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Barron, WI • Beavercreek, OH • Belgrade, MT • Bellingham, W  
Bethpage, NY • Birmingham, AL • Black Mountain, NC • Boca  
Raton, FL • **2011 Regional Chain Conference** • Boulder, CO •  
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Covington, KY • Dallas, TX • Danville, PA • Dayton, OH • Def  
De Forest, WI • Decatur, IL • Demotte, IN • Des Moines, IA • I  
Dubuque, IA • Duluth, MN • Eads, CO • Eden Prairie, MN • E  
Edison, NJ • Edmonton, AB • Elizabeth, NJ • Elm Grove, WI • E  
Elmira, NY • Elmsford, NY • Excelsior Springs, MO • Ford City,  
Fort Lauderdale, FL • Fort Worth, TX • Gaylord, MI • Gouverne  
Grand Rapids, MI • Green Bay, WI • Greenville, SC • Hartford,  
Holliston, MA • Honolulu, HI • Huntington, NY • Indianapolis  
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Kansas City, KS • Kenilworth, NJ • **The Ritz-Carlton Naples** • Ki  
Kittanning, PA • Ladysmith, WI • **Naples, FL** • Lindenwold, NJ  
Longview, TX • Louisville, KY • Loveland, CO • Lubbock, TX  
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## A Guide to Success

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

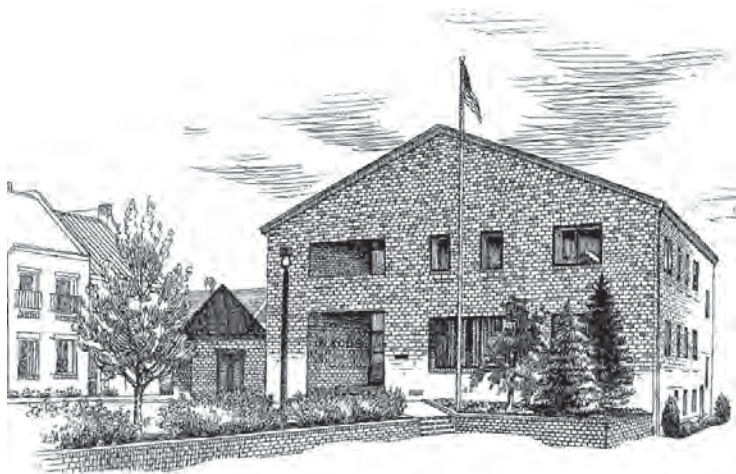
# NACDS

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 2.6 billion prescriptions yearly, and have annual sales of over \$760 billion. Other members include more than 850 suppliers of products and services to the chain drug industry. NACDS currently has 66 international members representing 22 countries. For more information about NACDS, visit [www.NACDS.org](http://www.NACDS.org).

This primer is for first-time attendees. 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:

**Scott M. Cross**, Lewis Drugs, Inc. --  
Conference Chairman

**Keith Bibelhausen, RPh**, Hartig Drug  
Company, Inc.

**Gary W. Boehler, RPh**, Thrifty White Stores

**David Cippel**, Klingensmith's Drug Stores Inc.

**Joseph Dorsett**, Kerr Drug, Inc.

**William Edward Earnest, RPh**, Kopp Drug Inc.

**Robert G. Egeland, RPh**, Hy-Vee Inc.

**H. Lamar Hardman, RPh**, Harris Teeter, Inc.

**Ed L. Littleton**, The Bartell Drug Company

**David C. McClure**, Kinney Drugs, Inc.

**Heidi Snyder**, Drug World Pharmacies

**William Thompson, Jr., RPh**, Thompson  
Pharmacy

## Retail Advisory Board Membership & Conferences Subcommittee:

**Scott R. Emerson**, The Emerson Group  
Subcommittee Co-Chairmen

**Bryan K. Stuke**, Procter & Gamble Company  
Subcommittee Co-Chairmen

**Janet Carter-Smith**, GlaxoSmithKline  
Consumer Healthcare

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

**Steve Crellin**, FGX International

**Rebecca Frechette**, Target Corporation

**Jim Hegarty**, American Greetings Corporation

**Thomas J. Joyce**, The Hershey Company

**David Kuncl**, Sears Holding Corporation

**James J. Mackey**, Merck Consumer Care

**Joseph C. Magnacca**, Duane Reade Inc.

**Ed Merklen**, Coca-Cola Company

**Andy Naber**, 3M

**Tom Nestor**, Alberto-Culver Company

**Dawn Schneider**, Revlon

**Jim Tomshack**, Perrigo Company

# Regional Chain Conference

The NACDS Regional Chain Conference is a working meeting that offers unique networking opportunities with both your peers and trading partners.

The conference is designed to address the challenges facing senior retail executives who operate up to 250 stores.

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

The meeting begins each day with a breakfast/business program followed by a variety of industry updates and dynamic business and education offerings. Throughout the remainder of the day, 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 2010 Regional Chain Conference.



Scott Cross, Executive Vice President and CFO for Lewis Drugs, Inc., and the 2011 Regional Chain Conference 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.

# 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 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?"



Chain & Associate Member One-on-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 from your online account will become active upon receipt of paid registration.

## Housing:

NACDS is the official housing bureau for the Regional Chain Conference. Once you have registered for the conference, you will receive access to the online hotel reservations site enabling you to make your hotel reservation.

## Strategic Partner:

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 at (703) 837-4637.

# 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.
- ❖ 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.



Chain & Associate Member One-on-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.

# A Look at Your Day - Sunday

Registration begins 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 Party on Sunday evening – 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.

Super Bowl Party



## Attire:

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

## Must Attend Events!

First-Timer's Orientation

Super Bowl Party

See Day-by-Day Schedule for Details

# A Look at Your Day - Monday

Breakfast begins at 7:30 a.m. followed by General Sessions, Chain Member Interactive Idea Exchange Session, Lunch and a Chain & Associate Interactive Idea Exchange.

The day ends with a Reception from 6:00 p.m. – 7:00 p.m. Be sure to stop by for 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.



Pete Blackshaw, Executive Vice President, Digital Strategic Services for Nielsen Online addressed the audience on Marketing to Empowered Customers: What is the New Social Media?

Doug Long, Vice President, Industry Relations for IMS HEALTH provided an experts' view on Pharmaceutical Trends, Issues and Forecasts



## Must Attend Events!

### General 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.

### Chain & Associate Interactive Idea Exchange

### Reception

See Day-by-Day Schedule for Details

# A Look at Your Day - Tuesday

Tuesday offers another day of opportunities. The day begins at 7:30 a.m. with breakfast, followed by General Sessions, a Chain and Associate Member Interactive Idea Exchange Session, Lunch and the One-to-One Business Conferences.

The 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 & 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.



Ron Boger, Executive Vice President for Ideavillage Products Corp. presented on the fastest growing category in the industry – As Seen On TV, during the 2010 conference.

## Must Attend Events!

General Sessions

Chain and Associate Member  
Interactive Idea Exchange Session

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 & Entertainment

See Day-by-Day Schedule for Details

**We hope you found this Guide a useful tool in preparing for the Regional Chain Conference and that you have a productive and successful meeting.**