

Vermont Retail & Grocers Association
148 State Street
Montpelier, VT 05602

PRSRT STD
US Postage
PAID
Montpelier, VT
Permit No. 57



April 29th & 30th, 2016

Hilton Burlington

Bringing Vermont retailers and grocers together for a business-to-business show loaded with collegial networking, outstanding educational seminars, quality goods at every price point, and important business services for businesses of any size.

vtrga.org
#VRGA





Register Online

at vtrga.org

or mail in your registration form to:

Vermont Retail & Grocers Association, 148 State Street, Montpelier, VT 05602
or fax it to 802-839-1927.

Questions? Call 802-839-1928

Quotes

"I've been attending the VRGA Convention & Expo for more than twenty years, now. I love to see what's new in our state and catch up with some of our favorite vendors who I don't see on a regular basis; and I always find nice surprises!"

Bob Harrington, Beverage Baron,
Barre, VT

"VRGA's Convention & Expo has provided a great platform for suppliers and distributors to showcase their latest products. It has been a well-run event, allowing retailers to get maximum exposure and education. I would recommend this event to any company wanting to accelerate their business."

Jay Mitiguy, Dowling's Inc.
Milton, VT

Lodging

***\$99 Room Rates for Retailers!**



**For reservations at the Hilton Burlington, call 1-800-445-8667
or register online via the link on VRGA's website: vtrga.org**

Be sure to mention you are part of the Vermont Retail & Grocers Convention & Expo, or use the special rate code - "VRGA" to receive the group rate of \$149 plus tax for city view rooms and \$174 plus tax for lake view rooms. This rate is available through April 22, 2016. Rooms are subject to rate change & availability after that date.

**Retailers will receive a \$50 discount at the time of check-in*



Brewery Hop

Friday, April 29th

7:00pm – 10:00pm (Shuttle service provided)

Jump on the shuttle outside the Hilton Burlington and enjoy an evening of networking while touring some of Burlington's favorite breweries and sampling some of Vermont's finest beverages. Stops along the ride include Citizen Cider, Switchback, Queen City Brewing, and Zero Gravity. There is a nominal \$5 per person charge to reserve a spot on the shuttle. Must be 21 or older to participate.

Register at vtrga.org



Seminars

Friday, April 29th

ServSafe® Food Safety Certification Class

8:30am – 5:00pm : Vermont Conference Room

According to the National Restaurant Association, an outbreak of food-borne illness can cost a food service operation over \$75,000 in legal fees, medical claims, lost wages and sanitizing costs. A staff certified by the ServSafe® Food Protection Manager Program can help protect employers against these losses. The certification is valid for five years and is highly recommended by the Vermont Health Department. VRGA members will receive the VT Chamber rate to this one-day certification class and exam. (\$50 savings)

To register, visit link on VRGA's website, vtrga.org



Saturday, April 30th

Quick Tips to Streamline the Busiest Retailer's Day! Your Nerdy Best Friend.

10:00am – 11:15am : Vermont Room B, Mezzanine

This fast-moving, laugh-filled session will take you hour by hour through a day in the life of a tech-savvy retailer or grocer. Learn some secrets to managing your day, how to solve a security crisis before 10am, make more of a lunch hour with a set of virtual hands, save money on software before the staff meeting and bring the team together online before the day is done.

Speaker and author Beth Ziesenis is a technology expert who speaks to 60-plus groups a year about the best free and bargain apps and online resources that will help you "Release Your Inner Nerd" to become more organized, efficient and awesome at work and home. Beth keeps up with the latest technology to educate and entertain attendees with the fast-changing world of technology.

Saturday, April 30th

Tips to Prevent Shoplifting

10:00am – 11:00am : Vermont Room A, Mezzanine

Learn proper techniques and practices that will help employers and employees prevent theft. Williston Police Officer Travis Trybulski will lead a discussion on recent developments in the realm of organized retail crime in Vermont and tips to identify and prevent retail theft.

Saturday, April 30th

Create the Best Gift Basket, Expand Your Visibility!

11:00am – 11:45pm : Vermont Room B, Mezzanine

Retailers, learn the secrets to creating an appealing gift basket as a new way to diversify your offerings, appeal to a new market, display your product and sell them in bundles. Presented by our very own member and former board member Bonnie Hawley; former owner of Hawley Florist in Rutland.

Saturday, April 30th

How the New GMO Labeling Law Impacts Retailers

12:00pm – 12:45pm : Vermont Room B, Mezzanine

VRGA's very own Jim Harrison and Assistant Attorney General Todd Daloz will provide a pointed overview of how this new law will impact your current practices and what you need to change by July 1, 2016.

Saturday, April 30th

Alcohol and Tobacco Certification

12:00pm – 3:00pm : Lake Champlain Salon

Vermont Law requires store owners and/or their key employees to complete this course every 2 years. Take advantage of the workshop to train new accessories and/or recertify present ones. Presented by the Vermont Department of Liquor Control.

Burlington Hot Spots

Burlington Bike Path
1 College St.

Flynn Theater
flynncenter.org

Burlington History Tours
burlingtonhistorytours.com

Nectar's
livenectars.com

Burlington Segway Tours
burlingtonsegways.com

University Mall
umallvt.com

Church Street Marketplace
churchstreetmarketplace.com

Vermont Comedy Club
vermontcomedyclub.com

ECHO Lake Aquarium & Science Center
echovermont.org





Vermont Local Food Matchmaker



Friday, April 29th

Farm and Food Producer Registration and Booth Set-up

12:00pm – 1:30pm
Green Mountain Ballroom

Natural Foods Leadership Seminar

12:30pm – 1:30pm
Lake Champlain Salon

MARK MULCAHY: An award winning retail consultant, organic advocate and member of CDS Consulting Co-op, providing produce consulting and educational services for co-ops and independent retailers worldwide. With over 30 years of hands-on experience in the retail produce industry, Mark is well known for his creative merchandising, effective training techniques, passion for produce, successful financial strategies and dedication to sustainable agriculture.

