

AGA 2016 Annual Convention • July 24-27
Grand Hotel Marriott Resort, Golf Club & Spa • Point Clear, Alabama



A Quarter-Century
of PROGRESS



Alabama Grocers Association 2016 Annual Convention

A Quarter Century of Progress

July 24 - July 27, 2016 • Grand Hotel Marriot Resort, Golf Club & Spa

CONVENTION SCHEDULE

Monday, July 25, 2016

8:00 a.m.	Golf Tournament – Lakewood Golf Club (Azalea Course)
10:00 a.m. – 5:00 p.m.	Registration Desk Open – Grand Foyer
10:00 a.m. – 5:00 p.m.	Exhibitor Setup – Grand Ballroom
5:30 p.m. – 6:30 p.m.	4 Star Reception - Invitation Only
6:00 p.m.	Board of Directors Reception – Magnolia 4 Ballroom
6:00 p.m. – 10:00 p.m.	Children's Program – Beachside Ballroom
7:00 p.m. – 8:00 p.m.	Welcome Dinner – Azalea Ballroom
8:00 p.m. – 10:00 p.m.	Casino Night/Silent Auction – Magnolia 4 Ballroom

Tuesday, July 26, 2016

6:45 a.m. – 8:30 a.m.	Breakfast – Magnolia 4 Ballroom
7:00 a.m. – 5:00 p.m.	Registration Desk Open – Grand Foyer
7:00 a.m. – 10:00 a.m.	Exhibitor Set Up – Grand Ballroom
8:00 a.m. – 12:00 noon	Business Forum – Azalea Ballroom
10:00 a.m.	Bingo - Magnolia 4 Ballroom
12:30 p.m. – 3:30 p.m.	Exhibit Hall Open – Grand Ballroom
6:00 p.m. – 10:00 p.m.	Children's Program – Beachside Ballroom
6:00 p.m.	Vice Chairman's Reception – Azalea Ballroom
7:00 p.m.	Chairman's Banquet - Grand Ballroom
8:30 p.m.	Celebrity Entertainment – Grand Ballroom

Wednesday, July 27, 2016

7:00 a.m. – 8:30 a.m.	Closing Breakfast – Magnolia Ballroom 4
8:00 a.m. – 10:00 a.m.	Buy Alabama's Best Annual Meeting - Beachside Ballroom

Monday Night Entertainment - Casino Night

Sponsored by: Pepsi-Cola USA, the Pepsi-Cola Bottlers of Alabama, the Buffalo Rock Company & Mitchell Grocery Corporation

Join us Monday Night for the much anticipated return of Casino Night! Join us to try your hand at Roulette, Craps, Black Jack, Stud Poker & Texas Hold'em. At the end of the night you will exchange your casino winnings in for raffle tickets and use those tickets for a chance to win prizes. Also on Monday Night we will host our Annual Alabama Grocers Education Foundation Silent Auction! Bidders will have the chance to win some amazing items during our auction and all proceeds from this event go to fund scholarships for deserving college students.



Tuesday Night Entertainment – Deana Carter

Sponsored by: Coca-Cola North American and the Coca-Cola Bottlers of Alabama

Drenched in sun-kissed natural beauty both inside and out, Deana Carter didn't take a seemingly easy route to stardom, but instead chose to defy the conventional expectations of the typical Nashville artist blueprint and make her own mark. And she did, undeniably taking the industry and fans by storm with her wildly successful multi-platinum international debut *Did I Shave My Legs For This?* more than a decade ago. Anchored by the dreamy super hit "Strawberry Wine", Carter showcased her own blend of country and retro-rock sprinkled with the folksy singer/songwriter qualities that have garnered Deana Carter well-deserved respect and wild acclaim.

