

OUR MISSION

To provide the education and training to build the Brand expertise of our associates and partners.

DAYMON
WORLDWIDE

DIRECTING A SUCCESSFUL PRIVATE BRAND BUSINESS

COURSE OVERVIEW

This course focuses on the roles that Private Brand plays for Retailers, Suppliers and Daymon. Participants will learn about trends in the Retail, Private Brand and Supplier segments and the impact of these trends on their business. They will also develop strategic alignment, collaborative relationships and innovative thinking skills that drive successful Private Brand initiatives.

COURSE OBJECTIVES

- Describe the roles that Private Brand plays for Retailers and Suppliers, both in the past and in the future.
- Describe the key trends impacting Retailers and Suppliers.
- Describe the impact of developing strategic alignment and collaborative relationships between Retailers and Suppliers.
- Apply best practices for developing collaborative relationships between Retailers and Suppliers.
- Apply innovative practices to drive Private Brand growth and development.
- Apply various data and information resources to drive Private Brand growth.

	MORNING	AFTERNOON	EVENING
MON	<ul style="list-style-type: none"> • Introduction & Welcome • Positioning Your Firm in the New Global Food System • Future of Retailing 	<ul style="list-style-type: none"> • Retailer Mission, Vision & Role of Private Brand • Introduction to Case Studies 	<ul style="list-style-type: none"> • Welcome Dinner
TUE	<ul style="list-style-type: none"> • Supplier Mission, Vision & Role of Private Brand 	<ul style="list-style-type: none"> • Evolutionary History of Private Brands • Leveraging Insights 	<ul style="list-style-type: none"> • Group Dinner
WED	<ul style="list-style-type: none"> • Innovation Workshop Ideation 	<ul style="list-style-type: none"> • Innovation Process • Innovation Group Assignment • <i>Harvard Business Review</i> Case Study Group Assignment 	<ul style="list-style-type: none"> • Group Dinner & Final Assignment
THU	<ul style="list-style-type: none"> • <i>Harvard Business Review</i> Case Study Group Assignment 	<ul style="list-style-type: none"> • Case Study Group Presentations • Conclude & Award Certificates 	

STUDENT FEEDBACK

This was one of the most eye-opening and challenging experiences I have gone through in quite some time. I have come away with a great respect for Daymon and an elevated view of the company and their associates—Very impressed!

**Bill Haveron, Director of Retail Sales
Upstate Niagara**

This course was a big learning curve and eye-opener of what can be achieved with Private Brand, as well as a great guide to forming and implementing a Private Brand strategy.

**Wyrand Botha, Business Analyst
Builders Warehouse**

The course was fantastic and certainly exceeded ALL of my expectations—the learnings from the course will certainly aid the cause of our company and help to position us uniquely into the future.

**Nick Favager, Merchandising Manager
Makro**

DU 321

TUITION FOR OUR PARTNERS **\$2,995 per attendee**

April 11–15, 2011 (Tuition due 2/14/11.)

DISCOVERING THE POWER OF PRIVATE BRAND CATEGORY PLANNING

COURSE OVERVIEW

Participants will learn key marketing and category planning concepts and processes with special emphasis placed on Private Brand Management and integrating the consumer throughout the process. They will also learn how to integrate data resources and tools into each component of the Private Brand category plans with greater confidence and clarity.

COURSE OBJECTIVES

- Enable the integration of Private Brand as a key strategic element into the Retailer's category planning process to deliver the Retailer's overall company goals and strategies.
- Describe the key steps of the Private Brand category planning process.
- Integrate the consumer into each step of the Private Brand category planning process.
- Integrate the enterprise strategy into the Private Brand category planning process.
- Apply Private Brand roles and strategies to achieve both category and overall Private Brand program goals.
- Convince others of the need to integrate Private Brand into the review process to realize Private Brand program strategies and goals.

	MORNING	AFTERNOON	EVENING
MON	<ul style="list-style-type: none">• Introduction & Welcome• Evolution of Global Private Brands	<ul style="list-style-type: none">• Future of Retailing• Retailer and Private Brand Strategy• Global Performance Drivers	<ul style="list-style-type: none">• Welcome Dinner
TUE	<ul style="list-style-type: none">• Change Management• Category Planning Process: Overview• Private Brand Portfolio Management	<ul style="list-style-type: none">• Private Brand Portfolio Management (Cont'd)• Prioritization of Opportunities	<ul style="list-style-type: none">• Group Dinner
WED	<ul style="list-style-type: none">• Category Assessment: Market and Retailer• Category Assessment: Consumer	<ul style="list-style-type: none">• Category Assessment: Assortment and Merchandising• Afternoon Assignment	<ul style="list-style-type: none">• Group Dinner & Evening Assignment
THU	<ul style="list-style-type: none">• Category Assessment: Pricing and Promotions• Category Strategies	<ul style="list-style-type: none">• Category Tactics, Implementation and Scorecard• Developing Collaborative Partnerships• Group Assignment	<ul style="list-style-type: none">• Group Dinner & Final Assignment
FRI	<ul style="list-style-type: none">• Group Presentations• Conclude & Award Certificates		

STUDENT FEEDBACK

I thought I knew most of what I needed to know about Category Management. ...I learned that there was still a lot for me to learn. I developed fresh eyes for product development.

