

THE  
LEADERSHIP FORUM  
2010



January 17-19  
North San Diego, California

Premier Sponsor:

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High performance. Delivered.

**PRELIMINARY PROGRAM SCHEDULE (Subject to change)**

**Pre-Events – Saturday, January 16**

6:00 – 9:30 p.m.

**Board of Directors Reception & Dinner**

(Open to members of the Board, their spouses, and invited guests only.)

**Pre-Events – Sunday, January 17**

7:30 – 11:00 a.m.

**Board of Directors Meeting**

(Open to members of the Board only.)

11:00 a.m. – 5:30 p.m.

**Lunch & Golf Tournament**

(Open to all pre-registered attendees and spouses.)

Honored in 2008 as *Condé Nast Traveler's* number one golf resort in Southern California, Four Seasons Resort Aviara Golf Club offers superb golf facilities.

The course is sculpted around natural topography, with water hazards positioned as visual extensions of the lagoon. The club includes a 32,000-square-foot (3,000-square-meter), two-story Spanish colonial clubhouse with a complete golf shop.

11:45 a.m. – 3:30 p.m.

**Lunch & Hiking**

(Open to all pre-registered attendees and spouses.)

Attendees and guests are invited to enjoy a day of hiking at Torrey Pines State Reserve. This state park is located within San Diego city limits and yet remains one of the wildest stretches of land on the Southern California coast.

Don't miss this opportunity to explore one of the most scenic wonders in Southern California.

12:00 – 7:30 p.m.

**Registration & Information Desk Open**

6:00 – 7:30 p.m.

**Welcome Reception**

The first opportunity for Leadership Forum attendees to meet and reconnect at this relaxed cocktail reception.

**Day 1 – Monday, January 18**

6:45 a.m. – 5:00 p.m.

**Registration & Information Desk Open**

6:45 – 7:30 a.m.

**Breakfast**

7:30 – 7:45 a.m.

Welcome



Sandy Kennedy  
*President*  
Retail Industry Leaders  
Association



Bill Rhodes  
*Chairman, President & CEO*  
AutoZone, Inc.  
*Incoming Chairman*  
Retail Industry Leaders Association

7:45 – 8:30 a.m.

**Opening Dialogue: Tomorrow Starts Today**

Chris Donnelly, *Executive Partner*, Accenture

Janet Hoffman, *Global Managing Partner – Retail*, Accenture

Retail is facing arguably its most challenging environment in half a century. But while some companies struggle to survive, others will emerge even stronger. In this session, attendees will explore the future of retailing, examine some of the innovative practices occurring today, and discuss how the industry will evolve in the coming years. Groups will also consider the actions retailers should be taking today to ensure success tomorrow.

8:45 – 9:45 a.m.

**CEO Spotlight – Greg Wasson, Walgreen Co.**



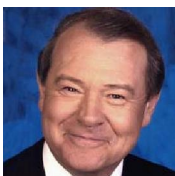
Greg Wasson  
*Chief Executive Officer & President*  
Walgreen Co.

Each year, the Leadership Forum features a prominent CEO from the retail and consumer products industry to give us the “inside story” on his/her company, what drives their business and success, leadership secrets, and more. This year, hear from Walgreens’ recently appointed chief executive Greg Wasson on his mission to reinvent Walgreens, his commitment to America’s health and wellness, and his vision of corporate leadership in today’s world.

10:15 – 11:15 a.m.

**Industry Panel: Innovation**

Moderator:



Stuart Varney  
FOX Financial News

Panelists:



Eric Wiseman  
*Chairman, President & Chief*  
*Executive Officer*  
VF Corporation

Other panelists TBA

Innovation is not achieved randomly, through a single act of genius or unpredictable brilliance. Businesses today must master innovation if they want to remain relevant and achieve sustainable growth. Yet it is one thing to recognize the value of innovation but quite another to make it happen. This panel will examine how businesses can become incubators for innovation through creating corporate cultures that embrace change, through standardizing processes around innovation, and identifying and eliminating barriers to innovation and creativity.

11:30 a.m. – 12:45 p.m.

**Luncheon & Business Break**

1:00 – 2:00 p.m.