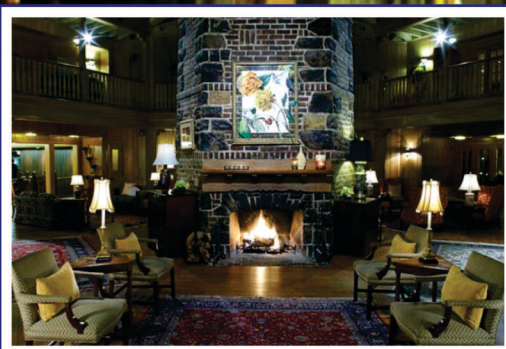
Carter now divides her time between Los Angeles and Nashville, writing and producing for both the pop/rock and country markets when not on the road touring. Her superstar success continues to be evident as last year's chart topper "You & Tequila", co-written with Matraca Berg and recorded by Kenny Chesney, was nominated as CMA's "Song of the Year", as well as two Grammy nods, notable the coveted "Song of the Year", and, also, received a nomination as ACM's "Song of the Year". Carter also recently co-wrote and produced a new album for recording artist Audra Mae while putting the finishing touches on her own *Southern Way of Life*. Singer, songwriter, producer – Deana Carter continues to defy conventional expectations, making waves as she makes great music.



Join us at the Grand Hotel Marriot
Resort, Golf Club & Spa!



...one of Alabama's most attractive features
and one of the world's top hotels and spas!

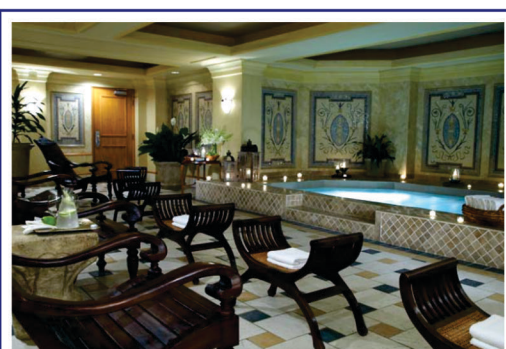


The Grand Hotel Marriot Resort, Golf Club & Spa accommodations offer refreshing seaside alternatives including lavish amenities including new Revive bedding package. The hotel has 405 spacious and newly renovated guest rooms & suites featuring 32" to 37" LCD Hi-Def televisions. The resort's rooms offer beautiful Bay or Marina views, or stunning pool and garden vistas. This hotel has done a great job of keeping in touch with its long history dating back to 1847 while still keeping up to date with technology and the needs of their patrons.



Family-Friendly Amenities & Functions

The Grand Hotel Marriot Resort offers wide variety of family friendly functions including kids Grand Hotel Fun Camp, Teen Center, bicycles, putting green, croquet court, volleyball, table tennis, horseshoe pits, and a private beach for sailing, fly-fishing, jet-skiing and kayaking. They also boast a Grand Feature Outdoor Pool. This Fairhope, Alabama hotel's 550 acres overlook the Mobile Bay and contain many activities to keep your entire family entertained.



A Nationally-Renowned Spa

The 20,000 Sq. Ft. European style Spa at the Grand overlooks the Marina and has ranked 15th among the Top 20 Spas in the South. The Spa has nine temperature controlled treatment rooms, separate men's and women's lounge with lockers, steam and sauna rooms, whirlpools, indoor pool, state-of-the-art Fitness Center and Movement Studio, full-service Spa Salon and Spa Boutique.

Spa services include: Aromatic Warm Stone Massage, Asian Barefoot Massage, Stress Releasing Massage, Deep Tissue Massage, Aromatherapy, Essential Oil Massage, Couples Massage, Foot Massage, Facials, Manicures, Pedicures, Waxing, Microdermabrasion, Makeup Services, and Hair Design and Color Services. Be sure when you call the Spa to make an appointment during the Convention, you tell them you are with AGA.

The phone number is 251-990-6385 (appointments are required).



Fantastic Golf!

Join us for our Golf Tournament on Monday, July 25, 2016 as we hit the links at Lakewood Golf Club, located at one of the most renowned Golf Coast golf resorts on the legendary Robert Trent Jones Golf Trail. Rolling fairways and tight greens, spring fed lakes, meandering streams and stands of mature trees make the 36 holes of Lakewood both beautiful and challenging. You'll feel the rich history of Lakewood as you play beneath 200 year old oaks down a carpet of green, past crystal clear lakes and streams. Recent updates, renovations and ongoing world-class grounds maintenance assure your experience is cutting-edge on this historic course.



