



Art Turock
CEO

Art Turock & Associates

Art Turock is recognized sales growth strategist for food retailers and consumer products manufacturers seeking to develop innovative strategies that stimulate sales growth. His clients include FMI, NGA, Safeway, and Hispanic Marketing Conferences sponsored by Nielsen and Heineken. Art's ideas have been featured in Progressive Grocer, Supermarket News, USA Today, GMA Forum, Fortune, and CNN.

Art's publications include his book, Invent Business Opportunities No One Else Can Imagine, a Strategic Report, "Creating Sales Calls Customers Would Pay For," and his upcoming book, Competent is Not an Option.

SUNDAY, August 8, 5:30 p.m.

General Session 1

Retailer Panel: Serving Blue-Collar & Budget-Conscious Latino Shoppers

