

# NACDS Annual Meeting Guide to Success

## NACDS

NACDS represents traditional drug stores, supermarkets and mass merchants with pharmacies. Chain members operate 40,000 pharmacies, and NACDS' more than 100 chain member companies include regional chains and national companies. Chains employ more than 3.2 million individuals, including 178,000 pharmacists. They fill over 3 billion prescriptions yearly, while offering innovative products and services that improve patient health and wellness. NACDS members also include more than 850 supplier partners and over 60 international members representing 21 countries. Please visit [www.NACDS.org](http://www.NACDS.org).

This primer is for first-time attendees and long-time participants who are interested in maximizing their opportunities at the NACDS Annual Meeting. It has been developed by members of the Membership and Conferences Subcommittee of the NACDS Retail Advisory Board and is based on their collective experiences.

The guide includes detailed information about the meeting and proven tactics others have found helpful. The descriptions and suggestions are taken from actual business practices of successful NACDS members. The sole focus of this document is to help you prepare for and gain greater value from your participation in NACDS meetings. Your preparation, conduct, and follow-up to these meetings will determine your company's unique Return on Investment (ROI).

We hope you have a very successful Annual Meeting experience.

### **Retail Advisory Board Membership & Conferences Subcommittee:**

**Richard A. Wellinger**  
The Emerson Group  
*Subcommittee Chairman*

**Rick Brindle**  
Mondelez International

**Vince Burke**  
BGJ Group

**Richard A. Cognetti, Jr.**  
Kinney Drugs, Inc.

**Steve Crellin**  
FGX International

**Scott R. Emerson**  
The Emerson Group

**Robert Golden**  
3M

**Christopher J. Guida**  
Bayer Consumer Health

**Joe Hartsig**  
Walgreen Co.

**Blair A. Logan**  
L'Oreal USA

**Catherine Magistrelli**  
Wakefern Food Corp./ShopRite

**John Peine**  
Target

**William W. Renz**  
Rite Aid Corporation

**Brian Sappington**  
Coca-Cola

**Herb Smith**  
E.&J. Gallo Winery

**Tim Tilia**  
American Greetings Corporation

**Maisha Webster**  
The Procter & Gamble Company

**Michael Yacullo**  
Perrigo Company

# Annual Meeting

The NACDS Annual Meeting is the industry's most prestigious gathering of its most influential leaders. It is the classic "Top-to-Top" business conference, attended by industry decision makers. It will give you and your company a unique opportunity to gain new insights into today's changing marketplace and set your course for the future. Participation is restricted to executives from NACDS member companies and their spouses/companions.

While specifics follow, the Annual Meeting format includes two formal business programs featuring business experts, industry panels, and renowned speakers. These sessions are followed by "strategic exchange appointments" (meetings) between retailers and associate members in the designated "strategic exchange spaces" (meeting umbrellas and bungalows), private meeting rooms, or other designated meeting spaces located throughout the hotel.

First-time associate attendees should make it a priority to attend the "Meet the Industry" program on Saturday morning (See Page 5 for more details) and the "Inaugural Attendees" orientation on Saturday afternoon.

In the evenings there are a variety of social functions, some of which are official NACDS functions, while others are private, "by invitation only" events. Spouses/companions are invited to attend NACDS social functions.



## Meeting Format

During the strategic exchange appointments, it is common to see senior executives of major retail organizations meet with their counterparts from leading CPG or pharmaceutical companies. The meetings are vibrant, the exchanges are sometimes animated, and the results can be profound.

## Who Attends?

Attendance at the Annual Meeting is comprised of the retail senior management team responsible for operating the business including: marketing, merchandising, supply chain, operations, and related functions in both CPG and pharmacy, and their associate member/supplier counterparts.

## Appointments

Specific appointments between retailers and manufacturers, with preset agendas, are recommended and are normally made well in advance of the meeting. In order to maximize the meeting's value, plan on starting early, attending every function you can, and staying through the entire event.

We encourage associate members to contact the specific companies and individuals you would like to meet with during the Annual Meeting.

# Advance Tips

- ❖ Start your planning early – now! Become familiar with the [Annual Meeting](#) website, particularly the [Schedule](#).
- ❖ Determine who you want to see, and what you want to accomplish with them. Check the [Participating Companies](#) section of the website frequently for meeting attendees and their contact information. Familiarize yourself with the retailer and make sure you are meeting with the right person. You must be registered for the meeting and have a username and password to gain access to this information.
- ❖ When you invite someone to meet with you, have a concise proposition and tell them up front what the potential opportunity could mean to their business.
- ❖ If you are unknown to the retailer, call for the appointment yourself, it's much more productive than having your administrative assistant do it. Be prepared to answer the hard question, "How will we benefit from meeting with you?"
- ❖ If you are unable to make calls yourself and you have a broker, or an independent sales and marketing firm relationship, ask them to help you set appointments.
- ❖ If you are a smaller, less well-established company and don't know the retailers, possibly you should engage a broker. We can assist you with a list of current Sales & Marketing Companies and Manufacturer Representatives.
- ❖ Check the Annual Meeting website on a regular basis. It is updated every night with new information. Extend dinner invites and make reservations well in advance of the meeting. You can always reduce the number for the reservation or cancel.
- ❖ Contact information for all attendees is available on the current registration list or by clicking on an individual's name on the participating company section.
- ❖ Download the NACDS Events App. This is a great tool to help you have a successful conference.

