

2016 Session Descriptions:
National Purchasing Co-op Conference



Date & Time	Final Agenda
Sun, Sept 18	
6pm – 730pm	<p>Registration Open Welcome! For those arriving early, NCBA CLUSA staff will be available on-site for conference check-in on Sunday evening, where attendees can receive their conference information, including any handouts and related materials from our sponsors.</p>
6pm – 730pm	<p>Happy Hour Join us for a casual 5 o'clock Somewhere meet-up at Catch Grill & Bar, the hotel's premier restaurant. Enjoy good company and sweeping views of the marina and Biscayne Bay.</p>
730pm – close	<p>Free Time With downtown just Miami a short taxi ride away, plan ahead with some of your attendees and arrange for a late-night Miami dinner and enjoy the sights and sounds of everything that The Magic City has to offer!</p>
Mon, Sept 19	
8am – 12pm	<p>Registration, Exhibits, Off-Site Networking For those arriving late Sunday or early Monday, we've set aside this block of time for check-in and casual networking. The exhibit hall will be open and our service providers will be standing by to answer any questions you have about how they can help your business. We'll also have a list of nearby places outside the hotel available if you'd prefer to take pop-up meetings or check off any last-minute To-Do's before the conference begins.</p>
12pm – 1pm	<p>Conference Welcome & Networking Lunch NCBA CLUSA CEO Judy Ziewacz will take the podium and officially open the 2016 National Purchasing Cooperatives Conference with a few acknowledgments and welcome remarks about our goal of Elevating Connections through the strength of the co-op business model.</p>
1pm – 130pm	BREAK
130pm – 5pm	<p>At the conclusion of lunch, NPCC Planning Committee Chair Jeanne Matson, CEO of Starnet Flooring, will take to the podium and offer a few observations about the conference and what attendees can expect to hear over the course of the event.</p> <p>Workshops Each workshop will utilize a short presentation by the speaker, followed by timed table-discussion questions and a moderated group recap discussion.</p> <ul style="list-style-type: none"> • <u>130 – 230pm: Emerging Membership Recruitment Strategies</u> <i>Rich Morris CEO, The Veterinary Cooperative</i> With the explosive growth of TVC and his background in consulting for purchasing cooperatives, Rich is a natural choice to lead this session and discussion on emerging membership recruitment techniques for Purchasing Cooperatives. • <u>245 – 345pm: Increasing Purchasing Volumes</u> <i>Rob Moe Vice President, Sphere 1</i> Listed as a top challenge by respondents of our 2016 Content Survey, this session will explore the impact of product education on purchasing volumes as it relates to the co-op/member/supplier relationship and the mechanics of utilizing the buying power of your cooperative. • <u>4 – 5pm: Returning Value to Members Through Rebates</u> <i>Moderator: Greg Brodsky CCA Global</i> <i>Panelist: Jeanne Matson CEO, Starnet Flooring</i> <i>Panelist: Bruce Carrozzi Divisional VP of Retail Growth, True Value</i>

