



Summary of Conference

The Retail Benefits Group Annual Benefits Conference

June 24-26, 2024

Hotel Zachary & Wrigley Field | Chicago

DRAFT



Gallagher

Insurance | Risk Management | Consulting

ABOUT THE EVENT

Welcome to The Retail Benefits Group (RBG) Annual Conference hosted by Gallagher. We are excited for everyone to come together for the second time to Wrigley Field's American Airlines Conference Center and Hotel Zachary in Chicago, **June 24-26th, 2024**.

This is a Member-Only event, however, firms can join The RBG prior to the conference and attend the conference. See ***Become an RBG Member*** at the end of this document for more information on membership.

This event brings together Retail Industry leaders from around the country to accelerate their knowledge of the programs, strategies, and tools central to attracting and retaining employees in today's tight retail labor market. This event will feature national speakers on relevant topics, as well as ample time to network amongst your peers, and have a little fun in this historic landmark.

All topics will be discussed in a workshop setting for more insight, conversation, and networking, with an emphasis on Women's Health.

Join us at the Tuesday night event where you will experience the best of sketch comedy and improv at ***The Second City***, the legendary comedy club in Chicago. We will also host an optional dinner on Wednesday night for those available.

Our Guest Speaker will be ***Ross Shafer: Keynote Speaker & Bestselling Author***.

This year's theme is "Laughter is The Best Medicine".

SPECIAL GUEST APPEARANCE



Ross Shafer; Six-Time Emmy Award-Winning Comedian, Network TV Host and Best-Selling Business Author of 10 Books on Reinvention and Resilience.

With more than 35 years of experience in show business and media, the six-time Emmy Award-winning comedian, writer, and former network TV host Ross Shafer is also a man who simultaneously began his business career at the age of 21. He subsequently rescued 23 different companies from bankruptcy and resold them.

Ross's peculiar combination of experience led to his writing (10) popular business books (Nobody Moved Your Cheese, The Customer Shouts Back, Grab More Market Share, Customer Empathy, Are You Relevant? Absolutely Necessary, Behave Like a Startup, Success: It's on You, No More Customer Friction, and his latest (2021) book on resilience, titled RATTLED).

Ross has spoken and consulted for 3,000+ clients including Apple, Microsoft, Chrysler, Adobe, MetLife, Hyundai, Hilton Worldwide, AT&T, Marriott, FedEx, and Toyota to name a few. His unique insights on raising customer scores became a game changer when he dismissed the notion of "WOW-ing the Customer." Instead, he blamed low scores on the devastating impact of the POW moments (customer gut-punches by your failures). According to Ross's research and client case studies, POWs can erase the WOW effect and cause customers to abandon a business forever.

Ross believes, "The pandemic taught us we don't have to over-delight everyone. We just need to make fewer blunders. Don't disappoint customers and your customer scores will soar." Ross Shafer offers entertaining and eye-opening perspectives for individuals and organizations to achieve resilience by paying attention to the evolving influences around them.

THANK YOU TO OUR ANTITRUST ATTORNEY

Wiggin and Dana is a full-service law firm of highly talented, creative and experienced lawyers dedicated to exceeding our clients' expectations every day.



With offices in Boston, Connecticut, New York, Philadelphia, Washington, DC, and Florida, we represent clients throughout the United States and globally on a wide range of sophisticated and complex matters. From defending a Fortune 500 institution in "bet-the-company" litigation, to helping the next generation of inventors bring a new technology to market, to preserving the wealth that a family business has worked so hard to create, we pride ourselves in offering value driven solutions and results.

GUEST ATTORNEY



Bob is recognized as one of the country's foremost authorities on antitrust, consumer protection, and trade regulation law. He possesses unparalleled experience in counseling, litigation, and regulatory investigations in the field, and he is co-author of the definitive treatise on unfair trade practices and antitrust legal practice.

Bob leverages more than two decades of experience as the Assistant Attorney General in charge of antitrust and consumer protection in Connecticut, where he litigated numerous antitrust and consumer matters in federal and state trial and appellate courts. His more than four decades of accomplishments have earned him a host of prestigious accolades, including:

- A Lifetime Achievement Award from the Connecticut Bar Association's Antitrust and Trade Regulation Section.
- The Medal of Excellence from the University of Connecticut Law School Alumni Association, the 11th recipient in 40 years.
- A Distinguished Legal Writing Award from the Burton Awards, granted to 35 authors from more than 1,000 submitting firms.
- A Marvin Award from the National Association of Attorneys General (NAAG).
- An outstanding service award from the Connecticut Department of Consumer Protection.
- Two awards from the ABA Antitrust Law Section, one in 2012, and an Outstanding Performance Award in 2021, for his leadership role in both creating and administering the Janet D. Steiger Fellowship Project, which itself was the recipient of the ABA's Meritorious Service Award in 2018.

Bob is a Charter Fellow and former Chair of the James W. Cooper Fellows Program of the Connecticut Bar Foundation, and a Fellow of the American Bar Foundation. He was named Best Lawyers' antitrust lawyer of the year for Hartford on several occasions.

Prior to joining Wiggin and Dana in 1994, Bob participated in more than 20 cases in the Connecticut Supreme Court and the Connecticut Appellate Court, including the first decisions under both the Connecticut Antitrust Act (in a 1975 case) and the Connecticut Unfair Trade Practices Act (CUTPA) in a 1981 case. He has also assisted in drafting important amendments for both statutes.

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BECOME AN RBG MEMBER

RBG Member Qualifications:

To be eligible for initial membership in the Retail Benefits Group, a corporation, partnership, association, or individual at minimum must:

(i) engage primarily in the business of retail sales, and (ii) employ at least 3,000 employees that work 30+ hours per week.

A member who satisfies these qualifications at the time it joins the Group may maintain its membership in the Group even if it subsequently cannot meet the initial membership qualifications. A member who joins the RBG midyear must remain a member at least through the end of the following year. Membership thereafter is on a year to year basis.

RBG Annual Membership Fee:

The annual membership fee is \$2,500. An additional fee is required for the RBG legal fees to provide antitrust guidance as needed. These fees are shared amongst member firms, vary based on services rendered and billed separately by our law firm each year.

The RBG Leadership Team:

- Ed Soulier, Vice President, HR Operations, Bob's Discount Furniture, Ed.Soulier@mybobs.com
- Carla Nelson, SPHR, Director of Healthcare & Wellness, Kohl's, Carla.Nelson@kohls.com
- Elizabeth Corll (Lizzi), Benefits Director, Bath & Body Works, ECorll@bbw.com
- Jackie Adams, Director, Benefits & People Analytics, Meijer, jackie.adams@meijer.com

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GALLAGHER AT A GLANCE

We help you face your future with confidence. Gallagher has been designing solutions to meet our clients' unique needs for more than 90 years. We pioneered many of the innovations in risk management used by businesses in all industries today.

- A global corporation with a strong heritage and culture
- Divisions specializing in retail insurance brokerage operations, benefits and HR consulting, wholesale distribution, and third-party administration and claims processing
- A company and culture guided by The Gallagher Way
- Founded in 1927, publicly traded since 1984





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