



*Alabama Grocers
Association
2017 Annual
Convention*

*Join us for our return
To Sandestin Golf
& Beach Resort*

July 24-26, 2017





Alabama Grocers Association 2017 Annual Convention July 24-26, 2017 • Sandestin Golf & Beach Resort

BUSINESS FORUM SPEAKERS

KEYNOTE SPEAKER - THOM SINGER "CONNECTING WITH PEOPLE IN A GADGET CRAZED WORLD"



Thom Singer, CSP, has more than 25 years of sales and marketing experience with firms such as RR Donnelley, Brobeck Phleger & Harrison LLP, Andrews Kurth LLP, Marsh Inc., and Wells Fargo Bank. He is an expert in human engagement and has trained thousands of professionals in the art of building professional contacts that lead to increased business.

During his Keynote, he will talk about how in today's distracted work environment there is a disconnect between social media "likes", "links", "shares" and "follows" and real meaningful business connections. Thom's will work to help people get back to the basics of relationships that lead to better opportunities and more sales.

Thom has authored twelve books on the power of business relationships, sales, networking, presentation skills and entrepreneurship, and regularly speaks to corporate, law firm and convention audiences. He is also the host of the popular "Cool Things Entrepreneurs Do" podcast. Thom interviews business leaders, entrepreneurs, solopreneurs, and others who possess an extra dose of the entrepreneurial spirit.

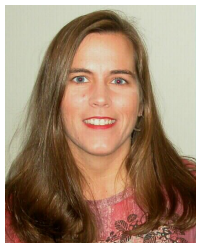
ACTIVE SHOOTER SEMINAR

Active shooter incidents are often unpredictable and evolve quickly. In the midst of the chaos, anyone can play an integral role in mitigating the impacts of an active shooter incident. An active shooter is an individual actively engaged in killing or attempting to kill people in a confined and other populated area. In most cases, active shooters use firearms and there is no pattern or method to their selection of victims.

In this active shooter seminar, you will learn to manage real-life situations and address employer responsibilities, develop comprehensive workplace strategies and prevention plans, how to de-escalate and minimize violent outbursts, reduce security risks in your workplace, how to work with local law enforcement agencies and how to defuse active shooter incidents. If you do not already have an active shooter plan for your company, this is a must attend seminar for you and your employees.



ALABAMA E-WIC SEMINAR— MS. STACEY NEUMANN



The Alabama WIC Department and the AGA WIC Task Force have worked together for many years to make e-WIC a reality in Alabama. Several years ago, after much research, the decision was made by Alabama WIC to select an online system to replace the current paper based delivery system as part of the planning phase. Alabama WIC is now entering the implementation phase. The City of Montgomery has been selected as the pilot site. Following a three (3) month pilot we will begin statewide roll out. The pilot is estimated to begin February/March of 2018 with statewide roll out beginning at the end of the three (3) month pilot.

Join us as Stacey Neumann, Vendor Management Director, Alabama WIC Department discusses the new online e-WIC rollout, gives us a timeline for implementation and shares how moving to this system in 2018 will result in smoother transactions at the register, automatic electronic claim payments and reduced time "in lane" for consumers.

E-COMMERCE PANEL

Look around the next time you're in a grocery store and you'll see that the category is changing in ways beyond screens and phones.

Two of most obvious upgrades are the additions of home delivery (HD) and click-and-collect (CnC) services. It's important to note that there is not a single flavor of each. CnC, broadly speaking, involves any fulfillment process in which the consumer orders an item online and travels somewhere to pick it up. As you might expect, CnC does not have a fixed operational model nor is it necessarily tied to a traditional store footprint. It can involve going to a traditional store or picking up at dedicated lanes outside of one. It can even include getting items at lockers or drive-through convenience stores.

HD is similarly diverse. It can involve scheduled or unscheduled delivery with different time frames (including almost immediately). We're also seeing personal shoppers and organized parcel delivery, with additional models coming soon.



In our e-commerce Panel Discussion, you will hear from grocery warehouse operators and small retailers that are currently offering e-commerce. You will learn why it is important, consumer trends, utilization, ease of access and best practices. Every retailer should attend this panel discussion and start the conversation of e-commerce for your company.