## Helpful Links

[Annual Meeting](#)

[Schedule](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

## Registration

(703) 837-4300, ext. 2

## Username and Password

Each attendee requires a username and password to gain access to the Participating Companies section of the website. Your username and password will become active upon receipt of paid registration.

## Housing

(703) 837-4300, ext. 1

# A Look at Your Day - Friday

Registration opens at 10:00 a.m. on Friday. Upon checking in at registration, you will receive your conference badge as well as all related materials. There will also be registration counters available for your spouse/companion to sign up to participate in “The NACDS Luncheon”. Seating reservations for the Tuesday night “Board of Directors Dinner and Entertainment” will be available on Sunday morning.

We encourage you to arrive on Friday as Saturday is a full day of private business meetings in the designated strategic exchange spaces. We also encourage you to tour The Breakers upon your arrival to familiarize yourself with the event reception for sponsors.

There is a special reception for sponsors with members of the NACDS Board of Directors and retailer attendees on Friday evening at 5:30 p.m.



The meeting officially begins with Registration.



Alex Gourlay, Co-Chief Operating Officer of Walgreens Boots Alliance & President, Walgreen Co. with Daniel Salemi, RPh, Group V.P., Pharmacy Services, Albertsons Companies and his spouse Carla at the Sponsors Reception.

## Attire

Attire for all NACDS Events is Resort Casual – except for The NACDS Luncheon and the Board of Directors Reception, Dinner and Entertainment. Attire for The NACDS Luncheon on Monday is Dressy Daywear for ladies and Business for men. Attire for the Board of Directors Reception and Dinner on Tuesday is Cocktail for ladies and Business for men.

## Sponsorships

Sponsorships are available to increase the exposure of your organization, enhance company image, and build relationships. For more information, please contact Jim Whitman at (703) 837-4610 or [jwhitman@nacds.org](mailto:jwhitman@nacds.org).

## Advertising Opportunities

Promote your company’s message to the decision makers of the industry by advertising in the 2018 Annual Meeting Program & Registration Guide. For more information, please contact Terry Arth at (703) 837-4603 or [tarth@nacds.org](mailto:tarth@nacds.org).

## Helpful Links

[Schedule](#)

[Participating Companies](#)

# A Look at Your Day – Saturday

If you were unable to register on Friday afternoon, do so first thing Saturday morning. Registration opens at 7:00 a.m., followed by Strategic Exchange Appointments from 10:00 a.m. to 4:30 p.m.

The **Meet the Industry** program is conducted on Saturday morning from 8:00 a.m. to 12:00 noon for Associate members. The program consists of 30-minute sessions with a senior retail executive or team of executives – to include an overview of their company; how they use the Annual Meeting to conduct business; and the kinds of topics they expect to discuss with suppliers during their meetings.

The **Strategic Exchange Appointments** start at 10:00 a.m. and continue through 4:30 p.m. This venue provides numerous opportunities to meet and discuss strategic issues with your key trading partners.

If this is your first time attending the Annual Meeting, make sure you attend the **Inaugural Attendees Orientation** from 4:00 p.m. to 4:30 p.m. You may meet a retailer or two, and you will certainly meet other attendees who are trying to accomplish the same thing you are.

Don't miss the **Opening Celebration** on Saturday evening from 6:30 p.m. to 9:30 p.m. Everyone will be there. This is a great opportunity to make new friends and say hello to business



Joe Hartsig, Chief Merchandising Officer, Walgreen Co. presented during the 2017 Meet the Retailer Program.

Strategic Exchange Appointments begin today.



## Must Attend Events!

- Meet the Industry Program
- Strategic Exchange Appointments
- Inaugural Attendees Orientation
- Opening Celebration

## Helpful Links

[Schedule](#)

[Strategic Exchange Map](#)

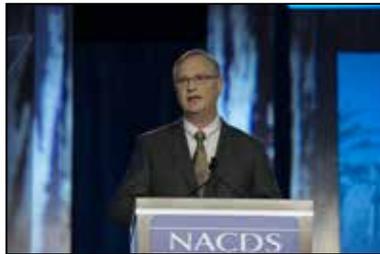
[Participating Companies](#)

# A Look at Your Day – Sunday

The day begins with **Business Program I** at 8:00 a.m. Periodically check the website for a listing of the speakers. At the conclusion of the Business Program, it's back to the **Strategic Exchange Appointments** from 10:00 a.m. until 4:30 p.m.

If you are attending the Tuesday night Board of Directors Dinner, don't forget to turn your event tickets in at the NACDS registration Desk today. You must have a seat assignment to attend the **Board Dinner and Entertainment**.

