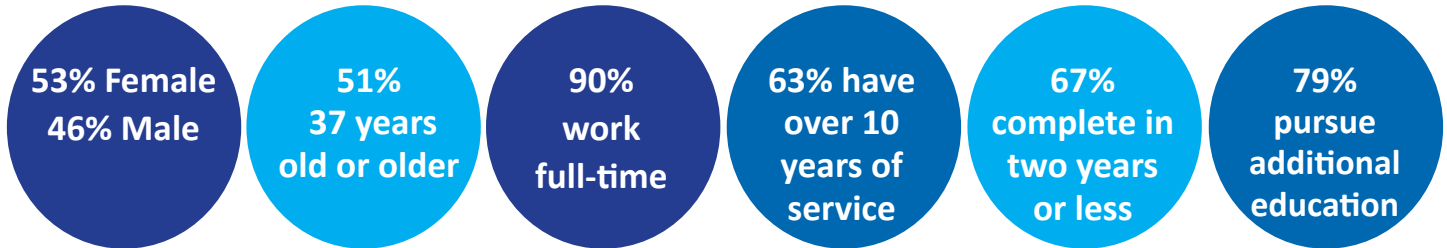
Oscar Gonzalez
President, CEO and Co-owner
Northgate Gonzalez
Markets, Inc.

What Certificate Holders Say:

- 100% say the Certificate coursework relates to real-world experiences.
- 98% believe the Retail Management Certificate program fosters self-confidence & professionalism.
- 89% assert that earning the certificate provides more opportunities & accelerates career advancement.
- 84% want to help promote the certificate in their companies and mentor new students.

Certificate Holders poised for Career Success

Who earns the certificate?



What graduates learn:

Human Relations/Organizational Behavior

Learn human relationship techniques and leadership skills to build strong employer-employee relations.

Computer Applications (Technology)

Learn the latest software applications for business including word processing, spreadsheet, database, and presentation graphics.

Business Communication Skills for Managers

Develop strategies for effective internal and external business communications, including verbal and nonverbal techniques, writing, and public speaking.

Principles of Management

Learn key management concepts and principles to improve business efficiency and productivity.

Principles of Marketing

Learn basic marketing strategies and techniques with regard to the product, pricing, distribution, and communication.

Human Resources Management

Be prepared to handle real employee issues. Learn the skills for human resource planning, staffing, training, compensation, and managing labor relationships.

