

Hospitality Supply Management, an ISM Forum, presents the  
**Spring Conference for Foodservice Purchasing  
Managers in the Hospitality Supply Chain**

May 19-21, 2004

Palmer House Hilton

Chicago, IL



**Hospitality Supply Management**

*An ISM Forum*



Photo by Mike Gustafson

**All sessions focus on supply management  
in the hospitality industry**

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*Market updates*

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*Powerful take-away tools*

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*Exceptional networking opportunities*

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*Experts from the hospitality industry*

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*Earn 10.75 CEHs*

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*Field trip — Chicago Board of Trade*

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*Trends in transportation, safety and technology*



**institute for  
supply management**

**[www.ism.ws](http://www.ism.ws)**

800/888-6276 or 480/752-6276,  
extension 401

*Hospitality Supply Management,*  
*an ISM Forum, presents the*  
**Spring Conference for  
Foodservice Purchasing Managers in  
the Hospitality Supply Chain**

**May 19-21, 2004  
Palmer House Hilton  
Chicago, IL**

Don't miss this chance to partake of the best the industry has to offer. Find out what's new in the marketplace, in the industry, and what your colleagues are doing to overcome their newest challenges. Be part of an exciting new venture as an Institute for Supply Management™ (ISM) sponsored forum as we leverage the vast resources of this well-respected institute. The Spring Conference is our debut event in what we hope will be a long and powerful partnership with ISM.

## **AGENDA**

### **Wednesday, May 19, 2004**

- 12:00-4:00 pm **CFPM, C.P.M. and A.P.P. Testing**  
11:00 am-8:00 pm **Registration**  
6:00-8:00 pm **Opening Reception**

### **Thursday, May 20, 2004**

- 7:15-8:00 am **Breakfast**  
8:00-8:30 am **Welcome to the Conference, Forum  
Business Meeting**  
Dan Crimmins, Hospitality Supply  
Management, Chair  
Karen Settlemyer, Hospitality Supply  
Management, Vice Chair  
8:30-9:00 am **A New Beginning With the Institute for Supply  
Management™ (ISM)**  
Paul Novak, C.P.M., A.P.P.,  
Chief Executive Officer,  
Institute for Supply Management™  
9:00-9:30 am **C.P.M. and CFPM — What's In It for You?**  
Wayne Goldman, C.P.M., A.P.P., CFPM,  
Hospitality Supply Management, Education Chair  
9:30-10:00 am **Break**  
10:00-11:00 am **Industry Update**  
Ronald N. Paul, President, Technomic, Inc.

Includes a review of the economy and its impact on the foodservice industry. This lively discussion covers important consumer issues that continue to affect business. Highlights include an analysis of the concepts and segments that are performing the best.

11:00 am-12:30 pm **Developing Your Performance**  
12:30-1:30 pm **Showcase Lunch**  
1:30-2:15 pm **Breakout Session I — Panel discussions by industry experts and leaders in the field. Select one session.**

**1A Trends in the Transportation Industry**

Find out what you can do to manage your bottomline that is being affected by recent trends and legislation.

**1B Trends in Technology**

What are the latest and greatest tools to help save you time and money?

**1C Trends and Issues in Food Safety**

BSE/mad cow? Green onions/Hepatitis A? Surrounded by all these threats, learn how to manage safety in the supply chain to minimize your risk.

2:15-2:30 pm **Break**

2:30-3:15 pm **Breakout Session II — Panel discussions by industry experts and leaders in the field. Select one session.**

**2A Trends in the Transportation Industry**

Find out what you can do to manage your bottomline that is being affected by recent trends and legislation.

**2B Trends in Technology**

What are the latest and greatest tools to help save you time and money?

**2C Trends and Issues in Food Safety**

BSE/mad cow? Green onions/Hepatitis A? Surrounded by all these threats, learn how to manage safety in the supply chain to minimize your risk.

3:15-3:45 pm **Break**

3:45-5:00 pm **Total Cost of Ownership**  
Chris Brickman, Principal, McKinsey & Company  
Nick Semaca, Director, McKinsey & Company

Two distinguished consultants with hands-on experience in foodservice review the methodology for a total cost of ownership (TCO) analysis for 3-4 large food commodity categories, such as shrimp and produce, as well as potential savings levers.

6:00-7:30 pm **Reception, The Art Institute of Chicago**

Network with industry peers while enjoying some of the world's finest art collections.

7:30-9:30 pm **Dinner, The Art Institute of Chicago**  
Attire: business



Photo by Cheryl Tadin



**Friday, May 21, 2004**

7:15-8:00 am

**Breakfast**

8:00-11:00 am

**Field trip to the Chicago Board of Trade**

Richard Jelinek, Director, Business Development-  
Commodities, Chicago Board of Trade

Attire: business casual

Established in 1848, the Chicago Board of Trade is a premier futures exchange for Agricultural, Financial and Equity Index contracts. Futures and options contracts are traded on two platforms: open auction and electronic screen-based. The tour includes watching the agricultural markets open, watching financial markets, visiting the trading floor and educational sessions with Q&A. Take advantage of this unique experience not only to learn about the Chicago Board of Trade and the commodity market but to tour the trading floor and experience the hustle and bustle of business. This is truly the piece d'resistance of the conference and should not be missed.

11:15 am-12:00 pm **Lunch**

12:00-1:00 pm

**Commodity Update**

William G. Lapp, Vice President, Economic Research,  
Conagra Foods, Inc.

