

appetites+innovation

A National Leadership Collaborative for Retail Foodservice

INAUGURAL ANNUAL MEETING
January 18-20, 2016
Napa Valley, California

2016 Meeting Agenda Overview

Monday, January 18	Tuesday, January 19	Wednesday, January 20
4 PM to 7 PM	8 AM to 6 PM	8 AM to 2:15 PM
Registration 4 - 4:30 PM	Breakfast 8-8:30 AM	Breakfast 8 – 8:30 AM
Welcome & Opening Remarks 4:30 - 4:45 PM	General Sessions 8:30 AM – 12:30 PM	General Sessions 8:30 AM -1 PM
Opening General Sessions 4:45 – 6:15 PM	Lunch 12:30 – 1:30 PM	Closing Remarks 1 - 1:15 PM
Opening Reception 6:15 - 7 PM	Working Sessions 1:30 – 5:15 PM	Closing Lunch 1:15-2:15PM
	Reception 5:15 - 6 PM	

ANNUAL MEETING AGENDA

Unless otherwise indicated, all sessions take place in the Ecolab Theater (First Floor).

Monday, January 18

4 PM **Registration & Refreshments**
Atrium (1st floor)

4:30 PM **Welcome & Introductions**
Speakers: **Greg Drescher** (VP of Strategic Initiatives & Industry Leadership, CIA)
 Steve Petusevsky '77 (A+I Chair; Chef, Consultant)
 Rob Easley (A+I Co-Chair; Partner & Global Retail Practice Leader,
 Allen Austin; formerly with Earthfare and H-E-B)

****SUBJECT TO CHANGES****

After a formal welcome, we'll pass a microphone and ask all members of the audience (operators, presenters, invited guests, media guests, sponsor representatives, and CIA faculty and staff) to introduce themselves.

- 4:45 PM **Change & Impact: Insight into Marketplace Disruptions**
Introduction: **Jacquelyn Chi** (Associate Director for Programs and Special Projects, CIA)
Presenter: **Michelle Hayward** (President, Bluedog Design)
- 5:15 PM **Consumer Insights Forum**
Moderator: **Michelle Hayward** (President, Bluedog Design)
A+I Members: **Rich Green** (Customer Fanatics Director, Maverik)
Jeff Anderson '86 (Director of Culinary Innovation, Safeway)
Matthew Sherman (Senior Director of Brand Marketing, Chobani)
- 5:45 PM **Building Cultures of Innovation and Excellence: Part I – Internal Change and Management Structure**
Introduction: **Steve Petusevsky '77** (A+I Chair; Chef, Consultant)
Presenter: **Rob Easley** (A+I Co-Chair; Partner & Global Retail Practice Leader, Allen Austin; formerly with Earthfare and H-E-B)
- 6:15 PM **Opening Sponsor Exchange & Networking Reception**
Ventura Foods Center for Menu Research & Development (3rd floor)
Sponsored by the Avocados From Mexico, Chobani, Daymon Worldwide, The Mushroom Council, and NORPAC Foods
- 7 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley

Tuesday, January 19

- 8 AM **Napa Valley Breakfast Buffet**
Teaching Kitchen (3rd floor)
- 8:30 AM **Beyond the Noise, Fads, and Lobbying: Translating Current Nutrition Science for Foodservice at Retail**
Introduction: **Greg Drescher** (VP of Strategic Initiatives & Industry Leadership, CIA)
Presenter: **Eric Rimm** (Professor of Medicine, Harvard Medical School; and Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)
- 9 AM **Putting the Science in Action: The Healthy Menus R&D Collaborative Model**
Presenter: **Pam Smith, RDN** (Healthy Menus R&D Collaborative Co-Chair; Founder/President, Shaping America's Plate)
- 9:25 AM **Nutrition & Consumers in the Retail Setting: What to Pay Attention to in 2016**
Presenter: **Barb Ruhs, MS, RD, LDN** (Director, Supermarket Dietitian Symposium)