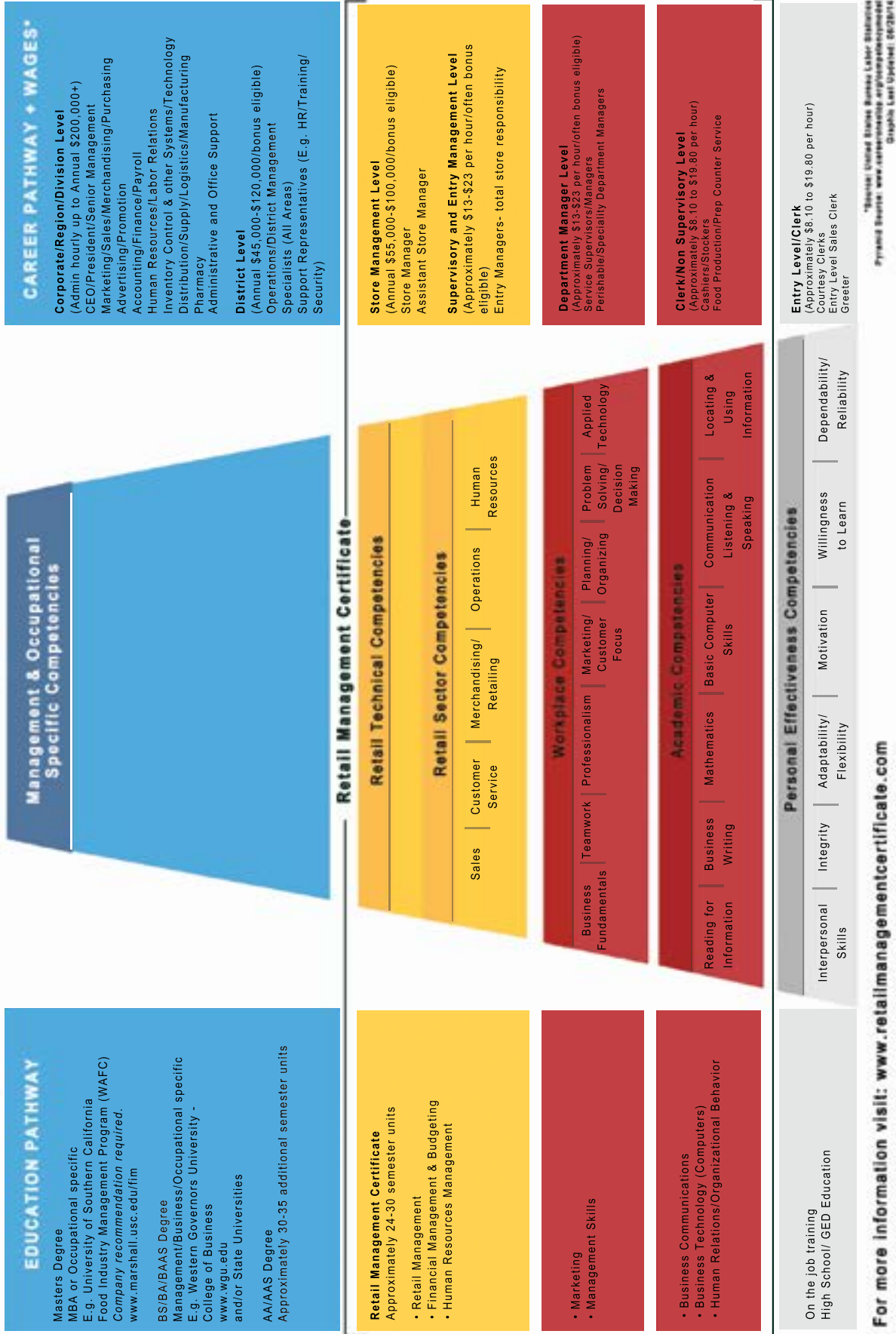
Financial Management & Budgeting

Learn to use accounting, budgeting, and other financial management tools to create, interpret, and analyze financial information for successful operation of a business.

Retail Management

Learn retail management and store operations including merchandising, operations, layout, store organization, site location, and customer service.

Retail Management Certificate Aligned with Retail Competency Model



STUDENT ENROLLMENT UPDATE - FALL 2015

Active WAFC RMCP Companies		S/13	F/13	S /14	F/ 14	S/15	Goal/16
ALBERTSONS/: <i>So Cal/Vons Division</i> (CA)		40	32	32	29	20	363
SAFEWAY <i>Nor Cal Division.</i> (No.CA 9 • NV 0 • HI)		30	28	17	24	9	336
71 total <i>Corporate</i> (CA• AZ• ID)		10	4	4	0	0	--
<i>Phoenix/Southwest Div</i> (AZ 2•NV 0•NM 1• UT• TX)		28*	34*	41*	26*	3*	208
<i>NAT'L SVC. CTR.</i> (AZ)		10*	2	2	1	0	--
<i>Seattle Div</i> (WA 25 •AK 6)		43	40	23	24	31	261
<i>Portland Div</i> (OR 3 • WA)		20	9	13	4	3	156
<i>Intermountain</i> (ID 1•MT 1•WY •CO 2• UT 1•ND +Elko NV)		8	8	8*	1*	5*	83
<i>Denver Div.</i> (CO 0 • WY • NM • NE • SD)		7	12*	7*	4*	0	102
<i>Southern Division</i> (TX •LA •AR •FL)		--	--	--	new	new	70
ASSOCIATED FOODS (UT)		1	6*	6*	6*	4*	54
BASHAS /Food City/ Dine/AJ'S (AZ)		7*	5*	5*	10*	4*	86
BRISTOL FARMS (CA)		0	48*	89*	113*	112*	17
BROOKSHIRE GRO. CO. (TX 132 • LA 36 • AR 1)		113*	169*	158*	176*	169*	137
CARDENAS MKTS (CA)		4	4	4	3	0	36
C & K Markets					new	0	16
C & S WHOLESALE (NorCA • HI 2)						2	10
COSTCO: <i>LA Region</i> (So.CA 18 • HI)		40	40	40	40	18	174
FOODLAND (HI)		0	0	0	0	0	27
GELSON'S (CA)						new	20
KROGER: <i>FOOD 4 LESS</i> (SoCA 129 • NorCA 16 • Midwest 31)		95*	142*	63*	64*	176*	114
514 total <i>FRED MEYER</i> (OR 33 • WA 77 • ID 12 • AK 1)		73*	69*	71*	108*	123*	350
<i>FRY'S</i> (AZ)		4	4	9	54	67*	167
<i>KING SOOPERS/CITY MKT.</i> (CO 57 • WY • UT • NM)		27*	22*	26*	42*	57*	210
<i>QFC</i> (WA)		0	1	0	1	20*	60
<i>RALPHS</i> (CA)		85	154*	112*	93*	67*	200
<i>SMITH'S</i> (NV 2• AZ • UT 2• ID ?• WY • MT • NM)		7*	11*	9*	4*	4*	160
MYERS GROUP					1	0	4
NORTHGATE (CA)		41*	85*	66*	71*	95*	57
95 total <i>LOS ALTOS (CNG) RANCH MARKETS</i> (AZ • TX • NM)		--	--	new	17	0	20
RALEY's (CA • NV)		1	0	0	1	2	117
SAVE MART/FOOD MAXX/LUCKY (CA • NV)		2	2	2	9	17*	170
S & F: <i>CASH & CARRY</i> (OR 3 • WA 8 • CA 13• ID 0 • NV 1)		29*	31*	53*	31*	25*	6
177 total <i>SMART & FINAL</i> (CA 137 • NV 8• AZ 7)		26*	49*	51*	125*	152*	76
STATER BROS. (CA)		249*	221*	248*	207*	121*	185
SUPERIOR GROCERS (CA)		59	42	68	65	91*	45
SUPERVALU (Cub Foods)						new	67
UNIFIED GROCERS –Wholesaler (No CA 0 •So CA --• OR 0 • WA 0)					new	new	26
WAFC						1	☺
WINCO (OR • WA • CA • ID • NV • AZ)		4	38*	33	32	32	150
Suppliers & Non-WAFC Retailers:	COCA-COLA (So.CA • No CA 0 • AZ ? • WA ? • CO •OR •NV• HI 0)	13	1	0	1	0	
	DISCOUNT DRUG MART (OH)	--	--	2	20	20	
	FAREWAY GROCERY (IA)	--	1	1	1	0	
	HAGGEN (OR • WA• CA• AZ• NV)	0	0	1	1	?	
	LA TORTILLA FACTORY (CA)	0	1	1	1	?	
	**RIO RANCH MARKETS Serviced by Unified. (CA)	5	2	2	2	2	
WHOLE FOODS/SoPacRegion (CA ?• NV ?• AZ ?• HI ?)		87	121	98	69	?	
Total Students		1,153	1,448	1,369	1,485	1,392	4,340