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5pm – 630pm	Sponsored Reception Courtesy of our Premier Sponsor, our official Welcome Reception is an opportunity to reconnect with old friends, make new ones and decompress after an intensive start to our program. Enjoy light appetizers and an open bar, courtesy of our sponsor.
630pm – close	Sponsored After Hours event What's the point of being in Miami if you're not going to enjoy a little after hours excitement? We'll plan something fun with our Premier Sponsor to keep the party rolling.
Tues, Sept 20	
7am – 5pm	Registration & Exhibits open NCBA CLUSA staff and conference exhibitors will be on-hand for the attendees throughout the day. If you have questions about the hotel or the conference, stop by the registration desk. For questions about our solution partners, just take a quick stroll down the Exhibit Hall!
7am – 8am	Breakfast The Marriott Biscayne Bay is proud to serve you a buffet breakfast of all your favorites mixed with a bit of local flair.
8am – 9am	Keynote Speaker <ul style="list-style-type: none"> • <i>Justin King Founder, eCommerce & B2B</i> With nearly 20 years of helping distributors and manufacturers thrive in the changing eCommerce and B2B space, Justin will dive into current business and economic trends in a presentation called "Shift Happens," providing purchasing cooperatives insight and new strategies to compete with big box and online retailers. Justin will also highlight innovations happening now in the competitive marketplace, providing "leading edge solutions" that are accessible to purchasing cooperatives through technology adoption and collaboration.
9am – 915am	BREAK
Round 1: 915am – 1030am	Master Classes: Round 1 <ul style="list-style-type: none"> • <u>Using Data for Strategic Planning and Risk Management</u> <i>Chris Sachse CEO, apogee IQ and Horsetail Technologies</i> In this session, attendees will discover how to harness the power of the data already at their fingertips and transform it into a powerful decision-making tool that drives your business forward strategically while helping manage risk. • <u>Social Media Engagement Strategies for Purchasing Cooperative Members</u> <i>Megan McKoy-Noe Cooperative Communicators Association</i> This session will focus on strategies that your co-op can implement that will help your members engage their customers on a local level, from developing unified inbound marketing materials to a managed social media plan and more. • <u>Bringing Your Members into the 21st Century</u> <i>Melody Jordan-Carr VP of Member Relations, ASAE</i> As businesses are forced to adapt on the fly to rapidly changing industry trends, are your members prepared? In this session, you'll learn about emerging technology and workflow management tools to help your members go from looking in on the conversation to being part of it in real-time. • <u>What is the Co-op Advantage?</u> <i>Kaeleigh Barker Research Specialist, Cooperatives for a Better World (INVITED)</i>

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	<p>Scott Wheele COO, Carpet One <i>(INVITED)</i></p> <p>Join a panel comprised of co-op thought leaders that are bringing the value of cooperative identity to the forefront through innovative marketing efforts, seeking to answer the question "How is being a co-op beneficial to our bottom-line?"</p> <ul style="list-style-type: none"> <p><u>Hiring, Managing and Learning From Millennials</u> Evan Hackel CEO, Tortal Consulting</p> <p>In this session, we'll unwind the perceived mystery of the working millennial and provide insight and guidance on how you can harness the power of (and learn from) this sector of the workforce to the benefit of your cooperative.</p> <p><u>Developing Governance Models for Purchasing Cooperative Boards</u> John Gregoire Founder, ProCon Group</p> <p>Drafting a comprehensive management document that clearly define roles and responsibilities for cooperative Board, CEO and staff will help provide focus to your work and ease concerns when conflicts at the highest levels arise.</p>
1pm – 115pm	BREAK
1045am – 12pm	<p>Master Classes: Round 2</p> <ul style="list-style-type: none"> <p><u>Using Data for Strategic Planning and Risk Management</u> Chris Sachse CEO, apogee IQ and Horsetail Technologies</p> <p>In this session, attendees will discover how to harness the power of the data already at their fingertips and transform it into a powerful decision-making tool that drives your business forward strategically while helping manage risk.</p> <p><u>Social Media Engagement Strategies for Purchasing Cooperative Members</u> Megan McKoy-Noe Content Marketing Manager, Ruralite Services</p> <p>This session will focus on strategies that your co-op can implement that will help your members engage their customers on a local level, from developing unified inbound marketing materials to a managed social media plan and more.</p> <p><u>Bringing Your Members into the 21st Century</u> Melody Jordan-Carr VP of Member Relations, ASAE</p> <p>As businesses are forced to adapt on the fly to rapidly changing industry trends, are your members prepared? In this session, you'll learn about emerging technology and workflow management tools to help your members go from looking in on the conversation to being part of it in real-time.</p> <p><u>What is the Co-op Advantage?</u> Kaeleigh Barker Research Specialist, Cooperatives for a Better World <i>(INVITED)</i> Scott Wheele COO, Carpet One <i>(INVITED)</i></p> <p>Join a panel comprised of co-op thought leaders that are bringing the value of cooperative identity to the forefront through innovative marketing efforts, seeking to answer the question "How is being a co-op beneficial to our bottom-line?"</p> <p><u>Hiring, Managing and Learning From Millennials</u> Evan Hackel CEO, Tortal Consulting</p> <p>In this session, we'll unwind the perceived mystery of the working millennial and provide insight and guidance on how you can harness the power of (and learn from) this sector of the workforce to the benefit of your cooperative.</p> <p><u>Developing Governance Models for Purchasing Cooperative Boards</u> John Gregoire Founder, ProCon Group</p> <p>Drafting a comprehensive management document that clearly define roles and responsibilities for cooperative Board, CEO and staff will help provide focus to your work and ease concerns when conflicts at the highest levels arise.</p>