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SPONSORSHIP & ADVERTISING FORM



SPONSORSHIP LEVELS

- Silver \$1,000 - \$1,999
- Gold \$2,000 - \$2,999
- Platinum \$3,000 - \$4,999
- Diamond \$5,000 +

DIAMOND SPONSORSHIP

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



PLATINUM, GOLD & SILVER SPONSORSHIP

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



SPONSORSHIP TYPE (Indicate One):

- Diamond
- Platinum
- Gold
- Silver

Sponsor 1st Choice: _____

Sponsor 2nd Choice: _____

SPONSORSHIP TOTAL: \$ _____

ADVERTISING SPECIFICATIONS

Offset Size: 8.5" X 11"

Bleed: 1/8 inch

Ad Sizes

Full Page Ad - 8.5" X 11"

Half Page ad - 8.5" X 5.5"

Cost - Full Page = \$900 / Half Page = \$600

Acceptable Formats: PDF, JPG or TIFF

10% Discount if Ad & Payment are received by June 1, 2017

Email Ad to jbrown@alabamagrocers.org by June 15, 2017

For more information on sponsorship and advertising opportunities, please contact Jessica Brown at 205-823-5498 or jbrown@alabamagrocers.org

Company Name: _____

Contact: _____ Phone #: _____

Address: _____

City/State/Zip: _____

E-mail Address: _____

PAYMENT: (Indicate One): Bill Me Check (Check #) Credit Card

Credit Card #: _____ Exp. Date: _____ CVV#: _____

Name on card: _____ Zip code attached to card: _____

Signature: _____



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TENTATIVE CONVENTION SCHEDULE

Monday, July 24, 2017

8:00 a.m.
10:00 a.m. to 5:00 p.m.
10:00 a.m. to 4:30 p.m.
5:30 p.m. to 6:30 p.m.
6:00 p.m.
6:00 p.m. to 10:00 p.m.
7:00 p.m.

Golf Tournament - Baytowne Golf Course
Registration Desk Open - Magnolia Foyer
Exhibitor Setup - Magnolia Ballroom
4 Star Reception - Invitation Only
Board of Directors Reception - Magnolia Foyer
Children's Program - Jasmine Ballroom
Casino/Silent Auction Party- Azalea Ballroom



Tuesday, July 25, 2017

6:30 a.m. to 9:30 a.m.
7:00 a.m. to 5:00 p.m.
7:00 a.m. to 10:00 a.m.
8:00 a.m. to 12:00 noon
10:00 a.m.
12:30 noon to 3:30 p.m.
6:00 p.m. to 10:00 p.m.
6:00 p.m.
7:00 p.m.
8:30 p.m.

Breakfast - Azalea I Ballroom
Registration Desk Open - Magnolia Foyer
Exhibitor Set Up - Magnolia Ballroom
Business Forum - Azalea II & III Ballroom
Bingo - Camellia Ballroom
Exhibit Hall Open - Magnolia Ballroom
Children's Program - Camellia I Ballroom
Vice Chairman's Reception - Magnolia Foyer
Chairman's Banquet - Azalea Ballroom
Celebrity Entertainment - Azalea Ballroom



Wednesday, July 26, 2017

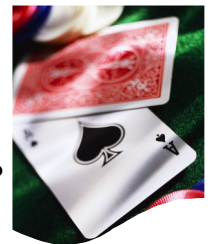
7:00 a.m. to 10:00 a.m.

Closing Breakfast - Azalea I & II Ballroom

★ ★ CONVENTION ENTERTAINMENT ★ ★

Monday Night Entertainment – CASINO NIGHT PARTY! Sponsored by: Pepsi-Cola USA, the Pepsi-Cola Bottlers of Alabama, the Buffalo Rock Company & Mitchell Grocery Corporation

Join us Monday Night for an amazing Casino/Silent Auction Party. You will be able to try your hand at craps, roulette, black jack and much more. When casino closes, you will be able to use your casino cash to bid on prizes & be sure to stay for some amazing door prizes at the end of the evening! During the Casino Party we will hold both our Live and Silent Auctions. Be sure to register so you can bid on your mobile device! Radio Personality Ryan Brown, from WJOX Roundtable, will be the auctioneer for this event.



Tuesday Night Entertainment - FOOTBALL LEGEND AL DEL GRECO Sponsored by: Coca-Cola North American and the Coca-Cola Bottlers of AL

Tuesday Night will be "Wear Your Team Colors" night. Following the Chairman's banquet, football star and radio personality, Mr. Al Del Greco a place kick for Auburn University and kicker for the Green Bay Packers, St. Louis/Phoenix Cardinals and Houston/Tennessee Oilers/Titans will address those in attendance.

Al Del Greco finished his 17 NFL career with 347 of 449 (77%) field goals and 551 of 554 (99%) extra points. At Auburn, AL was a 4 year letterman completing 110 out of 111 PAT's. Today he co-hosts "The Opening Drive" on WJOX in Birmingham with Jay Barker and Tony Kurre.





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REGISTRATION FORM

FULL REGISTRATION:

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

FOR THE KIDS:

For children 4-12 we are offering a Child Registration Package which will include: Monday Night Children's Program, Tuesday Breakfast, Bingo, Tuesday Night Children's Program and Wednesday Breakfast.

