AGENDA

JUNE 5, 2017

6:00 - 7:00 pm
Drinks Reception

JUNE 6, 2017

7:15 - 8:15 am
Registration and Breakfast

8:15 - 8:30 am
Chair’s Welcome Address

Gary Swanson
SVP Global Quality
Herbalife

8:30 - 9:05 am
Keynote Case Study: Our Journey to Improve Performance Across the Board to Exceed Customer Expectations and Regulatory Requirements

- Making the business case for change throughout an international and industry-leading organization
- Understanding how safety, quality, compliance, order fulfillment, cost structures, team effectiveness, and manufacturing leadership all come together to impact the customer experience
- Designing and implementing a new system of non-financial performance measurement that focuses on qualitative rather than quantitative goals
- Cultivating a culture of regular and open communication to drive continuous improvement efforts, share what works, and document what we have learned for regulators and industry partners
- Creating and maintaining an operational master plan and PIPs (Performance Improvement Plans) for every factory and DC in our organization
- Illustrating positive change in all facets of the company over time and discussing how this journey continues into the future

Craig Wilson
VP of QA, Food Safety
Costco
9:05 - 9:40 am

**FSMA Update: Where Are We Now, and Where Do We Need to Be?**
- With six of the seven deadlines now passed on the final rules, where are companies still falling short?
- How are regulators working with industry to ensure an orderly and effective rollout of new initiatives and standards?
- Discussing early metrics for how FSMA is impacting public safety
- Updating information on new policies, priorities, and guidelines
- Reviewing the most frequently asked questions by quality and compliance professionals

Joann Givens  
Human and Animal Food Program Director, Office of Regulatory Affairs  
Co-chair - FSMA Operations Team Steering Committee  
Food and Drug Administration

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**ROOM 1 CHAIR**

Theodora Morille-Hinds  
VP Quality and Food Safety  
The Kellogg Company

**ROOM 2 CHAIR**

Leonard Heflich (Retired)  
VP Food Safety, Quality and Crisis Management  
Grupo Bimbo

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9:45 - 10:20 am

**Remaining FSMA Compliant While Working with Internal and External Partners to Exceed Expectations from the Production Floor to the Customer’s Door**
- Demonstrating the impact business collaboration in a value chain makes towards regulatory compliance, customer satisfaction, and the bottom line
- Coordinating throughout the supply chain to align processes, clarify objectives, coordinate metrics, divide responsibilities, and communicate progress
- Improving performance without disrupting the successful delivery of your business partners’ needs
- Offering best practices to build and maintaining end-to-end supply chain communication between quality management executives

Theodora Morille-Hinds  
VP Quality and Food Safety  
The Kellogg Company

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**BREAKOUT ROOM 1**  
**QUALITY & SAFETY**

**Case Study: Building Quality and Safety into Our Company’s DNA One Improvement at a Time**
- Listening to our customers: How client supplier assessments inspired us to do better
- Collaborating with experts to bring new ideas and innovations into our quality and safety processes
- Embracing a multifaceted approach to expand your toolbox and identify what helps your team the most
- Taking baby steps, holding on to success, and building on what is working
- Leveraging learnings across facilities and functions to share good ideas and learn from stumbling blocks
- Showcasing progress so far both in the United States and in our international operations

Mario Leduc  
VP Governance  
Diageo

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**BREAKOUT ROOM 2**  
**COMPLIANCE**

**9:45 - 10:20 am**

**FSMA Update: Where Are We Now, and Where Do We Need to Be?**
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**10:20 - 11:35 am**

**Pre-Arranged One-to-One Meetings**
- 10:25 am – 10:45 am: Meeting Slot 1 / Networking
- 10:50 am – 11:10 am: Meeting Slot 2 / Networking
- 11:15 am – 11:35 am: Meeting Slot 3 / Networking
11:40 am - 12:15 pm  **Risk-Based Approach to Supply Chain Integrity and Visibility (Farm to Store)**
- Addressing the challenges of managing FSQA across your entire supply chain
- Proactively identifying and mitigating blind spots in your supply chain
- Best practices in maintaining customer and regulatory compliance
- Areas of food safety risk in food distribution, including trucks, facilities, and loading/unloading procedures

