



2009 REGIONAL CHAIN CONFERENCE

February 1-3, 2009
Sheraton Wild Horse Pass Resort & Spa
Chandler, AZ

A Guide to Success

**Prepared by the NACDS Regional Chain Committee and the NACDS Retail
Advisory Board Membership & Conferences Subcommittee**

Pharmacies. The face of neighborhood healthcare.

NACDS

The National Association of Chain Drug Stores (NACDS) represents the nation's leading retail chain pharmacies and suppliers, helping them better meet the changing needs of their patients and customers. Chain pharmacies operate more than 39,000 pharmacies, employ 118,000 pharmacists, fill nearly 2.5 billion prescriptions yearly, and have annual sales of over \$750 billion. Other members include more than 1,000 suppliers of products and services to the chain drug industry. NACDS international membership has grown to include nearly 100 members representing 30 countries. For more information about NACDS, visit www.NACDS.org.

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

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 this meeting. Your preparation, conduct, and follow-up will determine your unique Return on Investment (ROI).

What follows is information about the meetings and proven tactics others have found helpful. We hope you have a very successful meeting experience.



Regional Chain Committee Members:

William E. Earnest, RPh, Kopp Drug Inc. – Committee Chairman
Keith Bibelhausen, Hartig Drug Company, Inc.
David Cippel, Klingensmith's Drug Stores Inc.
Scott Cross, Lewis Drugs, Inc.
Joseph Dorsett, Kerr Drug, Inc.
Robert G. Egeland, RPh, Hy-Vee Inc.
Joel F. Feldman, Terrapin Pharmacy
Lamar Hardman, RPh, Harris Teeter, Inc.
Sylvan Lehrman, RPh, RXD Pharmacies, Inc.
Barrie Levine, BS, RPh, Drug Fair Group, Inc.
Ed L. Littleton, The Bartell Drug Company
David McClure, Kinney Drugs, Inc.
Robert J. Narveson, Thrifty White Stores
Gabriel Navarro, Navarro Discount Pharmacies
Heidi Snyder, Drug World Pharmacies
William Thompson, Jr., RPh, Thompson Pharmacy

Retail Advisory Board Membership & Conferences Subcommittee:

Scott Emerson, The Emerson Group — Subcommittee Chairman
Herb Bauer, American Greetings
Rick Cognetti, Kinney Drugs, Inc.
Steve Crellin, FGX International
Chuck Fehlig, Wal-Mart Stores
Craig Jordan, Revlon, Inc.
Tom Joyce, The Hershey Company
Tom Leeker, GlaxoSmithKline Consumer Healthcare
Jim Mackey, Schering-Plough Consumer Health Care
Ed Merklen, Coca-Cola
Robert Pouliot, Drug Fair Group
Gabi Sabongi, 3M
Bryan Stuke, Procter & Gamble Company
Jim Tomshack, Perrigo Company

Regional Chain Conference

The NACDS Regional Chain Conference is a management development meeting for senior managers of chains that operate up to 250 pharmacies. Because most participants are not direct competitors, the meeting provides unique networking opportunities to explore the latest business strategies and tactical opportunities with both peers and trading partners.

This is an education meeting and executive development program that will provide valuable information to help your company meet the challenges in the healthcare and retail market.

The general format of the meeting begins each day with breakfast followed by a variety of industry updates, dynamic business and education offerings, and lunch. Additional sessions follow into the early afternoon. Throughout the remainder of the day, chain breakout sessions and/or business appointments between trading partners are conducted.

In the evenings there are a variety of social activities, some of which are official NACDS functions, while others are private, “by invitation only” events.



Steve Anderson, NACDS President & CEO, delivered the State of the Association update during the 2008 Regional Chain Conference.

William Earnest, Chief Operating Officer of Kopp Drug Inc. and 2009 Regional Chain Conference Committee Chairman.



Who Attends?

Traditional retail participants include presidents, CEOs, and other senior executives from the merchandising and or pharmacy disciplines. Due to the breadth of the conference program, it is also an excellent meeting for aspiring senior leaders of any organization who seek cross-functional understanding as they prepare for advanced responsibilities.

