

Is your company ready for the new ways retailers are doing business?



**PLMA EXECUTIVE
EDUCATION PROGRAM**

June 14-17, 2010 • St. Joseph's University • Philadelphia

Presented by the Private Label Manufacturers Association



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Store brands are growing, but retailers are changing the way they do business. Some retailers are monitoring the entire private label product life cycle, from cradle to grave, as they say. Others are using consumer checkout data to make decisions on shelf allocation. Still others are analyzing in-store consumer behavior to decide promotional activity. It's all part of the new ways that retailers are doing business and store brands are right in the middle of it.

Is your sales and marketing team ready? Do they speak the same language as the buyers and category managers of today? PLMA's Executive Education Program was created to give manufacturers and retailers insight and information about the practices and concepts underlying the store brands partnership. Whether it is offering traditional subjects such as product development, supply chain management, trade dress and legal issues, or new subjects such as consumer data analysis and principles of shelf allocation, PLMA's Executive Education Program can help you and your company.

The Core curriculum offers basic knowledge while the Advanced curriculum emphasizes how retailers and manufacturers can work together to achieve marketing success. Classes combine interactive teaching techniques with traditional

lectures and case studies. Faculty is drawn from St. Joseph's University as well as industry. Class content is cross-channel and applicable to all retail formats. The three-tier program is designed to be taken in sequence with Core serving as a prerequisite for Advanced. The final tier, Retail Colloquy, stresses a team-approach to problem-solving.

Originally developed in 2001, more than 700 private label executives have already completed the program. PLMA's academic partner, St. Joseph's University was founded over 150 years ago and has achieved a national reputation for its work with industry in creating and building executive education.



Core Curriculum

Private Label Brand Management
Product Development
The Changing Consumer
Store Brands Advertising and Promotion
Supply Chain Management
Private Label Profitability
Trade Dress and Legal Issues
Data Collection and Analysis
Collaborative Partnership
Plus, Store Visits and Case Study Workshops

Advanced Curriculum

Strategic Planning
Retail Competitive Positioning
Best Practices in Logistics
Best Practices in Packaging
Best Practices in Category Management
Best Practices in Sustainability

Retail Colloquy*

Scenario Planning
Independent Research
Moot Court Presentation

*Monday, June 14 – Wednesday, June 16



PLMA EXECUTIVE EDUCATION PROGRAM



Marty Meloche, PhD
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Marcia Mogelonsky, PhD
Senior Research Analyst
Mintel



Nick Hahn
Former Director of
Corporate Brands
The Kroger Co.



Edward (Ned) Dunn
Former President
Harris Teeter

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Enrollment Information

Registration for PLMA's Executive Education Program is open to Association members and guests. Tuition for members is \$2,150 for the first participant and \$1,850 for additional participants from the same company. Special corporate rates are available for companies sponsoring three or more students. Non-member tuition is \$2,750.

All classes are held on the campus of St. Joseph's University, which is located at 5600 City Avenue, Philadelphia, approximately 30 minutes from Philadelphia International Airport and 15 minutes from 30th Street Station. By car, the campus is easily accessible from I-95 and I-76. Hotel accommodations are available at the Hilton Philadelphia City Avenue hotel, which is a mile from the campus. Special conference rates are in effect. Hotel reservation information will be sent to all registrants upon enrollment.



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Registration Form

Name		Title	
Company			
Mailing Address			
City		State/Prov.	Zip
Country	Telephone	Email	
Trade Classification <i>(please check)</i>			
<input type="checkbox"/> Manufacturer Products: _____ _____		<input type="checkbox"/> Retailer <input type="checkbox"/> Wholesaler	<input type="checkbox"/> Broker <input type="checkbox"/> Trade Supplier

Prior Undergraduate and Graduate Education *(Complete all applicable sections below)*.

College/University Attended	From	To
Major Course of Study	Degree Conferred	
College/University Attended	From	To
Major Course of Study	Degree Conferred	
College/University Attended	From	To
Major Course of Study	Degree Conferred	

Additional Professional Certification & Training Programs

Program Attended	From	To
Program Sponsor	Certification Conferred	

Describe briefly your primary objectives in attending PLMA's Executive Education Program including specific subjects or topics that are of particular interest to you.