*These companies participated in the WAFC Pre-Pay Scholarship Incentive

Retail Management Certificate

National Retail Management Certificate (RMC) Advisory Council Overview

RMC Overview

With the leadership of the Western Association of Food Chains (WAFC), the Retail Management Certificate Program was created by community college and food industry professionals to meet the development needs of the retail food industry. The curriculum (approx. 8 to 9 college courses) is directly linked to the core competencies required for managerial success. The classes are currently available face to face at over 160 community colleges in 14 Western United States and 100% online nationwide. Enrollments continue to grow since the program's launch in 2000 with nearly 1,100 graduates to date.

The Community College level "Retail Management Certificate" program is comprised of content in the following areas: Human Relations and Organizational Leadership, Business Technology (Computer Applications), Business Communications (Written/Oral), Principles of Management, Principles of Marketing, Human Resources Management, Financial Management and Budgeting and Retail Management.

People who complete the entire certificate program are eligible for dual certification: a Retail Management Certificate from the community college they have attended a specially recognized educational certificate awarded by the food industry. For detailed information, please visit www.RetailManagementCertificate.com.

RMC Mission

The National Retail Management Certificate (RMC) Advisory Council's mission is to expand the WAFC Retail Management Certificate Program nationwide.

RMC Program Goals

- Build national awareness and commitment to the RMC program.
- Provide food industry retail companies with the necessary information and tools to engage their associates in the RMC program.
- Provide the food industry workforce with the skills and competencies needed by industry.

Retail Management Certificate

National Retail Management Certificate (RMC) Advisory Council Overview

Advisory Council

The National Advisory Council will include 10 – 15 stake holders from the Food Marketing Institute (FMI), the Western Association of Food Chains (WAFC), Tyler Junior College, Texas and leading retail and wholesaler food businesses, non-traditional grocery stores, philanthropic and other appropriate entities.

The Advisory Council members' primary focus will be to execute the mission and goals outlined in this prospectus.

- Will work to foster a common understanding and awareness of the RMC program.
- Will work in conjunction with FMI's Members Services Committee.
- Will participate in scheduled conference calls.
- Will meet in person at least once a year.
- Will provide input and guidance on developing business-focused collateral designed to help retail businesses adopt and implement the RMC program.
- Will participate in the National Retail Summit to be held in June of 2016 in collaboration with FMI Connect in Chicago, Illinois.
- Will work on the development of a sustainable business model for scaling the RMC program nationally.
- Will be Ambassadors of the Retail Management Certificate Program to promote the goals and objectives of the Council.

Time Commitment

Council Members will be expected to participate in:

- Kick-off conference call on October 29, 2015 11am ET
- Early-December conference call to discuss overview of 2016 RMC Summit on June 23-24, 2016
- In-person meeting on the afternoon of January 22, 2016. Held in Miami Beach, FL just prior to FMI's Midwinter Executive Conference being held January 23-26, 2016 - More info: <http://www.fmi.org/mw2016/overview>
- 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: <http://www.fmiconnect.net/>
- Additional conference calls as needed

If unable to participate, Council members will be able to designate "substitutes" to participate in aforementioned activities.