GOLF CLASSIC:

The Larry D. Eddleman Golf Classic will be at the Baytowne Golf Course. We will have a shotgun scramble at 8am. Your fee includes Green Fees, Half Cart, Continental Breakfast and Mulligans.



COST:

	Before June 1st	After June 1st
Member Registration	\$300	\$375
Non-Member Registration	\$500	\$625
Spouse & Children Over 12 Registration	\$275	\$330
Child 4-12 Registration	\$200	\$240
Member Golf	\$175	\$210
Non-Member Golf	\$250	\$315

Company Name: _____

Contact: _____ Phone #: _____

Address: _____

City/State/Zip: _____

E-mail Address: _____

PAYMENT: (Indicate One): Bill Me Check (Check #) Credit Card

Credit Card #: _____ Exp. Date: _____ CVV#: _____

Name on card: _____ Zip code attached to card: _____

Signature: _____

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

Please return completed form to: Alabama Grocers Association • 300 Vestavia Parkway, Ste. 3500 • Birmingham, Alabama 35216
Or by faxing to the Association Office at 205-823-5146. You can also register online at www.AlabamaGrocers.org.
For questions call the Association Office at 205-823-5498 or jbrown@alabamagrocers.org.

Cancellation Policy: Requests for refunds must be postmarked or emailed to jbrown@alabamagrocers.org by July 1, 2017. A \$25 processing fee will be charged. After July 1, 2017, no refunds will be issued.



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ATTENDEES FORM

ATTENDEE #1

Name: _____ **Email:** _____

Company: _____

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)
 \$5,000 Drawing Ticket (\$50 Each ____# of Tickets)
 Silent Auction Donation Amount: \$ _____

List Food Allergies or Special Requests: _____

Attendee #1 Total _____

ATTENDEE #2

Name: _____ **Email:** _____

Company: _____

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)
 \$5,000 Drawing Ticket (\$50 Each ____# of Tickets)
 Silent Auction Donation Amount: \$ _____

List Food Allergies or Special Requests: _____

Attendee #2 Total _____

ATTENDEE #3

Name: _____ **Email:** _____

Company: _____

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)
 \$5,000 Drawing Ticket (\$50 Each ____# of Tickets)
 Silent Auction Donation Amount: \$ _____

List Food Allergies or Special Requests: _____

Attendee #3 Total _____

ATTENDEE #4

Name: _____ **Email:** _____

Company: _____

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)
 \$5,000 Drawing Ticket (\$50 Each ____# of Tickets)
 Silent Auction Donation Amount: \$ _____

List Food Allergies or Special Requests: _____

Attendee #4 Total _____



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HOTEL FORM

Please print legibly and fax to
Sandestin Group Reservations
Fax: 850.267.8221 or Call 800.320.8115
Online Booking: www.AlabamaGrocers.org

Friday, July 21 - Wednesday, July 26, 2017

Name _____ Number in Party: Adults _____ Children _____

Company Name _____ Business Phone _____

Address _____ E-Mail _____

City _____ State _____ Zip _____

Sharing With _____

Arrival Day/Date _____ Departure Day/Date _____

Please select method of payment: <> Visa <> MasterCard <> American Express <> Check

Credit Card # _____ Exp. Date _____ Signature _____

Authorization # _____ (located on the reverse side of card) Check # _____

Your cut-off date for reservations is **JUNE 26, 2017**, after which rooms will be sold on a space-available basis.
Check-in time is 4:00pm and Check-out time is 11:00am.

ACCOMMODATIONS AND RATES

Please circle your choice of accommodations.

A deposit of one night's room rate is required to secure rooms.

All room rates quoted **DO NOT** include taxes and fees.

Rates for accommodations will vary depending on occupancy and type of accommodations.

* A minimum stay of 5 nights is required for Beachfront accommodations.

ACCOMMODATIONS	DAILY RATE	ACCOMMODATIONS	DAILY RATE
BEACHSIDE 2 BEDROOM	\$505	VILLAGE 2 BEDROOM	\$359
BAYSIDE - KING	\$175	GRAND SANDESTIN STUDIO - Q/Q	\$228
Bayside - D/D	\$175	GRAND SANDESTIN STUDIO - KING	\$228
VILLAGE STUDIO - Q/Q	\$215	GRAND SANDESTIN 1 BEDROOM	\$249
VILLAGE STUDIO - KING	\$215	GRAND SANDESTIN 2 BEDROOM	\$369
VILLAGE 1 BEDROOM	\$239	GRAND SANDESTIN 3 BEDROOM	\$475

The Grand Sandestin consists of accommodations in the Grand, Lasata, Bahia, and Elation

Any other type of accommodation besides what is in your block will vary in cost depending on location and occupancy. Deposit is refundable in the event of individual room cancellation, provided notice is received by Sandestin 7 days prior to scheduled arrival date.