**Alabama Grocers Association 2016 Convention
Saturday, July 24 - Wednesday, July 27, 2016**



**Grand Hotel Marriott Resort, Golf Club & Spa
Housing Request Form**



Please print legibly and fax to
Grand Hotel Marriott Resort, Golf Club & Spa
Fax: 205.823.5146 or Call: 800.844.2391
Online Booking: <http://www.alabamagrocers.org>

Number in Party: Adults _____ Children _____

Name: _____

Company Name: _____ Phone #: _____

Address: _____

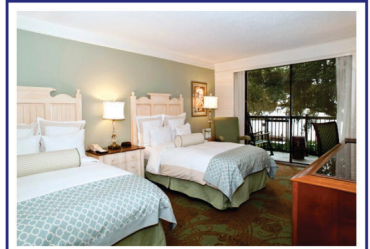
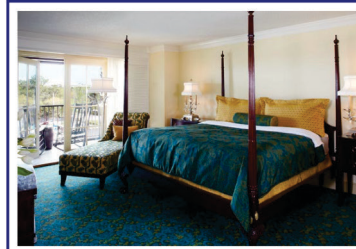
City/State/Zip: _____

E-Mail: _____

Arrival Day/Date: _____ Departure Day/Date: _____

Room Type Requested (Indicate One):

ACCOMMODATIONS	RATE
<input type="radio"/> Deluxe Resort View Room	\$190
<input type="radio"/> Deluxe Bay View Room	\$230
<input type="radio"/> Deluxe Spa Resort View Room	\$220
<input type="radio"/> Deluxe Spa Bay View Room	\$270



Your cut-off date for reservations is June 27, 2016, after which rooms will be sold on a space-available basis.

Check-in time is 4:00pm and Check-out time is 11:00am.

A credit card must be given to secure hotel room.

All room rates quoted DO NOT include taxes and fees.

Room accommodations are filled on a first-come, first-served basis.

All cancellations must be made 5 days prior to arrival.

PAYMENT METHOD (Indicate One): Visa MasterCard American Express Discover

Credit Card #: _____ Expiration Date: _____

Name On Card #: _____ See Code (Back of Card): _____

Signature: _____



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REGISTRATION FORM

Full Registration:

Full Registration includes Monday Night Reception, Dinner & Entertainment; Tuesday Morning Breakfast Buffett and Business Session, Exhibit Hall Entrance, Tuesday Night Reception, Dinner & Entertainment and Wednesday Morning Breakfast. Non-Members must purchase full registration package. No individual tickets will be offered to Non-Members. Spouse Registration includes Bingo.

For the Kids:

For children 4-12 we are offering a Child Registration Package which will include: Monday night kids program, Tuesday breakfast, Bingo, Tuesday night kids program and Wednesday breakfast. Monday and Tuesday night programs will run from 6pm to 10pm.

Golf Classic:

The Larry D. Eddleman Golf Classic will be at Lakewood Golf Club (Azalea Course). We will have a shotgun scramble at 8am. Your fee includes Green Fees, Half Cart, Breakfast and Mulligans.

COST:

	Before June 15	After June 15
Member Registration	\$300	\$375
Non-Member Registration	\$500	\$625
Spouses and Kids Registration	\$275	\$330
Child Registration Package	\$200	\$240
Member Golf	\$175	\$210
Non-Member Golf	\$250	\$315

Company Name: _____

Contact: _____ Phone #: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

PAYMENT METHOD (Indicate One): Bill Me Check (Check# _____)

Credit Card (Circle Type) AmEx Visa MasterCard Discover

Credit Card #: _____ Exp Date: _____ CCV/Sec Code: _____

Name on Card: _____ Signature: _____

Total Amount Due (Add Total from Attendees Form): _____

Please return completed form to:

AGA • 300 Vestavia Parkway • Suite. 3500 • Birmingham, AL 35216 • (800) 844.2391 • Fax: (205) 823-5146

Or register online at www.alabamagrocers.org.

Cancellation Policy:

Requests for refunds must be postmarked or emailed to jbrown@alabamagrocers.org by July 1, 2016. A \$25.00 processing fee will be charged. After July 1, 2016, no refunds will be issued.