Mark co-hosts the national radio show, *An Organic Conversation*, is a prominent speaker, moderator and facilitator of educational seminars and writes for U.S. and Canadian natural food trade publications and websites. He's also a big baseball fan and sings lead and back-up vocals with *Cynthia Carr and the Carrtunes*

Vermont Local Food Tasting

1:00pm – 3:00pm
Green Mountain Ballroom

Buyers will be able to sample at Farmer/Food Processor display tables.

Buyers Move to Their Tables & Prepare For the Matches

3:00pm – 3:15pm
Lake Champlain Salon

MATCHMAKING 6 rounds of 8 minute sessions

3:15pm – 4:30pm
Lake Champlain Salon

- Sellers follow their scheduled meetings for 8 minute one-on-one sessions. Sellers will receive their appointments on the day of the event.
- Sellers are encouraged to bring business cards, brochures, samples, and any other information to make it easy to connect after the Matchmaking event.
- A bell will sound to remind everyone to change places when the 8 minutes are over.

Beverage Tasting & VRGA Welcome Reception

4:30pm – 6:30pm
Seasons On The Lake

Daily Schedule

Friday, April 29th

ServSafe® Food Safety Certification Class

8:30am – 5:00pm
Vermont Conference Room

Exhibitor Set-up

9:00am – 6:00pm
Adirondack Ballroom & Montpelier Room

Saturday, April 30th

Exhibitor Set-up

7:00am – 10:00am
Adirondack Ballroom & Montpelier Room

Vendor Welcome Coffee and Continental Breakfast

7:00am – 10:00am
Adirondack Ballroom

Tips to Prevent Retail Theft

10:00am – 11:00am
Vermont Room A, Mezzanine

Employers and employees are invited to attend this informational seminar to learn proper techniques that everyone know to play a part in preventing theft and shoplifting.

Expo

11:00am – 4:00pm
Adirondack Ballroom and Montpelier Room

Vermont's most complete trade show for the retail and restaurant industries. Sample great, new products developed from start to finish with retailers in mind.

Create the Best Gift Basket, Expand Your Visibility

11:15am – 11:45am
Vermont Room B, Mezzanine

Presented by our very own former board member Bonnie Hawley, former owner of Hawley's Florist in Rutland

Retailers, learn the secrets to creating an appealing gift basket as a new way to diversify your offerings, appeal to a new market, display your product and sell them in bundles.

How The New GMO Labeling Law Impacts Retailers

12:00pm – 12:45pm
Vermont Room A, Mezzanine

VRGA's very own Jim Harrison and Assistant Attorney General Todd Daloz will provide a pointed overview of how this new law will impact your current practices and what you need to change by July 1, 2016.

Alcohol and Tobacco Certification

12:00pm – 3:00pm
Lake Champlain Salon, Mezzanine

Vermont Law requires store-owners and/or their key employees to complete this course ever 2 years. Take advantage of the workshop to train new associates and/or re-certify present ones.

Scholarship Silent Auction

1:00pm – 8:30pm
Lake Champlain Ballroom

Bid early, bid often, and bring your competitive edge! All proceeds raised by the scholarship silent auction will benefit VRGA's scholarship program. Each year we award 10 high school seniors with a \$1000 scholarship.

Quick Tips to Streamline the Busiest Retailer's Day! Your Nerdy Best Friend

1:30pm – 2:45pm
Vermont Room B, Mezzanine

This fast-moving, laugh-filled session will take you hour by hour through a day in the life of a tech-savvy retailer or grocer. Learn some secrets to managing your day, how to solve a security crisis before 10am, make more of a lunch hour with a set of virtual hands, save money on software before the staff meeting and bring the team together on-line before the day is done.

Meet the Brewers Tasting

4:00pm – 6:30pm
Lake Champlain Ballroom

Here's your chance to taste more of Vermont's finest beverages from breweries within and outside the Burlington area while networking with those you might not have had a chance to catch up with on the Expo floor, and bidding on fantastic silent auction items to benefit the VRGA Scholarship Program!

Chairman's Dinner

7:00pm
Songwriter Even Stevens Sponsored by BMI
Green Mountain Ball Room

Even Stevens songwriting career spans many years and stylistic borders from the multi-platinum international hit, *When You're In Love With A Beautiful Woman* by rock's Dr Hook, to the three week running #1 Pop hit, *I Love A Rainy Night* by long-time partner and superstar, Eddie Rabbitt. He has accumulated an unprecedented 53 BMI Awards.

The Grammy and NSAI Songwriter Hall of Fame nominated composer wrote the #1 smash *Love Will Turn You Around* by Kenny Rogers and won BMI's Robert J Burton Award, Song of the Year for *Suspicious* by Eddie Rabbitt, earning him the distinction as a BMI Songwriter of the Century. He received New York's prestigious *Big Apple Advertising Award* for writing a series of national Miller Beer TV & Radio commercials, the CMA Triple Play Award (for having three #1 hits in one year) and has had #1 songs in numerous motion pictures and television productions.

Fireworks

9:30pm