Scott Chambers, Senior Buyer
Meijer

An impressive feat to present this material in a fashion that delivered the message and kept the atmosphere light and energized. Kudos to the Daymon team, I was thoroughly impressed with their passion, knowledge and commitment.

Ken Malecki, Director,
Eastern Retail Accounts
Musco Family Olive Company

This course exceeded my expectations and opened my eyes to the capabilities of Daymon Worldwide and how valuable our relationship is. Takeaways from industry leaders and Daymon's truly worldwide experience cannot be duplicated outside coordinated events like Daymon University. This is worth the time investment and I would definitely take advantage of another opportunity to attend.

Chris Ellis, Category Manager,
Brookshire Grocery Company

THE INNOVATION SKILL BUILDER

COURSE OVERVIEW

This course focuses on the concept of Innovation and the various skill sets needed to drive Innovation within an organization. Participants will learn the definition of Innovation, Daymon’s vision for Innovation, divergent and convergent thinking skills and the culture, personal skills and processes that promote an innovative mindset. They will also learn how to apply these skills in real-life situations requiring innovative solutions. Participants will be able to develop and recommend new approaches and strategies for business issues with greater confidence and clarity.

COURSE OBJECTIVES

- Define the concept of Innovation.
- Describe the Innovation vision at Daymon.
- Define who you are as an innovator.
- Describe the difference between divergent and convergent thinkers.
- Define the behaviors, politics and best-in-class practices for creating an innovative culture in the work environment.
- Describe the Innovation process.
- Apply the Innovation process in practical, real-life professional situations.
- Develop innovative solutions within your position at your company.

	MORNING	AFTERNOON	EVENING
MON	<ul style="list-style-type: none"> • Introduction & Welcome • Generating Ideas and Thinking Critically 	<ul style="list-style-type: none"> • What is Innovation? • Who Am I as an Innovator? 	<ul style="list-style-type: none"> • Welcome Dinner
TUE	<ul style="list-style-type: none"> • Politics of Innovation • Strategic Imperative • Trust and Collaborative Innovation 	<ul style="list-style-type: none"> • Alliance Champion • Rewards, Metrics and Measuring Success • Developing Personalized Innovation Action Plans 	<ul style="list-style-type: none"> • Group Dinner
WED	<ul style="list-style-type: none"> • Intelligent Risk-taking • Risk Preferences and Influence 	<ul style="list-style-type: none"> • Influence Tactics • Case Study Group Assignment 	<ul style="list-style-type: none"> • Group Dinner & Evening Assignment
THU	<ul style="list-style-type: none"> • Case Study Group Presentations 	<ul style="list-style-type: none"> • Epilogue and Debrief for Case Studies • Conclude and Award Certificates 	

STUDENT FEEDBACK

...must-attend course for everyone. You will learn that innovation is a team sport and that fostering an innovation mindset through a spirit of trust and collaborative alliances leads to a competitive advantage...

**Emily Detwiler, Marketing Manager
Daymon Worldwide**

After leaving the class, the ideas just keep coming and I can't wait to apply what I have learned to my everyday life. Great content and presenters, and well worth the time out of the office.

**Takashi Suwabe
Associate Business Manager,
Daymon Worldwide**

This was one of the best Daymon classes I've attended. It makes you think on a "higher order" about how to change culture and that everyone is capable of being innovative and creative.

Anonymous

INSTRUCTORS



Sean McGirr

Vice Chairman,
Cliffstar
2006–2007

President and CEO,
Cliffstar
2000–2006

After a 19-year association with the Cliffstar Corporation, North America's largest bottler of store brand juices and drinks, Sean retired as Vice Chairman of the corporation in June 2007. Sean began his career with Cliffstar in 1988 as Director of Sales and Marketing. He immediately became the principal architect and executor of the Company's strategy to meet its objective of becoming the premier store brand juice and drink supplier to the industry. He was named President in 1998 and CEO in 2000. He served on the Board of the Cranberry Institute in 2006/07. Prior to joining Cliffstar, Sean served as the National Sales Manager for the Red Wing Company (now Carriage House Foods), then a division of the British firm Rank Hovis McDougall. He came to Red Wing from Armour Dial where he was a key account manager. Sean is a 1974 graduate of La Salle College in Philadelphia with a Bachelor of Science in Marketing. He has also completed the American Society of Appraisers Course and a number of executive education courses at the Wharton School primarily focused on Finance, Marketing and Strategy.

