NAMA/MSU EXECUTIVE DEVELOPMENT PROGRAM

October 3-6, 2010 •••
Sunday - Wednesday

Michigan State University
Lansing, Michigan

James B. Henry Center for Executive Development
Program

The Executive Development Program is designed for senior-level leaders in vending, coffee service and foodservice, who are key decision-makers in areas of finance, marketing, operations and human resource management. The purpose of this program is to help leaders think like the CEO/Owner and to move a company to the next level in the competitive marketplace. The program will deliver techniques designed to help attendees learn to grow revenue, increase profits and cut costs and expenses.

The topics covered during the program are designed to help develop action plans and business strategies that can strengthen your business. Topics include leadership, team building, finance, customer service, negotiation strategies, technology, marketing and sales. A Personal Action Plan developed by each participant will delineate all the important concepts that were covered and explain exactly how each will be used. Participants will document new ideas and strategies after each session to make it simple for them to implement the ideas and enjoy the results after they return home.

We are proud to offer this comprehensive program in a university-setting presented by the Michigan State University faculty from the Eli Broad Graduate School of Management, The School of Hospitality Business and the College of Communications and Sciences along with key industry experts. The list of executives who have attended this program is extensive and covers all facets of the industry in a dynamic, realworld mind-set created for busy professionals.

Location

The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of the program.

Executive Benefits

- Identify strategies that lead to change in your organization to positively impact your business practices.
- Participate as an active team member as you examine the case study of a full line vending operation. Working with other department teams you will explore and develop a new strategic plan to help turn this company around creating a stronger and profitable organization.
- Expand cross-functional managerial knowledge and understanding of the latest strategies, practices and concepts.
- Enhance the skills enabling you to become a more strategic leader.
- Network and brainstorm with other industry leaders through classroom discussion and interactive case studies.
- Develop a customized Personal Action Plan documenting new ideas and strategies for immediate application back home.
- Learn new business modules and better ways of strategically positioning your business for growth.

Program Timing

The program begins on Sunday, October 3. Lunch will be provided at noon in the Atrium of the Henry Center. Program begins at 1:00pm sharp in Room 119 of the Henry Center followed by reception and light dinner. Classes begin each day at 8:00am, continental breakfast at 7:00am. Evening programs are spent with case study teams on Monday and Tuesday. The program concludes on Wednesday with reception and dinner followed by graduation ceremony. Dress is business casual except for Wednesday night’s graduation ceremony, where formal business attire is appropriate. The NAMA Certified Executive (NCE) exam will be available for those interested in becoming certified on Thursday at 8:00am.

For more information, contact Joann DeNardis at jdenardis@vending.org or go to http://www.vending.org/education/executive.php

“No pain, no gain. The NAMA Executive Development Program is a ‘gain’ have. I would love to check in on the graduates of this program 5 years from now. I believe they will be the movers and shakers of the automatic merchandising industry.”

— Elliot Maras, Editor, Automatic Merchandiser
Ronald F. Cichy, Ph.D., NCE5, CHA Emeritus
is The School of Hospitality Business director at Michigan State University and one of its professors. Dr. Cichy is a recognized researcher and authority on leadership qualities of hospitality leaders spanning all segments of the industry.

William Donohue, Ph.D.
is a professor of communication at Michigan State University. Dr. Donohue’s primary research interests lie in the areas of business communication, marketing, conflict and information management in organizations.

Gil Harrell, Ph.D.
is a professor of Marketing, Eli Broad College of Business and Graduate School of Management. Dr. Harrell has consulted in over 20 countries and maintains an active multinational clientele. He has received wide acclaim from his clients as a leading strategist, motivational speaker and facilitator.

Michael Kasavana, Ph.D., CHTP, NCE5
is the National Automatic Merchandising Association Endowed Professor in The School of Hospitality Business and holds the CHTP (Certified Hospitality Technology Professional) certification. He continues research into the current and near future developments of electronic commerce and transaction processing technology.

Bonnie Knutson, Ph.D.
is a professor in The School of Hospitality Business. Widely known as an authority on emerging lifestyle trends and creative marketing strategies, she often consults with business leaders who want to understand and take advantage of changing consumer demands.

Dan H. Mathews, NCE5
is the Executive Vice President and COO for NAMA. Dan is a problem-solver and business improvement specialist recognized for the ability to develop people and dedicated to helping organizations and individuals achieve more of their goals more often.

Geoff Paul, CCS
is President of Excelso Coffee Company. He transformed Excelso Coffee Company into a private label coffee roaster/manufacturer with distribution into 35 states based in Atlanta, Georgia. In addition, Geoff is President of Atlanta Coffee Time and Atlanta Vending.

Jim Proebstle
completed his MBA in marketing and his BA in business from Michigan State University. As President and founder of Prodyne, Inc., Jim’s 30-year career has included increasing responsibilities in large and middle-market organizations in the information systems and computer industries. He has experience in direct sales operations, management and sales training, marketing, and total quality management.

Ray Schmidgall, Ph.D., CPA
is the Hilton Hotels Professor of Hospitality Financial Management and The School of Hospitality Business accounting and financial management expert. He conducts managerial accounting seminars for CMAA, HFTP, and GSCAA.

“I sincerely enjoyed the program and the people. It is a professional and well-thought out program that does an excellent job of summarizing an extensive amount of information clearly and concisely. The incredible contacts made are an added bonus.”