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National Retail Management Certificate (RMC) Advisory Council Overview

Term

Each member will serve through June 2016.

Advisory Council Members

- Kevin Davis - CEO, Bristol Farms
- Randy Edeker - Chairman of the Board, CEO and President, Hy-Vee, Inc.
- Kevin Edmonds - Senior Director, Talent, Performance and Development, The Kroger Co.
- Chuck Joseph - President and CEO, Joseph Family Markets, LLC
- Sheila Laing - Executive Vice President, Chief Customer Officer, Hy-Vee, Inc.
- Harold Lloyd - President, H. Lloyd & Associates, Inc.
- Bev Lynch - President, Food Industry Association Executives (FIAE)
- Brian Poland - Director, Lifelong Learning & Talent Development, Walmart
- Rick Rayford - President and CEO, Brookshire Grocery Company
- Mike Stigers - President, Cub Foods / SUPERVALU
- Joan Toth - President and CEO, Network of Executive Women
- Carol Abel - Vice President, Education, Food Marketing Institute
- Dagmar Farr - Senior Vice President, Member Services, Food Marketing Institute
- Cherie Phipps - Director, Retail Management Certificate, Western Association of Food Chains
- Dana Welch - Grant Director, ACT-On Grant, Tyler Junior College

Food Marketing Institute (FMI)

The Food Marketing Institute proudly advocates on behalf of the food retail industry. FMI's U.S. members operate nearly 40,000 retail food stores and 25,000 pharmacies, representing a combined annual sales volume of almost \$770 billion. Through programs in public affairs, food safety, research, education and industry relations, FMI offers resources and provides valuable benefits to more than 1,225 food retail and wholesale member companies in the United States and around the world. FMI Membership covers the spectrum of diverse venues where food is sold, including single owner grocery stores, large multi-store supermarket chains and mixed retail stores. To learn more about FMI visit www.fmi.org.

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National Retail Management Certificate (RMC) Advisory Council Overview

Western Association of Food Chains (WAFC)

Established in 1921, the Western Association of Food Chains is a non-profit organization comprised of retailers and wholesalers in the Western United States representing over 7,500 supermarkets and \$200 billion dollars in annual sales. The WAFC's primary mission is to provide educational and leadership opportunities for food industry associates that help advance employees into successful careers.

The WAFC's most far reaching educational program is the Retail Management Certificate, an accredited community college program that provides the core skills and knowledge to move into a management role in the retail industry. The WAFC's education efforts are guided by their board of directors, which includes many of the food industry's top leaders. WAFC company employees are strongly encouraged to earn the Retail Management certificate and receive special benefits upon completion. To learn more about the WAFC visit www.wafc.com.

Questions?

For detailed information, please visit www.RetailManagementCertificate.com or contact:

Carol Abel
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Cherie Phipps
Director, Retail Management Certificate
Western Association of Food Chains (WAFC)
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FMI ANTITRUST STATEMENT

FMI believes strongly in competition. Our antitrust laws are the rules under which our competitive system operates. It is FMI's policy to comply in all respects with the antitrust laws.

Association meetings or workshops by their very nature bring competitors together. It is expected that all member representatives involved in FMI activities, as well as FMI consultants and other participants, will be sensitive to the legal issues and act in compliance with applicable antitrust and competition laws both at FMI meetings and FMI-sponsored events.

Accordingly, it is necessary to avoid discussions of sensitive topics that can create antitrust concerns. Agreements to fix prices, allocate markets, engage in product boycotts and to refuse to deal with third parties are illegal under the antitrust laws. At any association meeting discussions of prices (including elements of prices such as allowances and credit terms), quality ratings of suppliers, and discussions that may cause a competitor to cease purchasing from a particular supplier, or selling to a particular customer, should be avoided. Also, there should be no discussion that might be interpreted as a dividing up of territories.

An antitrust violation does not require proof of a formal agreement. A discussion of a sensitive topic, such as price, followed by action by those involved or present at the discussion is enough to show a price fixing conspiracy. As a result, those attending an association-sponsored meeting should remember the importance of avoiding not only unlawful activities, but even the appearance of unlawful activity.

As a practical matter violations of these rules can have serious consequences for a company and its employees. Antitrust investigations and litigation are lengthy, complex and disruptive. The Sherman Act is a criminal statute, and may even result in penalties punishable by steep fines and imprisonment. The Justice Department, state attorneys general and any person or company injured by a violation of the antitrust laws may bring an action for three times the amount of the damages, plus attorney's fees.

January 2012