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12pm – 1pm	<p>Working Lunch The Marriott Biscayne Bay is proud to serve you a buffet lunch of all your favorites mixed with a bit of local flair.</p>
1pm – 115pm	BREAK
115pm – 245pm	<p>ROI Roundtables</p> <ul style="list-style-type: none"> • <i>NCBA CLUSA Exhibitors & Solution Partners</i> Meet our select group of service providers in this no-stress roundtable format! Each sponsoring organization will have 2 minutes at the podium to introduce themselves. At the conclusion of these introductions, each service provider will host three 20-minute Q&A “speed-dating” sessions at their table in the plenary meeting room, providing attendees the opportunity to ask questions and learn about their work.
245pm – 3pm	BREAK
3pm – 5pm	<p>Best Practices</p> <ul style="list-style-type: none"> • <i>Moderated by Evan Hackel</i> Rated the #1 reason to attend the NPCC, this group sharing session has inspired countless innovations in the Purchasing Cooperative sector. Come prepared to provide a 2-minute, high-level breakdown of a Best Practice you've implemented in your cooperative. And come prepared to take notes from your peers, too!
5pm – 630pm	<p>Sponsored Reception Courtesy of our Sponsor, this themed reception will help you wind down our second day of programming while keeping you energized for the following morning. Enjoy light appetizers and an open bar before you head off for dinner on your own.</p>
630pm – close	<p>Free Time A perfect opportunity to connect with new acquaintances or service providers for an evening out, you might also take some time for yourself to enjoy the ambiance of the marina and bay with some downtime at the hotel pool or one of its fine restaurants!</p>
Weds, Sept 21	
8am – 12pm	<p>Registration & Exhibits open NCBA CLUSA staff and conference exhibitors will be on-hand for the attendees throughout the morning. For questions or feedback, stop by the registration desk. This is also your last chance to visit our solution partners in the Exhibit Hall.</p>
8am – 9am	<p>Breakfast The Marriott Biscayne Bay is proud to serve you a buffet breakfast of all your favorites mixed with a bit of local flair.</p>
9am – 950am	<p>Purchasing Co-op Network Discussion</p> <ul style="list-style-type: none"> • <i>Panel from NCBA CLUSA (Staff + Board)</i> NCBA CLUSA will lead a discussion on the formation of a new managed network that will cater to Purchasing Cooperatives. We'll examine the ins and outs of this management network, its function, financials, call for Board seats and incubation Go/No-Go benchmarks. Our intention is to create more value for your co-op to help attract new members and empower your cooperative for continued growth.
950am – 10am	BREAK
10am – 1155am	<p>Reverse Best Practices</p> <ul style="list-style-type: none"> • <i>Moderated by Evan Hackel</i> Rated the #2 reason to attend the NPCC, this judgement-free group sharing “We Tried This, It Failed and Here's Why” table discussion has helped our members avoid pitfalls experienced by their peers and navigate a changing economy effortlessly.

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1155am – 12pm	<p>Closing Remarks & End of Conference NPCC Planning Committee Chair Jeanne Matson, CEO of Starnet Flooring, will take to the podium and recap some highlights of the conference and propose a few action items as attendees get set to start their Q4 planning and budgeting meetings for 2017.</p> <p>At the conclusion of her remarks, NCBA CLUSA CEO Judy Ziewacz will take the podium and officially close the 2016 National Purchasing Cooperatives Conference.</p>