



# Professional **Deli/Bakery Manager** Leadership Forum

Session #2 – Anaheim, CA  
June 5 and 6, 2017

## Agenda

### June 4 – Sunday

- 8:00 PM 'Meet Your Peers' in Hotel Lobby
- 9:00 PM Get to Sleep! ☺

### June 5 – Monday – At Anaheim Convention Center

- 7:00 AM Free breakfast at Hampton Inn and bus shuttle to Center
- 8:00 AM Welcome. Our Mission Is... (Harold)
- 8:30 AM "Help Me, Please!" Session (Harold)  
Each member has 2 minutes to express a business challenge on any topic they face, asking the group for guidance.
- 9:30 AM IDDBA's Role in Our Industry and Expo Experience – (Mary Kay)
- 9:45 AM Break
- 10:00 AM IDDBA 17 General Session: Giada De Laurentiis, Celebrity Chef
- 11:15 AM Check Out Show and Sell
- 12:00 PM Show and Sell Workshop Presentation: Giada De Laurentiis,
- 12:30 PM IDDBA Sponsored Lunch
- 1:30 PM Harold Lloyd, Show and Sell Workshop (Retention)
- 2:00 PM Guided Tour of Show and Sell, Visit Expo Booths, Expert Neighborhood, New Product Showcase
- 4:30 PM Convention/Day 1 Review: "My Best Take-Away..."
- 5:45 PM Shuttle Back to Hotel. Dinner on your own in groups of six.

## June 6, Tuesday – At Anaheim Convention Center

<b>6:30 AM</b>	<b>Free Breakfast at Hampton Inn and Bus Shuttle to Center</b>
<b>8:00 AM</b>	<b>IDDBA 17 General Session: Eddie Yoon, Principal, The Cambridge Group</b> , Learn how to drive Cheese, Bakery, Deli, and Dairy category growth using IDDBA's new groundbreaking <i>Superconsumer</i> research.
<b>8:45 AM</b>	<b>Recap Yesterday and SMARTEST Goal Writing Exercise</b> (Harold)
<b>9:30 AM</b>	<b>Break</b>
<b>9:45 AM</b>	<b>Employee Retention Rules</b> (New book by Harold Lloyd)
<b>11:30 AM</b>	<b>Lunch on Show Floor or at Nearby Restaurants</b>
<b>12:30 PM</b>	<b>Department Manager Idea Exchange</b> Each participant will bring 25 copies of their <b>Best/Most Unique Idea or Best Practice</b> that helps to set themselves apart as a superior deli/bakery manager.
<b>3:30 PM</b>	<b>Wrap Up and Announce Next Meeting's Date and Location</b>
<b>4:00 PM</b>	<b>Adjourn to Return to Implement What We Learned</b>

### **The Professional Deli Bakery Management Leadership Forum's Mission is:**

- To Assemble 25 of the Best Deli/Bakery Managers from 25 Different Companies in North America.
- To Share Best Practices to Improve Their Department's Profitability as well as Each Managers' Work/Home Life Balance.
- To Brainstorm Solutions for Commonly Shared Problems.
- To Elevate the Professional Image of the Supermarket Deli/Bakery Manager.
- To Visit New Markets to Observe/Study the Latest Deli/Bakery Trends.

**More information is available online at [iddba.org/leadershipforum](http://iddba.org/leadershipforum). Forum registration for qualified retailers also includes a three-day pass to IDDBA 17. Take advantage of our Sunday General Sessions, Show and Sell Workshop Presentations, Expert Neighborhood, and so much more!**

