



COMMUNICATIONS COMMUNITY RELATIONS & CONSUMER AFFAIRS SEMINAR

Sunday, October 5 - Tuesday, October 7, 2008 • Omni Parker House • 60 School Street Boston, MA

Program

Sunday, October 5

8:30am - 9:00am	Registration for Store Tours
9:00am - 12:30pm	Store Tours <i>Hannaford Bros. Co. - 9:40*</i> <i>Stop & Shop Supermarket Companies - 11:15*</i> <small>*Estimated Arrival Time</small>
12:30pm	<i>Lunch on your own</i>
1:00pm - 5:00pm	Seminar Registration & Sharing Tables
1:00pm - 2:30pm	Joint Consumer Affairs, Communications & Community Relations Committee Meeting (Committee Members & Invited Guests Only)
2:45pm - 3:00pm	Welcome <ul style="list-style-type: none"> Mary McMillen, Buehler's Food Markets, Inc. Chair, FMI Consumer Affairs Committee Rob Borella, Giant Eagle, Inc. Chair, FMI Communications Committee
3:00pm - 3:45pm	Getting Your Second Wind <ul style="list-style-type: none"> Jan Tilley, MS RD LD, Jan Tilley & Associates, Inc. <p>In Getting Your Second Wind, author Jan Tilley delivers a powerful and compelling argument for why choosing to eat healthy and becoming physically fit is only part of the solution for those seeking a life of health and well-being.</p>
3:45pm - 5:15pm	Issue Roundtables
5:15pm - 6:15pm	Welcome Reception <i>Sponsored by: Soyfoods Association of North America</i>
7:00pm - 8:30pm	Joint Consumer Affairs, Communications & Community Relations Committee Dinner (Committee Members & Invited Guests Only)

Monday, October 6

7:00am - 5:00pm	Registration
7:00am - 5:30pm	Sharing Tables
7:00am - 8:30am	Breakfast: Loving Your Heart: Achieving Optimal Nutrition for Heart Health in Every Aisle <i>Sponsored by: Quaker Oats/Tropicana</i> <ul style="list-style-type: none"> Annabelle Volzman, MD Rush University Medical Center Janet Brill, PhD, RD <p>Hear practical strategies for helping consumers identify heart-healthy foods in every aisle.</p>
8:45am - 9:00am	Welcome <ul style="list-style-type: none"> Mary McMillen, Buehler's Food Markets, Inc. & Chair, FMI Consumer Affairs Committee Rob Borella, Giant Eagle, Inc. & Chair, FMI Communications Committee
9:00am - 9:30am	Keynote Presentation
9:30am - 10:30am	Power of the Pyramid <ul style="list-style-type: none"> Joan Nachmani, EAT. RIGHT. NOW. Ward Eames, The National Theatre for Children <p>Take a look at nutrition education outreach in Philadelphia schools and the impact of community involvement around childhood obesity prevention for food retailers. This session will conclude with a special performance of <i>The Power of the Pyramid</i> by The National Theatre for Children.</p>
10:30am - 11:00am	Coffee Break <i>Sponsored by: Florida Citrus</i>
11:00am - 12:30pm	Panel: Labeling <ul style="list-style-type: none"> Moderator: Sue Borra President, IFIC Foundation <p>Industry panel will offer key insights from varying perspectives into nutrition labeling, including current and emerging research and programs.</p>