— Karena Randall, OCS Manager, Canteen Vending
Sunday, October 3, 2010

12:00 p.m. Box lunch provided in Atrium of the Henry Center
1:00 p.m. Program Kick-Off and Case Study Introduction
    – Dr. Ron Cichy & LyNae Schleyer
2:15 p.m. Strategic Leadership
    – Dr. Ron Cichy
    What is the hidden driver of effective leadership in any business that is based on relationships? Discover the capabilities and skills necessary to succeed as a leader going from good to great.
7:00 p.m. Welcome by special MSU guest followed by dinner

Monday, October 4, 2010

7:00 a.m. Continental Breakfast
8:00 a.m. Coffee Service: Back to the Future
    – Geoff Paul
    Why is this one of the fastest paced growth channels? Are you in and getting the most revenue possible?
10:00 a.m. Building Customer Love
    – Dr. Bonnie Knutson
    Marketing tools provided in order to recruit and retain clients. In this interactive session, learn how to break through ye ol’ marketing wall and measure your success.
12:00 p.m. Lunch buffet provided
1:30 p.m. Financial Planning & Analysis
    – Dr. Ray Schmidgall
    Focus on P & L management and analysis, using the NAMA Operating Ratio Report, determine how to cut costs and improve productivity thereby improving overall financial performance.
4:45 p.m. Case Study Review
    – Dr. Ron Cichy
5:30 p.m. Dinner on your own followed by team case study work project

Tuesday, October 5, 2010

7:00 a.m. Continental Breakfast
8:00 a.m. V-Commerce: Vending Technology
    – Dr. Michael Kasavana
    V-commerce describes the nearly unlimited range of advanced automatic merchandising technology application opportunities available to vending operators. Learn more about NAMA’s new, revolutionary vending data interchange standard.
10:30 a.m. Focusing Marketing Resources through Strategy Development
    – Dr. Gil Harrell
    Identify ways to target markets and position companies to win competitive battles. Understand how satisfaction and loyalty build profits; how to segment markets and how to use positioning to gain competitive advantage.
12:00 p.m. Lunch buffet provided to group
Tuesday, October 5, 2010 (cont.)

1:00 p.m.  
Focusing Marketing Resources through Strategy Development (con’t)  
– Dr. Gil Harrell

3:00 p.m.  
Coaching Sales Performance  
– James Proebstle
Enhance your leadership ability with proactive coaching skills to help the individuals on your sales team perform at their best. Increase bottom-line revenue and profit performance of your company.

4:45 p.m.  
Case Study Review  
– Dr. Ron Cichy

5:30 p.m.  
Dinner on your own followed by team case study work project

Wednesday, October 6, 2010

7:00 a.m.  
Continental Breakfast

8:00 a.m.  
Communication & Negotiation Strategies  
– Dr. William Donohue
Explore basic principles of effective communication including helping participants discover their own communication styles and biases that impact their ability to communicate effectively. Identify strategies for effective negotiation.

11:30 a.m.  
Lunch buffet provided to group

12:30 p.m.  
Personal Leadership  
– Dan Mathews
Learn the secret of leadership. Create a triple win between yourself and your businesses (build confidence, increase revenues, and satisfy personal and organizational goals.) Changing attitudes is not easy but is possible.

3:00 p.m.  
Case Study Team Presentations

7:00 p.m.  
Reception followed by Dinner, Graduation Ceremony & Keynote Speaker  
– Richard Geerdes (Business Attire)

Thursday, October 7, 2010

6:30 a.m.  
Continental Breakfast

8:00 a.m.  
NCE Exam - Application and additional fee required  

* schedule subject to change

“One of the best learning and practical exercises I have been part of since coming to the industry 33 years ago.”  
— Stan Ledbetter, NCE5, President of Sales, RE Services
October 3-6, 2010 • Sunday - Wednesday • Michigan State University • Lansing, MI

Class size is limited to provide you with the greatest interaction with instructors. Your tuition of $2,975 per person includes:

- 4 days of customized curriculum led by MSU faculty and industry leaders, to enhance your educational experience
- All educational material and a customized Personal Action Plan by each participant documenting new ideas and strategies
- Personalized Michigan State University Certificate of Completion
- Daily lunches and breaks, 3 continental breakfasts, 2 dinners, 1 reception

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- I will take the NCE exam on Thursday, October 7 at 8am
  (NCE application and additional fee of $500 required. Go to www.namanc.org to submit an application.)

Payment Information

| NAMA/MSU Executive Development Program – Sunday, October 3 - Wednesday, October 6 | $2,975.00 |
| NCE Exam (optional) – Thursday, October 7 at 8am | $ 500.00 |

Total Payment $

Payment Options:

- Check
- American Express
- Visa
- Mastercard

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Please return registration form along with payment to Joann DeNardis, NAMA, 20 N. Wacker Drive, Suite 3500, Chicago, IL 60606; F: 312/704.4140 or jdenardis@vending.org

Accommodations

Contact the Candlewood Suites directly to make your reservations, mention the MSU NAMA Program for reduced rates:
3545 Forest Road, Lansing, Michigan 48910, Phone: (517) 351-8181, Fax: (517) 351-8101

NAMA Rates: $89 per night for studio suite; $109 per night for one-bedroom suite