



(FOR IMMEDIATE RELEASE)

F4SS Announces Innovation Themed October Conference at Walt Disney World® Resort

Three-day creative member retreat to focus on how innovation can be collaboratively maximized within the Upstream CPG Supply Chain

(Oakland, NJ, July 2009) The F4SS (Foundation for Strategic Sourcing) non-profit organization serving the Consumer Packaged Goods (CPG) industry has announced plans for its next member conference to be held on October 5-7, 2009 at Walt Disney World® Resort in Orlando, Florida. The aptly named, "Innovation Conference," will focus on how member organizations can collaboratively capitalize on innovation tactics and strategies within the CPG Upstream Supply Chain. This event promises to provide attendees the opportunity to apply new ideas to their collaborative business practices and to favorably promote innovation within their respective organization.

The F4SS Innovation Conference will begin on Monday, October 5th, with a first time attendee orientation and reception in the evening. The conference will feature two full days of presentations, including a Creative Workshop delivered by the renowned Disney Institute. Other highlights during the conference include a keynote address by John Church of General Mills, and an A.T. Kearney presentation entitled, "Innovating in Turbulent Times." Also, "Jump the Curve" innovation breakouts, inspired by Jack Uldrich's book, will build on the momentum of this popular topic from February 2009 San Diego conference.

The invitation only CEO Roundtable, a staple of past conferences, returns on the evening of Wednesday, October 7th to conclude the event. "We feel we couldn't have found a more perfect locale than Walt Disney World to provide inspiration and focus for our innovation theme. We look to build upon the positive feedback and enthusiasm of our dedicated membership at this widely anticipated event" adds Lisa Shambro, Executive Director of F4SS.

For more information and to register for the F4SS (Oct. 5-7, 2009) Innovation Conference, please visit the organization's site at <http://www.f4ss.org> or call 201-677-1254.

About F4SS

The Foundation for Strategic Sourcing (F4SS) is a collaborative, unbiased, non-profit membership organization within the Consumer Packaged Goods (CPG) industry created to enhance the supply chain between branded marketers (customers) and suppliers, defined as contract manufacturers and secondary packagers, by working together in a more innovative, productive manner.

The organization's diverse group of corporate board members includes *Procter & Gamble, General Mills, Johnson & Johnson, The Campbell Soup Company, Hershey Company, Power Packaging and Marietta.*

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