**The Class of 2025: Making America More Competitive**



Erik Peterson  
*Senior Vice President*  
Center for Strategic and International Studies

What are the key challenges that business leaders and policy makers will face in the years leading to 2025 and beyond? Erik Peterson, a senior vice president at the Center for Strategic and International Studies (CSIS) and director of the Global Strategy Institute will offer Leadership Forum participants a glimpse into the future in areas such as energy trends, technological innovation, population growth and the economy. Benefit from his discoveries on the “seven revolutions” of change that affect companies globally and learn how to promote forward thinking by considering what these changes will mean for leadership around the world. Listen as he delivers his underlying message - we can either enact real, positive change or sit on the sidelines and risk the consequences.

2:15 – 3:00 p.m.

**Roundtable Discussion: Making America More Competitive**

Facilitator: Erik Peterson

Take this opportunity to discuss the issues raised by Erik in the previous session with your Leadership Forum peers. Roundtables will take on some of the topics and deal with how the retail industry can have a positive impact on America’s competitive landscape.

3:15 – 4:15 p.m.

**The Economy 2010: Lasting Effects of the Great Panic**



David Wessel  
*Economics Editor, The Wall Street Journal*  
*Author, In FED We Trust: Ben Bernanke's War on the Great Panic*

David Wessel, *The Wall Street Journal's* Economics Editor and best-selling author of *In Fed We Trust*, looks at what lessons we’ve learned from the Great Panic – including the housing meltdown, credit freeze, stock market crash and economic slump -- about markets, about regulation, and about human nature. Wessel argues that the United States narrowly averted a depression that could have rivaled what the nation saw in the 1930’s, the effects of which will be many and lasting. He takes a look at how the financial regulatory system, the SEC and the Federal Reserve will change as a result, and predicts where the economy will go from here.

6:30 – 9:30 p.m.

**Reception, Dinner & Entertainment**

**Day 2 – Tuesday, January 19**

7:15 – 8:00 a.m.

**Breakfast**

8:00 – 9:00 a.m.

**Retail Story: GameStop**

Paul Raines  
*Chief Operating Officer*  
GameStop Corporation

GameStop is the world's largest video game and entertainment software retailer, operating more than 6,200 retail stores worldwide. Learn from GameStop Chief Operating Officer Paul Raines how the company has managed to thrive during difficult economic times and appeal to wide-ranging audiences by focusing all of its activities on the one thing that matters most: customer satisfaction.

9:15 – 10:15 a.m.

**Financial Panel: Retail Industry Outlook**

Moderator: Tom Schoewe, *Executive Vice President & Chief Financial Officer*, Wal-Mart, Stores, Inc.  
Panelists: Robert Ohmes, *Managing Director*, Bank of America-Merrill Lynch

This interactive panel, moderated by a seasoned retail CFO, will feature retail analysts discussing the state of the retail industry, including principles and practices that drive effective retail performance. Hear their views on the importance of strategy, culture, operations and revenue management to value creation. Learn what the latest economic news – on new legislation, the housing market, credit, oil prices, consumer confidence, inflation, financial markets – means for retail from a Wall Street perspective.

10:30 – 11:30 a.m.

**Closing General Session**

James Bradley,  
*Author, "Flags of Our Fathers," "Flyboys"*

James Bradley, scholar of World War II and New York Times #1 bestselling author of *Flags of Our Fathers* and *Flyboys*, draws upon his vast research into the Pacific War and addresses the mindset it takes to achieve success - both in combat and in life. Bradley cites examples of challenges that experts deemed "impossible" and dramatically illustrates how ordinary people did the impossible by thinking outside the box. He explores not only how victory was achieved, but also what the victory cost, in terms of human life and suffering. Bradley challenges audiences to understand and remember the example that earlier generations have set, and to move beyond the "impossibilities" in their own lives. His latest book, *The Imperial Cruise*, is a startling look at the events that set the stage for World War II, the Chinese Communist Revolution, and the Korean War.

11:30 a.m.

**Wrap-Up & Book Signing**

For more information, please contact Jenny Keehan at (703) 600-2031 or [jenny.keehan@rila.org](mailto:jenny.keehan@rila.org).