

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**
*Hannaford Bros. Co. - 9:40**
*Stop & Shop Supermarket Companies - 11:15**
**Estimated Arrival Time*
- 12:30pm *Lunch on your own*
- 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**
 • 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**
 • Jan Tilley, MS RD LD, Jan Tilley & Associates, Inc.
- 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.
- 3:45pm - 5:15pm **Issue Roundtables**
- 5:15pm - 6:15pm **Welcome Reception**
Sponsored by: Soyfoods Association of North America
- 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**
Sponsored by: Quaker Oats/Tropicana
 • Annabelle Volgman, MD
 Rush University Medical Center
 • Janet Brill, PhD, RD
- Hear practical strategies for helping consumers identify heart-healthy foods in every aisle.
- 8:45am - 9:00am **Welcome**
 • 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**
 • Joan Nachmani, EAT. RIGHT. NOW.
 • Ward Eames, The National Theatre for Children
- 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 *The Power of the Pyramid* by The National Theatre for Children.
- 10:30am - 11:00am **Coffee Break**
Sponsored by: Florida Citrus
- 11:00am - 12:30pm **Panel: Labeling**
 • Moderator: Sue Borra President, IFIC Foundation
- Industry panel will offer key insights from varying perspectives into nutrition labeling, including current and emerging research and programs.