



**HFM 20th Anniversary
2008 Annual Leadership Conference**

TENTATIVE AGENDA

**Monday, September 15 – Friday, September 19, 2008
The Homestead
Hot Springs, VA**

SCHEDULE OF EVENTS

Monday, September 15

9:00 AM – 5:00 PM

Sponsor Set-Up

2:00 – 4:00 PM

Benchmarking 101: Benchmark for Excellence

4:00 – 5:30 PM

First Timers/New Member Orientation

6:30 – 8:30 PM

20th Anniversary Welcome Reception and Dinner

Dinner Reception Sponsored by Ecolab, Hobart & Hot Stuff Foods

Beverages Sponsored by Diamond Crystal Brands, Campbell Soup Company & Burlodge USA

8:30 – 11:00 PM

Leisure Activities

Tuesday, September 16

6:00 – 7:00 AM

Sunrise Yoga and Pilates Session (Yogalates)

7:30 – 8:30 AM

Breakfast

Sponsored by Coca-Cola & General Mills

8:30 – 10:00 AM

Grand Opening and Welcome

Sponsored by Computrition, Inc.

10:00 – 10:45 AM

Networking Break

10:45 – Noon

Predict the Future Without a Crystal Ball, Ouija Board, or Tea Leaves

Michael Feuer, CEO and Sr. Managing Director, Max-Ventures LLC and Co-Founder/Former Chairman and CEO, OfficeMax

Sponsored by U.S. Foodservice

12:00 – 1:00 PM

HFM Membership Luncheon

Sponsored by Agilysys & L2M Foodservice Design Group

1:00 – 2:00 PM

Accelerate Your Executive Development

Joleen Flory, President and CEO, The Elliot Leadership Institute

Sponsored by Aladdin Temp-Rite

2:00 – 2:30 PM

HFM Spotlight Awards

2:30 – 3:15 PM

Networking Break

3:15 – 4:15 PM

Concurrent Breakout Sessions I:

From Hot Rods to Hot Stoves

Space Planning 101! Learn the Basics of Right-Sizing Your Operation!

Getting Creative: How to Fill your Staff Vacancies in a Tough Market

Step Up Productivity -- Tools for On-Staff Success through Performance Contracting

4:30 – 5:30 PM

Concurrent Breakout Sessions II:

Changing Careers: Are You Willing to Take the Risk?

Getting Creative: How to Fill your Staff Vacancies in a Tough Market

Step Up Productivity -- Tools for On-staff Success through Performance Contracting

7:00 – 9:00 PM

HFM Culinary Competition

Sponsored by Tyson Food Service, a division of Tyson Foods Inc.

7:30 – 11:00 PM

Silent Auction, Toga Toga XX/XX Party and Buffet Dinner

Sponsored by Hubert & CBORD

Wednesday, September 17

6:00 – 7:00 AM

Military Two-Mile Run/Walk

Sponsored by Vitality Foodservice, Inc. and U.S. Foodservice

7:00 – 7:45 AM

Roundtable Networking Breakfasts

Sponsored by Coca-Cola & General Mills

8:00 – 9:30 AM

We've Never Lost a Client: How to Cultivate Business Relationships

John Gamble, Founder & Principal, Tenacity Inc.

Sponsored by Sysco Corporation

9:30 – 10:15 AM

Networking Break

10:15 – 10:45 AM

HFM Partnership in Leadership Awards

10:45 AM – Noon

Blurring the Lines

Facilitator: Jerry White, Publisher, Food Management

Panelists: Sue Doody, President, Lindey's Restaurant, Steve Hammel, Dining Service Program Manager, Navy Region Southwest

Sponsored by Basic American Foods

Noon – 5:00 PM

Optional Recreation Activities:

Mel Rahm Golf Tournament

Sponsored by JEM Associates

TrY-athalon

Jackson River Canoe Trip

Winery Tour

Homestead Culinary Tour

Lunch is included in the optional activities. If you are not participating in one of the activities, lunch is on your own.

5:00 – 6:00 PM

Yogalates Class

7:30 – 11:00 PM

20th Anniversary Awards Reception and Dinner

Sponsored by PepsiCo Foodservice & U.S. Foodservice

Thursday, September 18

7:00 – 8:00 AM

Sunrise Yogalates

8:00 – 9:00 AM

Breakfast

Sponsored by Coca-Cola & General Mills

9:00 – 10:15 AM

Why Settle for the Balcony? Get a Front Row Seat in Life

Marilyn Sherman, Owner, UpFront Presentations

Sponsored by Dinex International

10:15 – 11:00 AM

Networking Break

11:00 – 11:30 AM

Headliner Awards: Innovators of Today and Tomorrow

11:30 – 12:45 PM

Sponsor Information Lunch Sessions:

20/20: Hindsight/Foresight

Aladdin Temp-Rite

Flexitarians: Managing the Needs of This Consumer Group

Kellogg's Food Away From Home

Seven Guidelines to Healthy Cooking

Nestlé Foodservice

Foodservice Informatics

Vision Software Technologies

Sanitation Without Chemicals

Food Equipment Solutions

Designing to Maximize Food Presentation

Lakeside Manufacturing, Inc.

“Self-Op” with Magnum Support Eliminates the Perceived Need for Food Contractors
DM&A

1:00 – 2:00 PM

Talent Management: Arriving at Your Future with Prepared Leaders

Alex Stiber, Senior Director of Organizational Development and Leadership, Schwan’s University
Speaker Expenses Sponsored by Schwan’s Food Service, Inc.

2:00 – 3:30 PM

General Session: 20/20: Extraordinary Vision

Gregory Hauck, The FutureWork Institute
Sponsored by Gordon Food Service

4:00 – 8:00 PM

Networking BBQ Reception and Dinner
Sponsored by Vitality Foodservice, Inc.

Friday, September 19

7:30 – 8:30 AM

Breakfast

8:30 – 10:00 AM

Concurrent Break-Out Sessions:

Sponsored by (Metro) Intermetro Industries

Going Green

Bruce Parker, West Allis Memorial Hospital, Aurora Health Care

Catering: What’s Hot Now

Michael Roman, President and Founder, Catersource magazine, Conference & Tradeshow