



**2007
BDC**

CHPA's 2007 Business Development Conference & Wal-Mart Immersion

October 29-30, 2007
Clarion Hotel & Conference Center
Bentonville, Arkansas

CHPA's 2007 Business Development Conference & Wal-Mart Immersion

OCTOBER 29-30 • BENTONVILLE, AR



Driving Growth in Consumer Healthcare:

- Learn how to drive growth through new product development, acquisitions of new businesses or products, and licensing of technology or trademarks.
- Hear from experts on how to grow your business with Wal-Mart through Wal-Mart's consumer insights and merchandising programs, supplier expectations, supply-chain initiatives, replenishment best practices, sustainability, and more.

Program Overview

Monday, October 29

11:00 a.m. - 5:00 p.m.

Registration (refreshments and snacks)

1:00 p.m. - 5:00 p.m.

General Session

- **Welcome and Day One Overview**

- Randy Sloan
Executive Vice President, General Manager
Del Pharmaceuticals, Inc.
[Business Development Committee Chair]

- Linda A. Suydam, D.P.A.
President
Consumer Healthcare Products Association

- **Innovation in New Product Development**

- Kevin Leibel (moderator)
President
Innovation Management;
Adjunct Professor of Marketing
Kenan-Flagler Business School, University of North Carolina at Chapel Hill

- Panel - TBA

- **Building Value Through Acquisitions**

Attendees will develop a better understanding of trends underlying the increased pace of consolidation in the OTC and personal care industries, and hear about key value drivers in recent transactions.

-**Fuad Sawaya**
Managing Director
Sawaya Segalas & Co.

3:15 p.m.

Refreshment Break

- **Licensing (Trademarks and Technology) as a Pathway to Growth**

- TBA

4:45 p.m.

- **Summary and Session Adjournment**

- Randy Sloan

5:30 p.m. - 8:30 p.m.

Reception and Casual Dinner with Wal-Mart Executives

Co-Sponsored by:

Del Laboratories, Inc.

Novartis Consumer Health, Inc.

Wyeth Consumer Healthcare

W.F. Young, Inc.

SPECIAL OFFER

for CHPA Active Members:

Register by September 15 to set up a business appointment with a Wal-Mart category manager/buyer for Wednesday, October 31, at Wal-Mart headquarters. Interested attendees must register in advance, and registration must be received by September 15 to be assured of an appointment.



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Industry News

Federal Agency Update

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On Capitol Hill

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In Brief

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Upcoming Events

[CHPA Annual Executive Conference](#)
Wednesday-Friday, March 12-14, 2008
Mandarin Oriental, Washington DC
Washington, D.C.

The 2007 Business Development Conference is a big hit

Nearly 250 CHPA members and Wal-Mart executives gathered in Bentonville, Arkansas, October 29-30, to participate in the 2007 Business Development Conference & Wal-Mart Immersion. Led by Business Development Committee Chair **Randy Sloan**, executive vice president, general manager, Del Pharmaceuticals, Inc., and championed by **Chuck Fehlig**, vice president, DMM-OTC, Wal-Mart Stores, Inc., the two-day meeting offered ideas and solutions for growing business through innovative techniques.



Business Development Committee Chair Randy Sloan, executive vice president, general manager, Del Pharmaceuticals, welcomed attendees to the 2007 Business Development Conference & Wal-Mart Immersion.

Fuad Sawaya, Sawaya Segalas & Co., provided conference attendees with an overview of consolidation trends in the OTC medicine and personal care industries, and explained some of the key drivers in recent transactions.

