



2015 Locus Agenda

June 22 – 24, 2015

Embassy Suites Hotel

2800 American Blvd W.

Bloomington, Minnesota 55431

During the conference Chuck is going to take you to church. You might have heard the sermon before but it is always good to hear it again and there will be a few of you who are new to modeling.

Bambie Murphy will be here to cover your Locus questions and discuss your future requests.

Joan Naymark will talk about her adventures to protect the funding of the American Community Survey.

Ray Murphy will discuss store signatures and a visual way to present information to the C-suite.

James Rand, a retired McDonalds VP, will discuss many of the forecasting techniques that have been presented to him over the years.

Ron Conlin will discuss his adventures in petroleum forecasting.

Bob Gilbert will address data collection in the field.

I will be focusing on structural issues affecting the retailing landscape including: The diffusion of grocery and restaurant sales among different channels of trade. A theory of segregation showing that micro-motives do not yield macro-results. The wisdom of the crowds- breaking silos and harnessing your organizations collective knowledge. While lifestyle segmentation in Locus is almost 10 years old some of you still struggle to get the indexing right. We will cover four ways to index your life styles. The three ingredients found in the real "Super Stores".

The conference should be enlightening, entertaining and energizing.

I hope that you can make it.

Elliott

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