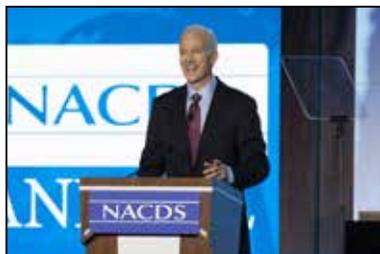
Sunday evening is open, so make your dinner appointments and reservations prior to your arrival in Scottsdale.



Colin Mackenzie, Region Head Americas and Area General Manager, North America, GSK Consumer Healthcare, and Sunday Business Program Sponsor gave the Opening Remarks.



General John Allen, Former Head of NATO in Afganistan, Former Presidential Envoy, Global Coalition to Counter ISIL provided the keynote address at the Sunday Business Program.



Martin Otto, Chief Merchant & Chief Financial Officer, H-E-B, and NACDS Chairman of the Board delivered the State of the Industry.

## Must Attend Events!

Business Program I

Strategic Exchange Appointments

## Helpful Links

[Schedule](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

# A Look at Your Day – Monday

Monday starts with the **NACDS Chain Members & PAC Breakfast** at 8:00 a.m. You have to be a PAC ticket holder in order to attend. This is a great opportunity to meet the NACDS Board of Directors and other retail attendees. Visit the NACDS-PAC booth in the NACDS registration area for more information on how to register.

The **Strategic Exchange Appointments** start again at 10:00 a.m. and continue through 4:30 p.m.

If you have a spouse/companion attending the meeting with you, make sure they attend **The NACDS Luncheon** at noon on Monday. This unique event, for spouses/companions only, is a wonderful and entertaining event. They will need to sign up during the registration process on Friday, Saturday or Sunday as seats for the luncheon are assigned.

Monday evening is open.



Karl Rove, Political Analyst and Journalist, spoke at the 2017 NACDS Chain Members & PAC Breakfast.

Strategic Exchange Appointments



## Must Attend Events!

NACDS Chain Members & PAC Breakfast  
(Chain Members, PAC Ticket Holders, and Invited Guests Only)

Strategic Exchange Appointments

The NACDS Luncheon  
(Spouses/Companions – a ticketed event)

## Helpful Links

[Schedule](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

[Schedule](#)

# A Look at Your Day – Tuesday

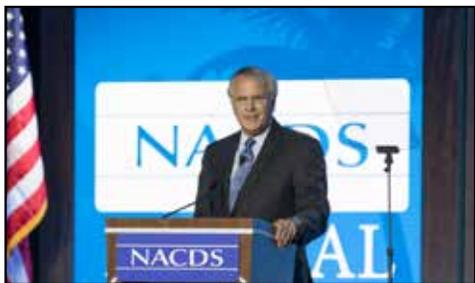
Tuesday is the “4th Quarter.” This is your last formal opportunity to accomplish your objectives. **Business Program II** is scheduled from 8:00 a.m. to 9:45 a.m. Then it’s back to the **Strategic Exchange Appointments** from 10:00 a.m. until 4:30 p.m.

The meeting closes with the **Board of Directors Reception, Dinner and Entertainment**. The Board of Directors Reception starts at 6:30 p.m. and is immediately followed by dinner. There are separate assigned seats for dinner and for the entertainment that follows. You will need tickets for these events. Seating reservations can be made at the Tuesday Night Reservations counter in the registration area, beginning Sunday, April 22nd, until noon on Monday, April 23rd.



David Pothast, Vice President, U.S. Chief Customer Officer, Johnson & Johnson Consumer, Inc., and 2017 Tuesday Business Program Sponsor gave the Opening Remarks.

Alex Gourlay, Co-Chief Operating Officer of Walgreens Boots Alliance & President, Walgreen Co., provided the Incoming Chairman’s Remarks in 2017.



Richard W. Fisher, President and CEO, Federal Reserve Bank of Dallas (2005-2015), delivered the keynote address at Tuesday’s Business Program.

## Must Attend Events!

Business Program II

Strategic Exchange Appointments

Board of Directors Reception & Dinner

Board of Directors Awards & Entertainment

## Helpful Links

[Schedule](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

[Schedule](#)

# Strategic Exchange Appointment Tips

- ❖ Start early soliciting appointments – now is not too early.
- ❖ Develop a convincing proposition for each company as to why they will benefit from a meeting with you.
- ❖ Establish an individually specific agenda for each meeting.
- ❖ Make sure you have done your homework on the retailer. Check out their website, download their app, and learn as much as you can about them.
- ❖ Develop a “one pager” summarizing the important points about your company, key products, point of difference, and any performance matrices that set you apart from your competition.
- ❖ Consider room-dropping an advance thank you for a planned meeting to remind the person of the appointment or an after meeting thank you to recap what was accomplished.
- ❖ Take notes and follow-up after the meeting – this may be your most critical success factor.
- ❖ Ask for a mobile phone number from the companies you have appointments with, should there be schedule changes or location changes.



Strategic Exchange Appointment Area

Future NACDS  
Annual Meetings

2019 Annual Meeting  
April 27-30, 2019  
The Breakers  
Palm Beach, FL

We hope you found this Guide a useful tool in preparing for the Annual Meeting and that you have a productive and successful meeting.