

**NACDS**

NATIONAL ASSOCIATION OF  
CHAIN DRUG STORES

Ackley, IA • Albuquerque, NM • Alexandria, VA • Altoona, PA • Annapolis Junction  
Asheville, NC • Athens, AL • Atlanta, GA • Augusta, MN • Austin, MN • Ballwin, MD  
Baltimore, MD • **We hope to see you in Florida** • Barron, WI • Beaver Creek, OH •  
Belgrade, MT • Bellingham, WA • Bethpage, NY • Birmingham, AL • Black Mountain  
Boca Raton, FL • Boulder, CO • Braidwood, IL • Buffalo, NY • Byron Center, MI •  
Byron, IL • Camden, ME • Carteret, NJ • Cedar Rapids, IA • Centennial, CO • Chandler,  
AZ • Charleston, WV • **2011 Regional Chain Conference** • Chesterfield,  
OH • Cincinnati, OH • Clinton Township, MI • Conrad, IA • Coppell, TX  
Covington, KY • Dallas, TX • Danville, PA • Dayton, OH • De Forest, WI • Decatur  
Demotte, IN • Des Moines, IA • Dubuque, IA • Duluth, MN • Eads, CO • Edenton  
Eden Prairie, MN • Edm Edison, NJ • **February 6 - 8, 2011** • Edmonton, AB • Elizabeth  
Elm Grove, WI • Elmira, NY • Elmsford, NY • **The Ritz-Carlton Naples** • Excelsior Springs  
Fort Lauderdale, FL • Fort Worth, TX • Gaylord, MI • **Naples, FL** • Gouverneur, NY  
Grand Rapids, MI • Green Bay, WI • Greenville, SC • Hartford, CT • Holliston, MA  
Honolulu, HI • Huntington, NY • Indianapolis, IN • Jackson, MI • Jamesburg, NJ •  
Jupiter, FL • Kansas City, KS • Kenilworth, NJ • Kittanning, PA • Ladysmith, WI • Lincoln

Dear Regional Chain Executive,

As your Regional Chain Conference Chairman, I am pleased to extend a complimentary registration for you to attend the 2011 NACDS Regional Chain Conference, offering unique educational and networking opportunities for senior executives like you who operate up to 250 stores. The conference will be held February 6-8, 2011, at The Ritz-Carlton Naples in Naples, Florida.

This Conference is specifically designed by regional chain executives to address the challenges our business's face. In addition, the Conference includes valuable one-on-one sessions with industry suppliers that can help you grow your business and discover new sources to maximize your profits. You will leave the Conference with new ideas and solutions that work.

Don't delay, register online or download a registration form by visiting the Regional Chain Conference website at [www.NACDS.org](http://www.NACDS.org). Should you have any questions, please feel free to contact me at (605) 367-2800 or Jim Whitman, NACDS Senior Vice President, Member Programs and Services, at (703) 837-4610.

Sincerely,



A handwritten signature in black ink, appearing to read 'Scott M. Cross'. The signature is fluid and cursive, with a large, stylized 'S' at the beginning.

Scott M. Cross  
Executive Vice President and CFO for Lewis Drugs, Inc.  
Regional Chain Conference Chairman

## **WHY YOU CAN'T AFFORD TO MISS THIS CONFERENCE...**

- Network with peers and trading partners, enhance relationships and improve business outcomes.
- Participate in chain-only interactive discussions designed to foster interaction between retailer attendees in a noncompeting environment.
- Gain important information from education sessions designed to help your company meet the challenges in the constantly changing healthcare and retail market.

### **One-to-One Business Conferences**

The 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.

Take advantage of this time to gain the full attention of your supplier partners and discuss issues critical to your business partnerships.

### **Education and Knowledge**

The Regional Chain Conference offers an expansive selection of educational programming designed to ensure you are ahead of industry trends, prepares you to make better-informed business decisions, and expands your opportunities.

This year's program features a cutting-edge line up of programming with topics ranging from federal healthcare programs to the latest in front end merchandising.

### **Chain Member Interactive Idea Exchange**

The Interactive Idea Exchange sessions are designed to facilitate interaction among chain executives who are exploring areas of common interest and sharing experiences that may be helpful to others, without compromising a competitive advantage.



