

SCHEDULE OVERVIEW

WEDNESDAY, MARCH 3, 2010

- 12:00 - 7:00 PM Registration
2:00 - 5:15 PM Board of Directors Meeting
5:30 - 6:00 PM New Member/Press/Speaker Reception
6:00 - 7:00 PM Opening Welcome Reception

THURSDAY, MARCH 4, 2010

- 7:00 AM - 4:30 PM Registration
7:00 - 8:15 AM Associates Meeting, Election and CEO Session Sign-up
8:15 - 9:30 AM Welcome Breakfast and Business Meeting
9:30 - 10:45 AM OPENING KEYNOTE ADDRESS:
Becoming A Category Of One: How Market Leaders Sustain Success and Escape the Commodity Trap
Joe Calloway, Engage Consulting
11:00 - 12:15 PM SPEAKER PRESENTATION:
Coming in from the Cold: How Sustainability Attributes are Redefining Refrigerated Foods
Tamara Barnett, The Hartman Group
11:30 AM Spouse Gathering and Lunch
12:30 - 1:15 PM Networking Lunch
1:30 - 3:00 PM CONCURRENT SPEAKER SESSIONS:
SESSION 1: *Closing the Produce Gap*
Bob Stovicek, Primus Labs
Mike Burness, Chiquita Brands Int'l.
Bob Whitaker, Produce Marketing Assn
Jim Gorny, FDA/CFSAN
1:30 - 2:15 PM **SESSION 2A: *Understanding Deli Sales and Opportunities***
Sherry Frey, Perishables Group
2:15 - 3:00 PM **SESSIONS 2B: *Changing the Face of Healthcare***
Kurtis Kossen, Health Care Service Corporation
3:15 - 4:30 PM SPEAKER PRESENTATION:
Technical Update - U.S. & Canada
Martin Mitchell, RFA Technical Director
4:30 - 7:00 PM Tabletop Display Reception
7:15 PM Dinner on your own

FRIDAY, MARCH 5, 2010

- 7:00 AM - 12:00 PM Registration
7:00 - 8:00 AM Breakfast
CONCURRENT SPEAKER SESSIONS:
8:00 - 9:30 AM **SESSION 1: *Bridging the Regulatory Changes***
Moderator: Martin Mitchell, RFA
Technical Director
John Bode, Olsson Frank Weeda
Terman Bode Matz PC
Mel Drozen, Keller and Heckman
8:00 - 8:45 AM **SESSION 2A: *European Influence on the Food Chain***
Robert Kedzlie, NPDDirect Ltd.
8:45 - 9:30 AM **SESSION 2B: *Let Us Praise Packaging***
Aaron Brody, Packaging/Brody, Inc.
9:45 - 11:15 AM SPEAKER PRESENTATION
Innovate or Perish: How Innovation Can Keep Perishable Food Brands Fresh
Barb Stuckey, Mattson & Co.
11:30 AM Leave for Golf Course
11:30 AM Technical Committee Meeting with Lunch
12:30 PM RFA Annual Golf Tournament
Afternoon Free to Enjoy the Area!
7:00 PM Evening Event: 30th Anniversary Dinner and Casino Night

SATURDAY, MARCH 6, 2010

- 7:30 AM - 10:30 AM Registration
8:00 - 9:00 AM Breakfast
9:15 - 10:15 AM CLOSING SPEAKER PRESENTATION:
The Impact of Climate Change on the Food Industry
Jon Utech, Carbon Vision
10:15 - 10:30 AM Refreshment Break
10:30 - 12:40 PM One-on-One CEO Sessions
Conference Adjourns
1:30 PM OPTION POST-CONFERENCE EVENT:
Local Supermarket Tour