



WGA Innovation Expo 2009

**Where bright ideas are
yours for the keeping.**

September 22 & 23, 2009

MIDWEST AIRLINES CENTER, MILWAUKEE

MAKE YOUR RESERVATIONS TO STAY AT THE
MILWAUKEE HILTON

- AWARDS • SEMINARS AND SPEAKERS
- GREAT WISCONSIN BAG-OFF • TRADESHOW
- RECEPTION & BANQUET



Top 10 Reasons to Attend the 2009 WGA Innovation Expo

1. Learn the latest at the WGA's grocery industry educational seminars
2. Recognize the 2009 honorees at the Chairman's Banquet
 - Grocer of the Year
 - Excellence in Operations
 - Community Service
 - Vendor of the Year

**Honorees will be announced in August.*
3. Sample products, meet vendors, and learn about new products and services at the **WGA Grocery Industry Trade Show.**
4. Cheer on your team at the **Brewers vs. Cubs** game at Miller Park.
5. Learn how **Streamline Sales & Use Tax** changes affect you, including how to determine taxable and non-taxable items.
6. Catch up with your grocery friends and meet new **grocery industry associates** throughout Wisconsin.
7. Open your mind with the ideas of a thought-provoking **keynote speaker.**
8. Strike gold at the **Green Grocer Panel.**
9. Learn what it is to be **PCI Compliant** to avoid costly fines.
10. Enjoy the liveliness of the **Great Wisconsin Bag-Off.**



Wisconsin Grocers Association, Inc.
One South Pinckney Street, Suite 504 | Madison WI 53703

For more information contact WGA at (888) 342-5942
or www.WisconsinGrocers.com

Seminars: Where Bright Ideas are Yours for the Keeping

PCI Compliance Tuesday, September 22, 1:00-2:00 pm at the Milwaukee Hilton

As of October 2008, all merchants that process credit cards must be PCI Compliant. Compliance will reduce credit card fraud and reduce losses to consumers, merchants, banks and credit card companies. It is estimated that 70% of merchants are unaware of their obligation (under their credit card processing agreement) and merchant will be fined if found in non-compliance. Initially compliance checks were focused on larger merchants, however the focus is now on smaller merchants. Are you PCI Compliant?

Streamline Sales & Use Tax Tuesday, September 22, 2:00-3:00 pm at the Milwaukee Hilton

New legislation conforms Wisconsin's laws to the requirements of the multi-state Streamlined Sales and Use Tax Agreement (SSUTA) effective October 1, 2009. This seminar will identify changes that will affect the grocery industry. This seminar will identify changes that will affect the grocery industry; it will teach you how to comply with these new regulations and avoid fines.

Green Grocer Panel Tuesday, September 22, 3:00-4:00 pm at the Milwaukee Hilton

In 2008, this panel spun green into gold and the panel will continue to showcase ways to save energy and reduce your energy bills. Plus, learn how to become a WGA Certified Green Grocer.


Live Free or Die

Wednesday, September 23, 8:30 am-9:30 am at the Midwest Airline Center


There is not a day goes by without a WGA member being tagged by a local, state or federal policy or regulation that in one way or another costs grocers time and money. In this "Live Free or Die" seminar, WGA will provide the means for you to make educated decisions on complicated issues such as: Employee Forced Choice Act, Obama Health Care requirements, new laws generated from the latest state budget and more.

Keynote Speaker Wednesday, September 23, 9:45 am-10:45 am at the Midwest Airline Center

You won't want to miss this grocery industry keynote speaker that will educate and inspire you.



TAKE ME OUT TO THE BALL GAME...



BREWERS vs CUBS
September 22, 2009 \$75

Price includes:

- Game tickets
- Transportation to and from the Milwaukee Hilton
- Tailgate party

LIMITED TICKETS available.

Attendee must also be registered for the WGA Innovation Expo to participate. Price is NOT included in sponsorship packages.

TUESDAY, SEPTEMBER 22

Decorator Set-Up
8 am to Noon

Exhibit Set-Up
Tuesday 1 pm to 6 pm
Wednesday 8 am to 1 pm

Registration
11 am to 5 pm

PCI Compliance
1:00-2:00 pm
Streamline Sales and Use Tax
2:00-3:00 pm

Green Grocer Panel
3:00-4:00 pm

Bus Leaves at 4:30 from Milwaukee Hilton

Tailgate Party
5:15 pm

Game Begins
7:05 pm

WEDNESDAY, SEPTEMBER 23

Live Free or Die
8:30-9:30 am

Keynote Speaker
9:45-10:45 am

WGA Annual Membership Luncheon Meeting
11:00 am-1:00 pm

Trade Show
1:00-4:00 pm

Great Wisconsin Bag-Off
4:00-5:00 pm

Reception 6:00-7:00 pm
Chairman's Banquet 7:00-9:30 pm

LOCATIONS OF ACTIVITIES ARE COLOR CODED.

