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2012 Commissary Roundtable  
May 2-3, 2012  
Richmond Marriott, Richmond, VA

**New agenda posted! [Download your copy from our website.](#)**

This year's ALA Commissary Roundtable is shaping up to be an event you really don't want to miss!

The entire event is centered on growing SALES. The new format promises to be both educational, and packed with useful information. This year, we will have concurrent break out sessions. Kicking off the conference, you will hear about customer buying habits and shopping preferences. Breakout sessions will cover: Distribution - Speed to Market, Category Management & SKU Optimization, Perimeter Session and Promotions & Marketing. All sessions are designed for open discussion and participation. It's highly recommended that your company be represented at each session, as new and interesting policies will be unveiled and discussed.

Next we'll move on to hearing about what the retail landscape will look like in the future and the interesting things your Association is doing. Rounding out the day will be the Executive Director of the Store Operations Group, and the Area Directors leading a forum addressing store level issues and taking questions from the audience.

The second day of the Roundtable is also filled with impactful information. The day will start with the annual Scholarship recognition breakfast, followed by the Director of Sales presenting and discussing the new DeCA Loyalty Card. Next we'll hear about Commissary Council initiatives, and the latest update from the recently formed Coalition to Save Our Military Shopping Benefits. After a special visit from the Chief of Staff for Congressman Joe Wilson, SC, you just can't miss the Legislative Update from Mr. Steve Rossetti. Steve will discuss the potential problems on the horizon that may affect your business and the military resale industry. The conference will conclude with a presentation from Mr. Joe Jeu, the DeCA Director and CEO. Mr. Jeu will tell us about the future direction of DeCA, and the steps being taken to improve sales.

**This is a MUST attend conference! Participate--Be informed!**

**[Register today!](#)**

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