Supplier attendance is restricted to a limited number of front-end, pharmacy, and related services companies who agree to become a Strategic Partner for the meeting. Attendees from these companies are traditionally senior sales or trade development executives. Normally there are approximately 400 attendees and this includes spouses/companions.

The meeting is relatively small, relaxed, and familial; however, it is action packed and focused when it comes to business and educational programming and peer interaction.

Advance Tips

- ❖ Start your planning early – preferably November or December.
- ❖ Become familiar with the [NACDS Regional Chain Conference](#) website and particularly the [Day-by-Day](#) Schedule.
- ❖ Determine who you want to meet with, and what you want to accomplish with them. Check the [Participating Companies](#) section of the website 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 user name and password to gain access to this information.
- ❖ When you invite someone to meet with you, have a proposed agenda and tell them up front what the potential value could mean to their business.
- ❖ If you are unable to obtain a pre-conference appointment, don't be discouraged. You are attending the meeting to develop long-term relationships. Sometimes it takes time and sometimes it takes a face-to-face "Ask," but you have to be there to make it happen!
- ❖ If you are unknown to a retailer, call for the appointment yourself; it's much more productive than having your administrative person do it. Be prepared to answer the hard question, "How would we benefit from meeting with you?"



Interaction in a 2008 Chain & Association Member One-to-One Business Conference Meeting.

Website Links:

[NACDS
Regional Chain
Conference](#)

[Day-by-Day
Schedule](#)

[Participating
Companies](#)

Registration:

(703) 837-4300, ext. 2

User Name & Password:

Each attendee requires a user name and password to gain access to the Participating Companies section of the website. Your user name and password are e-mailed to you as part of your registration confirmation.

Housing:

(703) 837-4300, ext. 1

Strategic Partner:

(703) 837-4148

Strategic Partnerships are available to increase the exposure of your organization, enhance company image, and build relationships. For more information, please contact the NACDS Member Programs & Services Department.

Advance Tips (continued)

- ❖ If you are unable to call for the appointment and you have a broker or an independent sales and marketing firm relationship, ask them to help you develop appointments.
- ❖ If you are a small or new company and don't know the retailers, you may want to consider utilizing a broker. Call NACDS, we can assist you with a list of current Sales & Marketing Companies and Manufacturer Representatives.
- ❖ Learn to “Hang in the Halls,” a vernacular for mulling around the high-traffic areas in search of the key people you need to meet. First Clue: Retailers have different color badges than suppliers – look for blue badges!
- ❖ Make sure your spouse/companion is a part of your “on-site appointment-getting team.”
- ❖ Check the Day-by-Day Schedule. Extend invitations and make dinner reservations well in advance of the meeting. Do the latter now. You can always reduce the number for the reservation or cancel if need be.



Peter Thompson of Colgate-Palmolive and Ed Littleton of Bartell Drug Company engaged in a Chain & Associate Member One-to-One Business Conference Meeting.

Chain & Associate One-to-One Business Conferences Tips:

- ❖ Start soliciting appointments early – as much as three months in advance.
- ❖ Develop a convincing proposition for each company as to why they will benefit from a meeting with you.
- ❖ Establish a specific agenda for each meeting.
- ❖ Develop a “one pager” summarizing the important facts about your company, your key products, your point of difference, and any performance matrices that set you apart from the competition.
- ❖ Consider room-dropping an advance thank you for a planned meeting. This will help remind the person of the appointment. Or do a room drop after the meeting as a thank you to recap what was accomplished.
- ❖ Take notes and follow up after the meeting – this may be your most critical success factor.

A Look at Your Day – Sunday

Registration starts at 12:00 noon on Sunday. When you go through registration, you will receive your conference badge as well as all related conference materials.

Don't miss the Super Bowl XLIII Party on Sunday evening. Not only is it a fun evening with food and entertainment, it is the ultimate "Hang in the Hall" social function. Everyone will be there. Use it to make introductions and ask for that appointment you didn't get earlier. Use the party as a conversation ice breaker throughout the remainder of the conference!



The conference kicks off with the registration process.



Steve Anderson, NACDS President & CEO, and Dave Bernauer, former NACDS Chairman of the Board, discuss the game!