**Marc Beasley**
Vice President, Strategic Marketing & Business Development - Food Industry
Sensitech Inc.

11:40 am - 12:15 pm  **Beyond FSMA: Records Management as a Food Manufacturing Best Practice**
- Discuss the need to—and benefits of—evolving your records management plan
- Understand the importance of examining your processes and what is best for your business before selecting a software system
- Consider methods to leverage peer buy-in to get the resources needed for records management process and software improvements

**Chuck Manno**
Senior Project Management Consultant
Integrated Project Management

12:20 - 12:55 pm  **Risk Assessment and Management**
- Discussing the role of upper management in Risk Management
- Best practices in identifying and managing risk factors in an operation or process
- Applying risk assessment and management to minimize or eliminate potential loss
- Implementing a risk-based strategy and making risk management part of the culture

**Leonard Heflich** (Retired)
VP Food Safety, Quality and Crisis Management
Grupo Bimbo

12:55 - 1:55 pm  **LUNCH-AND-LEARN ROUNDTABLE DISCUSSIONS**
Themed lunches are delegate-led roundtable discussions on specific industry issues and challenges during Day One's lunch hour. Each roundtable will be led by an expert in the field. Limited seating is available, so please sign up for your preferred topic on site. Choose from:

**Utilizing Technology to Improve Quality and Food Safety Systems**
- Heather Ashlock
  Director Total Quality Raising Cane’s

**Developing Your Future Leaders: Promoting Professional Growth to Inspire Your QA/QC Team**
- Lee Perry
  VP Quality Management and Food Safety
  Archer Daniels Midland

**Understanding Your Liability**
- Sigita Baniulis Gudeika
  Corporate Quality Manager
  Bay State Milling Company
### BREAKOUT ROOM 1

**QUALITY & SAFETY**

**1:55 - 2:30 pm**

**Why Do Quality Programs Become Complacent, and What Can We Do About It?**

- Seeking the root causes behind why quality management programs often lose their efficacy over time
- Proving that quality assurance and quality management programming only works if it starts from the top while building from the bottom
- Demonstrating that improvements and positive change over time is made through evolution, not revolution
- Incorporating these truths into project planning and workforce development thinking

**Richard Carlson**
VP Quality Management
Hormel Foods Corporation

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### BREAKOUT ROOM 2

**COMPLIANCE**

**1:55 - 2:30 pm**

**Securing the Global Supply Chain – Sourcing Model and Preventive Controls**

- Illustrating how McCormick builds and maintains a versatile and reliable supply chain
- Bringing a risk-based approach to identifying and mitigating sourcing and procurement challenges
- Showcasing effective and efficient preventive controls that ensure regulatory compliance
- How do we monitor and improve our supply chain health and performance over time?

**Dan Kastor**
Senior Director Global Regulatory
McCormick & Company
2:35 - 3:10 pm
**Workshop Breakout Room 1**

**Quality & Safety**

**Strategies for Recall: The Best Outcome Begins with Preparing for the Worst**
- Making the business case that proactive planning and practice will always outperform a reactive response
- Going beyond the four walls of your own facility to collaborate and coordinate with suppliers and customers
- Running mock recalls: What makes training simulations a real learning experience for you and your team?
- How do you measure the ROI of an effective and efficient recall response plan?

*Mark Vare*
Senior Director, Recall Solution
Inmar

**FSMA and GFSI – Reducing Cost & Burden: 8 Real-World Case Studies**
- Risk-profiling suppliers
- Tightly managing ingredient specs
- Accelerating & harmonizing PLM, nutritional labeling, and supplier data
- Accelerating complaints resolution
- Replacing paper on the plant floor
- Harmonizing extreme growth, acquisitions, and SAP
- Collaborative product development with suppliers
- Managing quality across the globe