Miller Park	Milwaukee Hilton	Midwest Airline Center
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MILWAUKEE HILTON AND MIDWEST AIRLINE CENTER ARE CONNECTED BY A SKYWALK.

Location and Hotel Information

Hilton Milwaukee City Center

The Hilton Milwaukee City Center has well-earned reputation for hosting Milwaukee's most elegant events. The gracious style of the hotel is reflected in their impeccable service and attention to detail. For your convenience, a skywalk is available to connect you to the Midwest Airlines Center.

Room Rates

Request the Wisconsin Grocers Association room rate.

\$134
single or double occupancy

\$154
triple or quad occupancy

Room rate discount cut-off
August 21, 2009.

Hilton Milwaukee
City Center
509 W. Wisconsin Ave.
Milwaukee, WI 53203
(414) 271-7150

Reservations

(800) HILTONS
(800) 445-8667

REGISTRATION FORM

The Wisconsin Grocers Association Presents



**Tuesday & Wednesday,
September 22 & 23, 2009**
Milwaukee Hilton • Midwest Airlines Center
Milwaukee, Wisconsin

PLEASE PRINT

Name (as you would like it on your badge) _____

Company _____

My company is: Retailer Distribution Center Sponsor Other _____

Mailing Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-mail _____ *Confirmation will be sent via e-mail.*

Distribution Center _____

Check here if you or anyone attending with you will need special services.

FULL REGISTRATION

Tuesday, September 22 & Wednesday, September 23

- Full Registration** includes all presentations, Brewers vs. Cubs event (with game tickets, transportation to and from Milwaukee Hilton, and tailgate party), as well as all Wednesday morning continental breakfast, WGA Annual Luncheon Meeting, Grocery Industry Trade Show, Great Wisconsin Bag-Off and Chairman's Banquet. **\$145** _____
Without Brewers Game
- Full Registration** includes all presentations, Brewers vs. Cubs event (with game tickets, transportation to and from Milwaukee Hilton, and tailgate party), as well as all Wednesday morning continental breakfast, WGA Annual Luncheon Meeting, Grocery Industry Trade Show, Great Wisconsin Bag-Off and Chairman's Banquet. **\$220** _____
With Brewers Game

OR

CHECK THE BOX BELOW TO REGISTER FOR EVENTS YOU PLAN TO ATTEND.

All events are included in the FULL REGISTRATION.

À LA CARTE REGISTRATION

Tuesday, September 22

- Seminars** PCI Compliance; Streamline Sales Tax; Green Grocer Panel (See back). **\$25** _____
- Brewers vs. Cubs Event** Includes game tickets, transportation to and from Milwaukee Hilton, and tailgate party. LIMITED TICKETS available. *Attendee must be registered for the WGA Innovation Expo to participate.* **\$75** _____

Wednesday, September 23

- Wednesday All-Day Pass** Includes Wednesday Activities: Continental Breakfast, Seminar, Grocery Industry Trade Show, Keynote Speaker, WGA Membership Luncheon, plus Chairman's Banquet. **\$125** _____
- Business Day Pass** Includes Wednesday Activities: Continental Breakfast, Seminar, Grocery Industry Trade Show, Keynote Speaker, WGA Membership Luncheon. **\$65** _____
- WGA Luncheon** Includes Luncheon and State of the Association and Membership Meeting . . . **\$50** _____
- Grocery Industry Trade Show** at Midwest Airlines Center **FREE with the purchase of 50/50 Cash Raffle Ticket**
- Chairman's Banquet** Includes special recognition of award recipients. See more on back. . . . **\$85** _____

Cancellations must be in writing. No refunds after Friday, August 28, 2009.

Vendor companies must sponsor to attend.

Total _____

BILLING OPTIONS

Invoice me. Check enclosed. Credit Card: Visa /Mastercard Card Number _____ Exp. Date _____

Signature _____ Store _____

RETURN FORM TO

WISCONSIN GROCERS ASSOCIATION, INC. One South Pinckney Street, Suite 504 Madison WI 53703 (888) 342-5942 Fax (608) 244-9030

ROOM RESERVATION INFORMATION ON REVERSE

Registration Form

The Wisconsin Grocers Association Presents



**Tuesday & Wednesday,
September 22 & 23, 2009**
Milwaukee Hilton
Midwest Airlines Center
Milwaukee, Wisconsin

FULL REGISTRATION

**Tuesday and Wednesday,
September 22 & 23**

Includes all Educational Seminars, WGA Luncheon, Grocery Industry Trade Show, Keynote Speaker, Great Wisconsin Bag-Off, and Chairman's Banquet. Also includes Brewers vs. Cubs game tickets, transportation to and from the Milwaukee Hilton, and tailgate party. **\$225**

Tuesday, September 22

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Miller Park

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RESERVATIONS

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Rooms will be held until August 21, 2009.

Hilton Milwaukee City Center

\$134 single or double occupancy | \$154 triple or quad occupancy

509 W. Wisconsin Ave. Milwaukee, WI 53203

(414) 271-7150 **Reservations** (800) HILTONS • (800) 445-8667