Larry J. Merlo  
President and Chief Operating  
Officer  
CVS Caremark Corporation  
NACDS Chairman of the Board

### State of the Industry

Larry Merlo will provide the State of the Industry update and a report on key industry initiatives. He will share with attendees his unique perspective of the industry and the opportunities for the future.



Steven C. Anderson, IOM, CAE  
President and Chief Executive  
Officer  
NACDS

### State of the Association

Steve Anderson will discuss opportunities and strategic goals for the Association. He will provide an update on how your involvement with NACDS can provide a positive ROI for your company and make a difference in achieving overall industry objectives.



Mark J. Gregory, RPh  
Vice President of Pharmacy &  
Government Relations  
Kerr Drug, Inc.

### Innovative Approaches to Improving Medication Adherence

Numerous initiatives are underway to measure and improve patients' adherence to chronic medications. This session will describe what medication adherence is and how chain pharmacies are implementing innovative strategies to improve patient medication adherence.



Deborah Kelly  
Partner and Deputy  
General Counsel  
Dickstein Shapiro LLP

### Labor & Employment: What trends you need to know

Back by popular demand, Deborah Kelly will focus on the latest land mines regarding labor and law issues that can make a difference for your company. Practical advice and a list of do's and don'ts will be provided during this presentation that can be shared with your management team back home.



Doug Long  
Vice President, Industry  
Relations  
IMS HEALTH

### Pharmaceutical Trends, Issues and Forecasts

Again this year, you will receive all the information you need to make informed decisions concerning the direction of the pharmacy industry. Doug Long, IMS HEALTH, will present his timely update on "Pharmaceutical Trends, Issues and Forecasts".



George Riedl  
George Riedl and Associates  
Consulting, Inc.

### Key Front-end Trends and Forecasts

The front-end is more important than ever to your overall sales and profit margin. This session will explore recent trends across the key front-end categories. George brings a wealth of practical and relevant experience to this subject.

Visit [www.NACDS.org](http://www.NACDS.org) regularly for an updated lineup of the Regional Chain Conference educational programming.



## Sunday, February 6

12:00 noon - 5:00 p.m.  
4:30 p.m. - 5:00 p.m.  
6:00 p.m. - 10:30 p.m.

Registration/Conference Lounge  
First-Timer's Orientation  
Super Bowl XLV Party

## Monday, February 7

7:30 a.m. - 5:00 p.m.  
7:30 a.m. - 8:00 a.m.  
8:00 a.m. - 10:00 a.m.  
10:00 a.m. - 10:15 a.m.  
10:15 a.m. - 11:00 a.m.  
11:00 a.m. - 12:00 noon

Registration/Conference Lounge  
Breakfast  
Opening General Session  
Refreshment Break  
General Session  
Chain Member Interactive Idea Exchange (*Retailers Only*)  
Lunch  
General Session  
Refreshment Break  
Chain & Associate Member Interactive Idea Exchange (*Retailers & Associate Members*)  
Reception

12:15 p.m. - 1:00 p.m.  
1:00 p.m. - 3:00 p.m.  
3:00 p.m. - 3:15 p.m.  
3:15 p.m. - 4:30 p.m.

6:00 p.m. - 7:00 p.m.  
Evening Open

## Tuesday, February 8

7:30 a.m. - 5:00 p.m.  
7:30 a.m. - 8:00 a.m.  
8:00 a.m. - 10:00 a.m.  
10:00 a.m. - 10:15 a.m.  
10:15 a.m. - 11:00 a.m.  
11:15 a.m. - 12:00 noon

Registration/Conference Lounge  
Breakfast  
General Session  
Refreshment Break  
General Session  
Chain & Associate Member Interactive Idea Exchange (*Retailers & Associate Members*)  
Lunch  
Chain & Associate Member One-to-One Business Conferences  
Reception, Dinner & Entertainment

12:15 p.m. - 1:00 p.m.  
1:00 p.m. - 5:00 p.m.

7:00 p.m - 10:00 p.m



## CONTINUING PHARMACY EDUCATION CREDIT

The National Association of Chain Drug Stores (NACDS) Foundation is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education credit. Credit will be available for select programs.



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