*Gary Nowacki*
CEO
TraceGains

2:10 - 2:45 pm
**Workshop Breakout Room 2**

**Compliance**

**Emergency Management: Are You Ready for the Unexpected?**
- What can be planned ahead of time, and what will always need to be developed on the fly as events unfold?
- Offering best practices to prepare and maintain a crisis management plan
- Discussing records management policies and programs that will allow for effective and meaningful post-event review
- Evaluating quality control programs proactively: Where does risk management suggest the most vulnerable points are?
- Training your people to communicate calmly, effectively, and responsibly in a crisis situation
- Showcasing examples of effective emergency response and identifying commonalities between the case studies

*Gary Swanson*
SVP Global Quality
Herbalife

3:15 - 4:25 pm

**Pre-Arranged One-to-One Meetings**
3:15 pm – 3:35 pm: Meeting Slot 4 / Networking
3:40 pm – 4:00 pm: Meeting Slot 5 / Networking
4:05 pm – 4:25 pm: Meeting Slot 6 / Networking

4:30 - 5:05 pm
**Case Study: Using Technology to Control a Global Supply Chain**
- Defining the challenges of quality management for a decentralized global supply chain
- Reviewing some strategies to maintain food safety control of the supply chain while enabling sufficient flexibility to all stakeholders
- Describing how to leverage the power of today's systems to enable those strategies

*Diego Beamonte*
Vice President
Global Quality
Burger King Corporation
9:10 - 9:45 am  
**Meeting USDA Regulatory and Compliance Requirements in Your Operation’s Manufacturing Processes**

- Discussing how to prepare and respond to Food Safety Assessments and Notices of Intended Enforcement
- Anticipating what USDA inspections are seeking during your own internal inspections
- Offering key steps and best practices to improve your validation programs
- What does the extra mile look like when we talk about commitment to public health, eliminating foodborne illnesses from the supply chain, and conducting effective product recalls when necessary?

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**Drinks Reception**

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**JUNE 7, 2017**

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**Gary Swanson**  
SVP Global Quality  
Herbalife

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**Martin Slayne**  
Global Head Scientific & Regulatory Affairs  
The Hershey Company

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**Al Almanza**  
Deputy Under Secretary of Food Safety  
USDA-FSIS
11:20 – 11:55 am

Panel: Applying Change Management Principles to Overcome Institutional Inertia and Successfully Launch New Initiatives

- Discussing when corporate culture resists change and understanding what motivates that conservatism
- Offering ways to secure management and workforce buy-in to new projects, processes, and policies
- Demonstrating examples of soft skills and leadership tools that support your team during transition periods
- How does the role of a leader change as a new project or program matures?
12:00 - 12:35 pm
**WORKSHOP BREAKOUT ROOM 1 COMPLIANCE**

**Beyond Compliance – How to Use the Power of MES to Improve Food Safety and Traceability**
- How has the Food Safety Modernization Act changed the way food producers and suppliers do business?
- Discussing how modern MES technology enhances food safety plans and processes
- Ensuring truth in labeling, product quality, and traceability automatically on the plant floor
- Showcasing examples where MES technology makes the biggest impact

*Marie Tanner*
Chief Food Safety and QHSE Officer - Global
Kerry Ingredients

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12:00 - 12:35 pm
**WORKSHOP BREAKOUT ROOM 2 QUALITY & SAFETY**

**How a Responsive Quality System Protects Your Brand Value**
- Common risks in quality management processes
- Building a responsive quality system
- How automation, corporate insight, and functional reporting create your brand
- How to choose the right quality software

*Nathan A. Fryzek*
Brand Director
Presage Analytics

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12:35 - 1:35 pm **LUNCH-AND-LEARN ROUNDTABLE DISCUSSION**

**Supply Chain Verification in Line with FSMA and GFSI**

Lloyd's Register LRQA

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1:35 - 2:10 pm
**Developing and Nurturing the Right Corporate Culture to Drive FSMA Compliance**
- Measure it
- Understand it
- Own it
- Drive it

*Marie Tanner*
Chief Food Safety and QHSE Officer - Global
Kerry Ingredients

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2:10 - 2:15 pm
**Chair’s Closing Address**