While at Cliffstar, Sean was instrumental in expanding the manufacturing footprint of the company from a one-plan regional supplier to a national supplier with five bottling plants, three fruit processing facilities and two seasonal fruit receiving stations. Throughout his tenure, Sean worked with Loblaw on the development of their extremely successful President's Choice line of Cocktails and Juices. Sean was named to Loblaw's President's Choice Hall of Fame in 2003 for his work on this and other successful product initiatives with the company. Sean has also received the Glass Packaging Institute's Clear Choice Award, the first-ever given to a Private Brand manufacturer. Additionally, Sean worked to position Cliffstar globally and developed and maintained strong relationships with over five hundred growers worldwide ensuring a reliable supply base.



Peter Brennan

Board Member, Board of Directors
Daymon Worldwide, Inc.
1994–Present

Vice Chairman,
Daymon Worldwide, Inc. and
Dean of Daymon University
2007–2008

President,
Daymon Worldwide, Inc.
1992–2006

Peter Brennan began his consumer goods career as an undergraduate at Michigan State by working for Kroger. Upon graduation, he joined American Home Products Foods Division as District Manager for the Michigan area. In 1973, Milt Sender and Peter Schwartz, the co-founders of Daymon Associates, Inc., hired him as a Retail Representative for the Cleveland, OH-based Allied Supermarkets chain, one of Daymon's three customers. Peter moved to Buffalo, NY in 1976 to launch Daymon's operations at Loblaws and their U.S. companies. In 1980, he was appointed Vice President and assumed responsibility for the Daymon Loblaw U.S. business in Minneapolis to include the U.S. launch of Loblaw's No Name and President's Choice brands.

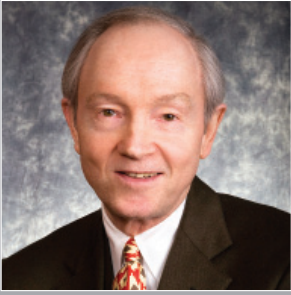
In 1982, Peter was asked by the company's co-founders to join them at Daymon's headquarters, then in New York City, to spearhead the development and operation of a network of central resource capabilities, including package design, Food Marketing Group (trading) and the then Category Development Group. All of these initiatives have evolved into self-supporting businesses that are embraced by customers and suppliers as critical components of the total Daymon service package and expertise.

In 1992, Peter was appointed President of Daymon Worldwide, Inc. and became a company officer. In 2007, Peter was appointed Vice Chairman. Peter retired from his position at the end of 2008, but remains active on Daymon's Board of Directors.

Peter holds a Bachelor of Arts Degree from Michigan State University. He also earned an Education Certificate and is a frequent speaker and presenter at industry events and panels.



INSTRUCTORS



Allan Noddle

Board Member, Board of Directors
Daymon Worldwide, Inc.
2002–Present

Corporate Executive,
Board Member, Board of Directors
Royal Ahold
1998–2002

President and CEO,
Ahold USA Support Group
1997–1998

President and CEO,
Giant Food Stores
1988–1997

Allan Noddle joined Daymon's Board of Directors in September 2002 with significant food industry experience both domestically and internationally. He began his career with Hinky Dinky Supermarkets in 1965 and progressed through their management ranks until 1980, when he became Executive Vice President of Giant Food in Carlisle, PA. Giant was a 26-store chain doing approximately \$260 million per year when he joined. Shortly thereafter, they were acquired by Ahold, with whom Allan would spend the balance of his career.

In 1986, Allan moved to another Ahold company, BI-LO Supermarkets in Mauldin, SC. He helped BI-LO expand its offerings to become a more viable competitor in the marketplace. In 1988, Allan moved back to Giant Carlisle Food as President and CEO. In 1997, he became the CEO of Ahold USA Support Services, where he was responsible for overseeing Ahold's U.S. holdings including Giant Food, First National Stores, Tops, BI-LO, and Stop & Shop. In 1998, he was asked to become one of the company's five directors, which required him to relocate to the Netherlands. His responsibilities included the management of all of Ahold's Latin American and Asian companies. Allan was the first American asked to serve on the corporate executive board in the 114-year history of Ahold.

Allan received his Bachelor of Science degree in Business Administration, cum laude, from the University of Nebraska in 1962. He currently serves on the boards of four privately held companies and the University of Nebraska Foundation. Allan has been a panelist, guest speaker, counselor, and advisor to numerous companies and organizations in the food industry. He is a guest lecturer at the Business School at Cornell University.

WHY DAYMON UNIVERSITY?

Daymon University's specialty is sharing Private Brand knowledge and expertise with its participants. Attending Daymon University provides you with:

- Our 40+ years of experience in developing Private Brand experts throughout the world.
- Our global perspective and expertise with Private Brand programs in over ten channels of trade — it's our focus!
- Our ability to develop in-depth Private Brand curricula around key business topics.
- Instructors from different trades of business including top Private Brand industry leaders and experts.