Super Bowl Party -- a fun time for all!

Attire:

Attire for all official NACDS Events is Business Casual or Resort Casual.

Must Attend Events!

First-Timer's Orientation

Super Bowl XLIII Party

See Day-by-Day Schedule for Details

A Look at Your Day ~Monday

If you were unable to register on Sunday afternoon, do so first thing Monday morning. Registration opens at 7:30 a.m. followed by a Breakfast/Business Program, Education Sessions, Chain Member Interactive Idea Exchange Session, Lunch/Business Program, Education Sessions, and a new Chain & Associate Interactive Idea Exchange. Monday is a day of Work, Work, and more Work.

The day ends with a Reception from 6:00 p.m. – 7:00 p.m. Be sure to stop by for a drink and a chance to chat with old friends and new acquaintances. The evening is open; hopefully you have scheduled a dinner appointment and made dinner reservations.



Jeffery Joyner, CEO & President of the J. Joyner Group, shared best practices of the most successful business executives in an Education Session in 2008.



Heidi Snyder, President & CEO of Drug World Pharmacies, presented on "What to Do When Disaster Strikes Your Store" during the conference in 2008.

Must Attend Events!

Breakfast/Business Program

Education Sessions

Chain Member Interactive Idea Exchange Sessions ~ Chain-only discussions are designed to foster interaction between retail attendees and explore challenges and opportunities for regional chains.

Lunch/Business Program

Spouse/Companion Luncheon ~ Be sure to have your significant other attend this special function planned especially for them.

New! Chain & Associate Interactive Idea Exchange

Reception

See Day-by-Day Schedule for Details

A Look at Your Day ~ Tuesday

It's time to go to work, again. The Breakfast/Business Program starts at 7:30 a.m. At the conclusion of the Business Program it's time for additional Education Sessions, Chain Member Interactive Idea Exchange Session, the Associate Town Hall Meeting, and One-to-One Business Conferences.

Tuesday afternoon One-to-One Business Conference appointments are conducted in a ballroom "Informal Exhibit Booth"-type setting. Appointments for these meetings are traditionally established in advance of the meeting at the discretion and initiation of the participating companies. A number of the industry's key suppliers participate in this meeting. It therefore becomes an excellent opportunity for chains that are normally serviced by telemarketing programs or independent brokers to meet directly with these suppliers' senior executives to review the companies' latest programs and product offerings. In addition, there are a number of niche service and product suppliers who provide unique offerings for regional chains.

The closing Reception, Dinner, and Entertainment scheduled for Tuesday evening provides a comfortable and enjoyable social setting for you and your business counterparts. We hope you take advantage of this time to conclude your business



Doug Long, Vice President, Industry Relations of IMS HEALTH, shared his pharmaceutical trends, issues and forecasts during the conference in 2008.

Todd Kwait, President of Product Quest Manufacturing, Inc., presented during the "Masters' Merchandising That Matters" education session in 2008.



Must Attend Events!

Breakfast/Business Program

Education Sessions

Chain Member Interactive Idea Exchange Session

Associate Member Town Hall Meeting ~ An informal venue for Associate Members attending the conference to discuss industry trends with NACDS.

Chain & Associate Member One-to-One Business Conferences ~ Appointment-driven one-to-one business meetings between chain executives and key supplier trading partners set the stage for developing profitable marketing ideas and strengthening existing relationships. We encourage you to take this opportunity to network and develop new alliances and partnerships.

Reception, Dinner, and Entertainment

See Day-by-Day Schedule for Details

Follow-up after Regional Chain Conference:

Business Program content will be made available on the web at the conclusion of the meeting. Many members use this information to share with peers and staff who were unable to attend the meeting to keep them abreast of the latest industry issues and practices.

For business appointments or networking reminders, be sure to follow-up as soon as you return to the office. A quick phone call or note works best.

For supplier members, if appropriate, arrange for an additional follow-up meeting at the retailer's headquarters.

We hope you have a successful 2009 Regional Chain Conference and look forward to seeing you again next year!

Check out the [NACDS website](#) for dates for the 2010 Regional Chain Conference.