

NACS Insight Retail Study Tour

Retail Study Tours – Study Tour Briefing Breakfast and Downtown Atlanta Retail Visits

Tuesday 5th October Downtown Atlanta

– Study Tour Briefing Breakfast

07:00 – 7:40 Breakfast at Sears in the Marriot Marquis
Delegates to arrive and enjoy buffet breakfast.

07:35 – 08:00 Jeff Murphy
Market introduction and overview

Biography - G. (Jeff) M.Murphy

Jeff has more than 30 years experience involving a multitude of leadership positions across a wide variety of industries and global markets. While working in corporate, his experience ranged from VP Business Development for a global retail branding & design firm, to the executive position of Marketing Manager for a global fuels and convenience retailer with responsibility for the Southern Hemisphere.



As Managing Partner of The Murphy Group LLC www.murphygroupllc.com , Jeff and his team of senior consultants have assisted in global expansion efforts of retailers, suppliers and trade associations; provided strategic management consulting advice to fuels/convenience retailers around the world and guided the Marketing Plan creation, including consumer research and the ultimate value propositions. He has also provided advice on global, emerging market prioritization; economic modeling; mergers/acquisitions and market entry strategies. Jeff is keenly active in his community; has served on an Executive committee of not for profit children and health-oriented organizations & is currently a member of the NACS International Committee. He holds a Bachelor of Science degree in Management from Saint Joseph's University in Philadelphia, PA.

08:00 – 08:20 Joe Bono
Market introduction and overview

Biography – Joseph Bona, President, CBX USA

Joe is responsible for directing the Retail practice at CBX, overseeing the creative process with a management style that stresses close client contact and attention to detail. His extensive work on six continents has given him a unique perspective on global trends but more importantly, it has provided



him with the practical knowledge of how to adapt and respond to local markets. Prior to CBX, Joe was President and Chief Operating Officer at CDI Group where he worked for over 21 years.

During his more than 25 years as a retail branding and design professional, he has directed a wide range of strategic and creative initiatives for such global companies as: Stop & Shop Supermarkets, ChevronTexaco, Daiei Supermarket, Frito-Lay, Nestle and Petro-Canada to name a few. His work has led to numerous international design awards and is often featured in a wide variety of leading industry trade publications.

08:20 – 08:30 Nicholas Scherzer
Study tour route and plan briefing

08:30 – 08:40 Finish Breakfast
Make way out to Courtland Street exit for busses

– Retail Study Tours

08:50 – **Bus Departs from Courtland Street exit of Hotel**
Marriot Marquis, 240-290 Courtland Street NE, Downtown, Atlanta

Hosted Visit **Kroger Supermarket**
[Hosted visit with company, store and operation background]

Hosted Visit **Whole Foods Market**
[[Hosted visit with company, store and operation background]

Hosted Visit **QuikTrip**
[Hosted visit with company, store and operation background]

Hosted Visit **Publix Supermarket**
[Hosted visit with company, store and operation background]

12:35 – **Return to Marriot Marquis Hotel**
Marriot Marquis, 240-290 Courtland Street NE, Downtown, Atlanta

Tuesday 5th October **NACS SHOW** **– Workshop Sessions**

13:30 – 14:00 Workshop Session

14:45 – 15:35 Workshop Session

16:00 – 17:00 Workshop Session

