

# Consumer Affairs & Communications Committee Seminar

## Crystal Gateway Marriott, Arlington, VA

Monday, October 17, 2011

Time	Activity	Location
1:00 pm to 5:00 pm	Communication Committee Meeting at FMI <i>(Committee members &amp; invited guests only)</i>	At FMI
4:30 pm to 5:00 pm	Check-in at hotel	Bin 1700
5:30 pm to 8:00 pm	Welcome Reception/Dinner at hotel Health & Wellness, Communications and Consumer Affairs Dinner <i>(Open to all registered attendees)</i>	Bin 1700

Tuesday, October 18, 2011

7:30 am to 7:45 am	Check-in and Welcome	
7:45 am to 8:15 am	Breakfast (Florida Department of Citrus)	Salon K
8:15 am to 8:45 am	<b>Breakfast Speaker—"New Research on 100% Orange Juice: Challenging the Myths and Media about 100% Juice"</b> <i>Presented by Gail C. Rampersaud, MS, RD, LDN; University of Florida, Florida Department of Citrus</i>  Does 100% juice increase the risk of obesity in children and adolescents? Is 100% fruit juice really no healthier than soda? New research on orange juice challenges some long-standing myths and more recent media reports about 100% fruit juice.	Salon K
9:00 am to 9:45 am	<b>Keynote Speaker—"Dynamic Forces in the Grocery Aisle; Emerging Supermarket Trends"</b> <i>Presented by Leslie Sarasin President &amp; CEO, FMI</i>  Learn from the <i>U.S. Grocery Shopper Trends 2011</i> and <i>The Food Retailing Industry Speaks 2011</i> reports as this helpful resource illustrates consumer and industry trends in food costs, social media, health & wellness and more.	D & E Salon
9:45 am to 10:30 am	<b>2012 Economic &amp; Political Predictions Panel</b> <i>Presented by Randy Russel and Mary Kay Thatcher Partner, Russell &amp; Barron, Inc. and Director, Public Policy, American Farm Bureau</i>  Hear from a government relations expert on the economic and political landscape leading up to the 2012 elections and how it will affect your business. Having served in numerous policy positions both inside and outside the government, including past Director of Government Relations for The Pillsbury Company, Randy can provide valuable insight from a food perspective.	D & E Salon

10:30 am to 11:15 am	<p><b>Couponing Discussion</b>  <i>Presented by Bud Miller  Executive Director, Coupon Information Corporation</i></p> <p>Hear from Bud Miller with the CIC on how they view and predict coupon trends with consumers during a time of high economic savings. This discussion will focus on changes to Terms &amp; Conditions, Internet coupons, coupons fraud, customer service and the reactions to Extreme Couponing.</p>	D & E Salon
11:15 am to 12:15 pm	<p><b>Breakout Sessions</b></p> <ul style="list-style-type: none"> <li>• Couponing</li> <li>• Economic/Food Costs</li> </ul>	D & E Salon I & II Salon
12:15 pm to 1:00 pm	Lunch	Salon K
1:00 pm to 1:30 pm	<p><b>Lunch Speaker—“Easing Common Consumer Fears About Pesticide Residues”</b>  <i>Presented by Marilyn Dolan  Executive Director, Alliance for Food and Farming</i></p> <p>To help ease common consumer fears about pesticide residues and to promote consumption of all produce, the Alliance for Food and Farming has created a new resource <a href="http://www.safefruitsandveggies.com">www.safefruitsandveggies.com</a>. Learn how this website provides needed information on the indisputable nutrition science that underscores the importance of fruit and vegetable consumption.</p>	Salon K
1:30 pm to 2:30 pm	<p><b>Breakout sessions</b></p> <ul style="list-style-type: none"> <li>• Hot Communications Topics</li> <li>• Nutrition Labeling—from front of pack to menu—Best practices</li> <li>• Social Responsibility</li> </ul>	D & E Salon I & II Salon
2:30 pm to 2:45 pm	Break	
2:45 pm to 4:00 pm	<p><b>Digital For Retailers: Defining Roles, Defending Reputation, Delivering Exceptional Customer Service</b>  <i>Presented by Gary Caloroso  Vice President, AugustineIdeas</i></p> <p>This engaging session will invite attendees to discuss how two functions, communications and consumer affairs, can leverage digital and social media together in order to deliver on shared, professional goals. Moderated by a practice leader from a leading digital public relations firm, attendees will explore how digital and social media applications can apply to the broader industry – from customer relations to marketing to crisis.</p>	D & E Salon
4:00 pm to 5:30 pm	<p><b>FMI Update—Programs and Resources:</b></p> <ul style="list-style-type: none"> <li>• Cathy Polley, VP of Health &amp; Wellness</li> <li>• Jennifer Hatcher, SVP of Government Relations, and</li> <li>• Erik Lieberman, Regulatory Council</li> <li>• Shelley Feist, The Partnership for Food Safety Education</li> <li>• Sue Wilkinson, Information Services</li> </ul>	D & E Salon
5:30 pm to 7:00 pm	Networking Reception (Sponsor booths and samples)	Skyview

7:00 pm	Dinner on your own	TBD
<b>Wednesday, October 19, 2011</b>		
8:00 am to 8:30 am	Breakfast (Egg Nutrition Center)	Salon K
8:30 am to 9:00 am	<p><b>Breakfast Speaker—“Eggs Unscrambled”: Eggs and Health</b>  <i>Presented by Mitch Kanter, PhD  Executive Director  Egg Nutrition Center</i></p> <p>Highlight and dispel current wisdom on eggs, including their role as a high-quality protein; spotlight the lower cholesterol news and showcase the increase in Vitamin D; and highlight eggs' importance in a healthy breakfast.</p>	Salon K
9:00 am to 9:45 am	<p><b>Keynote Speaker</b>  <i>Presented by Steve Junqueiro,  President and COO, Save Mart Supermarkets  FMI Board of Directors</i></p>	D & E Salon
9:45 am to 10:45 pm	<p><b>MyPlate Update</b>  <i>Presented by Jackie Haven and Shelley Maniscalco  USDA Center for Nutrition Policy and Promotion</i></p> <p>Hear from the CNPP on MyPlate updates and brainstorm in-store toolkit implementations. This discussion will help pave the way for successful use of the new MyPlate food icon and assist retailers in educating their consumers on making healthy meals.</p>	D & E Salon
10:45 am to 11:15 am	<p><b>Lunch Speaker—“Simple Steps to Upgrade the Family Diet”</b>  <i>Presented by Sherrie Rosenblatt  VP of Marketing and Communications, National Turkey Federation</i></p> <p>Learn about the National Turkey Federation and Shape Up America! creation, the <i>Meal Upgrade Calculator</i>, an online tool that shows consumer how to make simple changes – or “upgrades” – in favorite meals so everyone can reap the benefits of taking in less fat and calories.</p>	D & E Salon
11:15 to 11:45 am	Lunch	D & E Salon
12:00 pm	Close Conference	
12:00 pm to 1:00 pm	Consumer Affairs Committee Meeting <i>(Committee members &amp; invited guests only)</i>	Salon K
1:30 pm to 3:30 pm	<b>National Archives Special Exhibition “What’s Cooking Uncle Sam?” Personal tour</b> <i>(optional)</i>	