

The following is a tentative agenda for the 2015 Locus Store Location Conference, scheduled for June 22-24, 2015, in Minneapolis, Minnesota. We reserve the right to make changes as dictated by circumstances.

# Conference Agenda

## JUNE 2015 LOCUS CONFERENCE MINNEAPOLIS, MINNESOTA

TIME	PRESENTATION/ACTIVITY	PERSON/COMPANY
<b>Monday, June 22</b>		
1:00-4:30 PM	Store Tour - Fieldwork Review	Chuck Perkins - Perkins Marketing Company
4:45-6:00 PM	Evening Reception - Light snacks and open bar! This is a casual reception where attendees have a chance to meet each other before the conference. Dinner on own	Provided by Dakota Worldwide & Perkins Marketing Company
<b>Tuesday, June 23</b>		
7:30-8:30 AM	Continental Breakfast	Provided by Dakota Worldwide & Perkins Marketing Company
8:30-8:45 AM	Welcome & Opening Remarks	Elliott Olson – Dakota Worldwide
8:45-9:15 AM	The Art of data collection	Bob Gilbert
9:15-10:15 AM	Building a Gravity Model	Chuck Perkins - Perkins Marketing Company
10:15 – 10:30 AM	Break	
10:30-11:30 AM	Wisdom of the Crowds	Elliott Olson
11:30-12:00 AM	The American Community Survey	Joan Naymark - JG Naymark Demographics
12:00-1:00 PM	Lunch	Provided by Dakota Worldwide & Perkins Marketing Company
1:00-1:30 PM	Store Signatures	Ray Murphy
1:30-2:30 PM	Forecasting Proview – LOCUS tools and changes	Bambi Murphy, Chuck Perkins and Dave Retzlaff
2:30 – 3:00 PM	Break	
3:00-4:30 PM	4 Methods to index Lifestyles	Elliott Olson & Bruce Kondracki
6:00-10:00 PM	Dakota Worldwide & Perkins Marketing Company has arranged a night at Target Field with stadium foods and tickets to watch the Twins - White Sox 7:10pm. Transportation provided.	Provided by Dakota Worldwide & Perkins Marketing Company
<b>Wednesday, June 24</b>		
7:30-8:30 AM	Continental breakfast	Provided by Dakota Worldwide & Perkins Marketing Company
8:30-8:45 AM	Opening Statement Niche vs. Superstore	Elliott Olson, Dakota Worldwide
8:45-9:15 AM	Fuel Forecasting	Ron Conlin - Site-Check Research Group
9:15-10:00 AM	Evaluation of Alternative Forecasting Methods	Jim Rand
10:00-10:15	Break	
10:15-11:00 AM	Forecasting With Locus Proview and Lifestyle Segmentation	Dakota Worldwide
11:00-11:45 AM	Forecasting CBD's	Dave Retzlaff – Dakota Worldwide
11:45-12:00 PM	Conference Wrap-up & Evaluation	Elliott Olson - Dakota Worldwide
12:00 PM +	Store Tour II	Chuck Perkins – Perkins Marketing Company