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ATTENDEES FORM

ATTENDEE #1:

Name: _____ Email: _____

Type of Registration:

- Member (\$300/\$375)
- Non-Member (\$500/\$625)
- Spouse/Child Over 12 (\$275/\$330)
- Child Registration (\$200/\$240)
- Name Tag Only (\$0)

Registration Additions:

- Member Golf (\$175/\$210)
- Non-Member Golf (\$250)
- \$5000 Drawing Ticket: \$50 Each _____ # of Tickets
- Silent Auction Donation (\$100)

List Food Allergies (or Special Needs) _____

Attendee #1 Total: _____

ATTENDEE #2:

Name: _____ Email: _____

Type of Registration:

- Member (\$300/\$375)
- Non-Member (\$500/\$625)
- Spouse/Child Over 12 (\$275/\$330)
- Child Registration (\$200/\$240)
- Name Tag Only (\$0)

Registration Additions:

- Member Golf (\$175/\$210)
- Non-Member Golf (\$250)
- \$5000 Drawing Ticket: \$50 Each _____ # of Tickets
- Silent Auction Donation (\$100)

List Food Allergies (or Special Needs) _____

Attendee #2 Total: _____

ATTENDEE #3:

Name: _____ Email: _____

Type of Registration:

- Member (\$300/\$375)
- Non-Member (\$500/\$625)
- Spouse/Child Over 12 (\$275/\$330)
- Child Registration (\$200/\$240)
- Name Tag Only (\$0)

Registration Additions:

- Member Golf (\$175/\$210)
- Non-Member Golf (\$250)
- \$5000 Drawing Ticket: \$50 Each _____ # of Tickets
- Silent Auction Donation (\$100)

List Food Allergies (or Special Needs) _____

Attendee #3 Total: _____

ATTENDEE #4:

Name: _____ Email: _____

Type of Registration:

- Member (\$300/\$375)
- Non-Member (\$500/\$625)
- Spouse/Child Over 12 (\$275/\$330)
- Child Registration (\$200/\$240)
- Name Tag Only (\$0)

Registration Additions:

- Member Golf (\$175/\$210)
- Non-Member Golf (\$250)
- \$5000 Drawing Ticket: \$50 Each _____ # of Tickets
- Silent Auction Donation (\$100)

List Food Allergies (or Special Needs) _____

Attendee #4 Total: _____

Include Attendee(s) Total on Registration Form (Total)

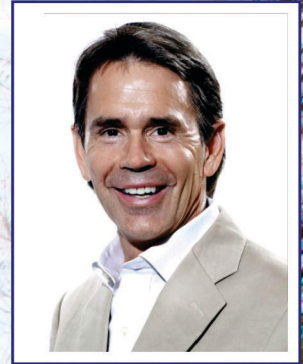
Harold Lloyd, Leading Expert in the Retail Industry

For over 20 years Harold Lloyd's mission has been to provide executive-level assistance to companies on a temporary basis, eliminating the need to add permanent top management overhead.

Harold Lloyd has spent the last two decades working very closely with small and large businesses to provide a powerful push in the right direction. He is the author of the book "It's About Time" which focuses on time management.

Harold completed his formal education at the University of Pennsylvania's Wharton School with a Bachelor of Science degree in Economics, and went on to earn his MBA with Honors in Marketing from the University of Chicago. His appreciation for the formal education process motivated him to teach part time at two community colleges over an 8-year period, rewarding him and his company with the opportunity to instruct, observe, and recruit some of his best students.

After 14 years of coaching, Harold decided to return to the business world in a more "hands-on" capacity, partly to test the theories he has been espousing for over a decade. Harold and Deanna Lloyd became franchise developers for Friendly's Restaurants in the Tidewater Virginia area. Their first store was voted Virginia's #1 Casual Dining Restaurant for 3 consecutive years.



Manager Panel

This year's manager panel will feature 4 store managers to come in and talk about "A Day in the Shoes of a Store Manager". They will enlighten our attendees on how to deal with issues in the store, how they interact with sales people, and some of their best practices for their store. Companies participating on the panel include Food Giant, Publix Super Markets, Inc., Western Supermarkets and Winn-Dixie.

FOOD GIANT

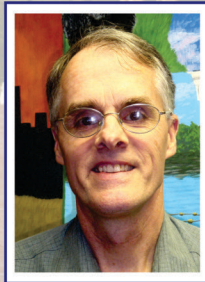
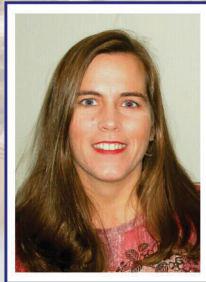


WESTERN
Market

Winn-Dixie

Regulatory Panel

Don't miss this opportunity to network and meet representatives from regulatory agencies across the state and learn best practices for your store! These agencies will cover the top 5 violations and how to manage these issues so that you can run your business more efficiently and without incidents. This panel discussion is sure to enlighten participants as well as provide valuable information and insight which could help your organization's bottom line.