Building on the information gleaned during the trip to the Chicago Board of Trade, use this session to review the major food commodities. What price trends can be expected in the near future and why?

1:00-1:15 pm

**Summary Remarks, Conference Concludes**

## **Registration and Information**

### **Registration:**

**Fees** — \$299 ISM Members/\$379 Nonmembers

Fees include all meeting expenses, planned meals and social functions.

### **Hotel Accommodations:**

Please make your own hotel reservations. The Palmer House Hilton, 17 E. Monroe Street, Chicago, IL 60603. Reservations: 312/726-7500. Be sure to mention ISM/Hospitality Supply Management Conference to receive the special room rate of \$139 single/double. Make your reservations, by May 3, 2004.

### **Spouse/Guest Package:**

There is an additional fee of \$150 for spouses/guests of HSM conference registrants for the social functions only.

### **Discounts:**

**Membership Discount** — Regular members of ISM receive an \$80 discount on this program registration fee. If you're not already a member of ISM, send in a completed membership application with your payment and receive the member discount. Visit our Web site at [www.ism.ws](http://www.ism.ws) and become a member online.

**Team Discount** — There is a \$25 discount (per person) for organizations registering three or more people for this program. All registrations must be placed at the same time. Team Discount only available via fax, phone or USPS.

**Early Registration Discount** — Register by Friday, April 2, 2004, and receive \$50 off the conference registration fee.

# Registration

Program Name	Member Fee	Nonmember Fee	Spouse/Guest Package
Hospitality Supply Management Spring Conference May 19-21, 2004 Palmer House Hilton Chicago, IL	\$299 (USD)*	\$379 (USD)*	\$150 (USD) (Does not include Conference Sessions)

*\*Register by April 2, 2004 and receive \$50 off the registration fee.*

## Four Easy Ways to Register

**Internet:** Register online at [www.ism.ws](http://www.ism.ws). Conferences & Programs.

**Fax:** Transmit completed form with credit card information to 480/752-2299.

**Mail:** Complete the form below and mail with check or credit card information to ISM HSM Conference,  
P.O. Box 22160, Tempe, AZ 85285-2160, USA.

**Phone:** Call Customer Service at 800/888-6276 or 480/752-6276, extension 401. Please have your credit card number ready.

☐ ISM Member ☐ Nonmember ISM ID # (if known) \_\_\_\_\_

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Organization Name \_\_\_\_\_

Nickname for Badge \_\_\_\_\_

MAILING ADDRESS: ☐ HOME ☐ BUSINESS

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

Postal Code \_\_\_\_\_ E-Mail Address \_\_\_\_\_

( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
Daytime Phone Number\*\* Fax Number\*\*

\*\*For international phone numbers, please include country and city codes.

Will you be attending the opening night reception?

☐ yes ☐ no

Please indicate which breakout session you will be attending (circle one selection in each breakout session):

Will you be attending the dinner on Thursday night?

☐ yes ☐ no

Breakout Session I: 1A 1B 1C

Breakout Session II: 2A 2B 2C

Will you be attending the tour of the Chicago Board of

Trade ☐ yes ☐ no

☐ Check this box if you would like to register for the C.P.M., A.P.P. or CFPM Exams. ISM customer service will call you to confirm registration. (Online registration not available for these exams during this event only.)

## METHOD OF PAYMENT: (U.S. Funds Only)

☐ Personal ☐ Organization check is enclosed for \$

Organization Name \_\_\_\_\_

Credit/Procurement Card Charge ☐ VISA ☐ MasterCard

☐ American Express

☐ Diners Club

☐ Spouse/Guest Package

Guest Name \_\_\_\_\_

Charge Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount to Be Charged \$ \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

☐ Please check here if you have any special needs that we can address to make your participation more enjoyable and informative (this includes any dietary or physical requirements).

Please provide details \_\_\_\_\_

## Chicago Board of Trade

Please review your confirmation letter for specific details on the Chicago Board of Trade. Picture ID, a Hospitality Supply Management Conference name tag and appropriate attire are required.

**U.S. Tax Deductions** — The U.S. Internal Revenue Service may permit an income tax deduction to U.S. residents for expenses (including registration fees, travel costs, meals and lodging) incurred in pursuit of continuing professional education. Consult your tax advisor for details.

**ISM Cancellation and Refund Policy** — If you register for this program and you are unable to attend, please notify ISM Customer Service. Notification of your cancellation must be in writing. No refunds are given once the program has begun. Registrants who fail to attend are not entitled to a refund. ISM must be contacted within 30 days of the program completion in order for a refund to be considered. ISM reserves the right to substitute speakers. If the program is not held for any reason, ISM's liability is limited to the program fee.

**Money-back Guarantee** — Satisfaction with all programs is guaranteed. If you are not satisfied with this program, we will refund your registration fee. (All ISM Cancellation and Refund Policy guidelines must be followed.)

**Air Transportation** — ISM's official airline carrier is American Airlines. Call American Airlines directly, weekdays at 800/221-2255. Refer to file #8554AA. Discounts range from 5 percent to 15 percent depending upon zone, dates and advance purchase requirements. Please confirm your conference registration before making air travel arrangements.

**Ground Transportation** — You must arrange your own ground transportation. Express Shuttle service from O'Hare is \$39 round trip while Midway is \$29 round trip.

**Logistics** — Please review your confirmation letter and registration packet for logistics information about the reception and dinner at the Art Institute of Chicago and the trip to the Chicago Board of Trade.

Photo by Ron Schramm

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