PANELISTS (left to right):

Stacey Neumann, Vendor Management Director - Division of WIC, Bureau of Family Health Services

Mark Sestak, Deputy Director - Division of Food, Milk & Lodging, Alabama Department of Public Health

Don Horne, Senior Program Specialist - Investigation Analysis Branch, USDA Food & Nutrition Services

Lance Hester, Division Director of Food Safety Alabama Department of Agriculture & Industries

Hot Category Trends

Become part of the discussion!

Would you like the opportunity to promote your company at the Convention during the Business Forum? Is there some new trend within your industry? This year we will be bringing in Harold Lloyd to assist us in various panel discussions. He will also be helping us with our 4 'Hot Category Trends' seminars. We will be allowing 4 companies to come in and talk for 15 minutes each which will include discussion about industry trends, hot topics, and a 2-3 minute commercial about your company.

There are a few stipulations:

1. Only 1 company per category will be allowed to participate this year. i.e. snack foods, dairy, soft drinks, etc.
2. The cost will be \$2,000.
3. You will be required to work directly with Harold Lloyd to get your presentation approved in advance.

If you are interested in this opportunity, please call Ellie Taylor at 205.823.5498.

Exclusive Opportunity for 4 Companies to Participate & Represent Their Industry Category!



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Convention Sponsorship & Advertising

Sponsorship Levels

- Silver \$500-\$999
- Gold \$1,000-\$2,499
- Platinum \$2,500-4,999
- Diamond \$5,000 & ABOVE

Sponsorship Type (Indicate One):

- Diamond
 Platinum
 Gold
 Silver

Sponsor 1st Choice: _____

Sponsor 2nd Choice: _____

Sponsorship Total: _____

Diamond Sponsorship

- Board Meeting & Dinner
- Business Educational Session
- Tuesday Celebrity Entertainment
- Chairman's Banquet
- Golf Tournament
- Welcome Night Dinner
- Welcome Night Entertainment

Platinum, Gold & Silver Sponsorship

- Board of Directors Reception
- Chairman's Gift
- Convention Registration
- Children's Program
- Exhibit Hall
- Golf Breakfast
- Golf Prizes
- Golf Refreshments
- Grand Prize
- Posters & Awards
- Program Scheduler
- Tuesday Breakfast
- Vice Chairman's Blazer
- Vice Chairman's Reception
- Wednesday Breakfast

Advertising Specifications

- Offset Size: 8 1/2" X 11"
- Bleed: 1/8"
- Ad Sizes:
 - 8 1/2" X 11" Full Page
 - 8 1/2" X 5 1/2" Half Page
- Cost of Full-Color Ad:
 - Full Page – \$900 Half Page – \$600
- Acceptable File Formats: PDF, JPEG and TIFF
- 10% Discount if Ad & Payment are received by June 1, 2016
- Email Ad to jbrown@alabamagrocers.org by June 15, 2016

Ad Type:

- Full Page
 Half Page
 Repeat 2015

Advertising Total: _____

For more information about advertising or sponsorship, please contact Jessica Brown at (205) 823-8544 or email: jbrown@alabamagrocers.org

Company Name: _____

Contact Name: _____ Phone #: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

PAYMENT METHOD (Indicate One): Bill Me Check (Check# _____)

Credit Card (Circle Type) AmEx Visa MasterCard Discover

Credit Card #: _____ Exp Date: _____ CCV/Sec Code: _____

Name on Card: _____ Signature: _____

Please return form to: AGA • 300 Vestavia Pkwy. • Suite 3500 • Birmingham, AL 35216
 (205) 823-8544 • Fax (205) 823-5146 • E-mail: jbrown@alabamagrocers.org



AGA is celebrating a Quarter Century of Progress for the 2016 AGA Convention!

Please join us as we host this year's convention in grand style at one of Alabama's most attractive features on the Eastern Shore of the Mobile Bay! The Grand Hotel Marriott Resort, Golf Club & Spa boasts being one of the "Top 125 Golf Resorts" and "Top 500 Hotels in the World" by Travel & Leisure. The spa has been ranked 15th among the top 20 Resorts in the South by Conde Nast Magazine and the Hotel is a proud member of the Historic Hotels in America.