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- 9:45 AM **Health and Wellness Forum**
Moderator: **Barb Ruhs, MS, RD, LDN** (Director, Supermarket Dietitian Symposium)
Panelist: **Eric Rimm** (Professor of Medicine, Harvard Medical School; and Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)
A+I Members: **Keith Boston** (VP Foodservice, Cumberland Farms)
Jeff Anderson '86 (Director of Culinary Innovation, Safeway)
Carrie Walters (Culinary Director and Corporate Chef, Dorothy Lane)
- 10:30 AM **Morning Snack & Networking Break**
Berns Area (1st floor)
- 10:45 AM **Sustainability & Food Ethics: Inspiration from Menus of Change**
Presenter: **Arlin Wasserman** (Menus of Change Sustainable Business Leadership Council Chair; Partner, Changing Tastes)
- 11:05 AM **Sustainability & Food Ethics Forum**
Moderator: **Arlin Wasserman** (Chair, Menus of Change Sustainable Business Leadership Council; and Founder and Partner, Changing Tastes)
A+I Members: **Derek Sarno** (Senior Executive Global Chef of R&D & Product Development, Whole Foods)
Dana Celona (Concept Specialist, Wawa)
Jay Jacobowitz (President and Founder, Retail Insights)
Christine Kapperman (Content Director, New Hope Natural Media)
Pat Brockie (Director, Branded Foodservice, NORPAC Foods)
- 11:45 AM **Building Cultures of Innovation and Excellence: Part II – Culinary Operations**
Selling Deliciousness: Balancing Culinary Principles and Culinary Popularity
Presenter: **Mark Furstenberg** (Owner, Bread Furst)
- 11:55 AM **Culinary Operations Forum: Making Change Happen**
Moderator: **Steve Petusevsky '77** (A+I Chair; Chef, Consultant)
A+I Members: **Kelly Buckley** (VP of Fresh Food Innovation, 7-Eleven)
Greg Retz (Director of Concept Development, Southeastern Grocers)
Rich Rosenberg (Director of Deli Operations, Fairway)
Steve Solomon (Menu Strategist, The Mushroom Council)
- 12:30 PM **Lunch**
Vintners Hall of Fame Historic Barrel Room (2nd floor)
Sponsored by Avocados From Mexico, Chobani, Daymon Worldwide, The Mushroom Council, and NORPAC Foods
- 1:15 PM **Dessert & Coffee Break**
Berns Area (1st floor)

****SUBJECT TO CHANGES****

1:30 PM **Food, Culture, Health, and Authenticity: Finding a Fit with Next Generation Retail**
Introduction: **Jim Prevor** (President/Editor-in-Chief, *Produce Business* and *Deli Business*)
Moderator: **Martha Rose Shulman** (Cookbook Author and Creator, Recipes for Health, *The New York Times*)
Presenters: **Diane Kochilas** (Co-Owner, Glorious Greek Kitchen, Ikaria, Greece)
María José San Román (Co-Owner and Executive Chef, Grupo Gourmet, Alicante, Spain)
Mai Pham (President/Founder, Star Ginger Restaurants)
Mark Furstenberg (Owner, Bread Furst, Washington, D.C.)

3 PM **Afternoon Snack & Networking Break**
Berns Reception Area (1st floor)

3:15 PM **Building Cultures of Innovation & Excellence: Part III - Business Models**
Financials: Making the Numbers Work to Support Key Imperatives and Opportunities
Presenter: **Will Rosenzweig** (Dean and Executive Director, Food Business School)

3:45 PM **Models of Change: Five Practices of Innovation Cultures**
Presenter: **Jeremy Anderson** (Founder, Fifty Gazelles)

4:15 PM **Business Models Forum**
Moderator: **Will Rosenzweig** (Dean and Executive Director, Food Business School)
A+I Members: **Richard Draeger** (Owner, Draeger's)
Lewis Shaye (Vice President Culinary Concepts, Price Chopper)
Suzy Monford (CEO, Andronico's Community Markets)

5:15 PM **Reception**
Ventura Center for Menu Research & Development (3rd floor)
With book signings by Diane Kochilas, Mai Pham, and Martha Rose Shulman. Books will be available for purchase during the reception.

6 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley

Wednesday, January 20

8 AM **Napa Valley Breakfast Buffet**
Teaching Kitchen (3rd floor)

8:30 AM **Key Elements of Really Effective Training: A Perspective from ZingTrain**
Introduction: **Scott Allmendinger** (Director of Consulting, CIA)
Presenter: **Ann Lofgren** (ZingTrain Trainer, Zingerman's)

9 AM **Talent Strategy: Attracting Culinary Expertise to the Retail Sector**
Moderator: **Ann Lofgren** (ZingTrain Trainer, Zingerman's)

****SUBJECT TO CHANGES****

A+I Members: **Kathy Streeter** (HR Director, Lucky's) and **Conrad Skelton** (Senior Culinary Director, Lucky's)
Laurie Warner '84 (Corporate Executive Chef, Harris Teeter)
Peter Kuhr (Product Development Manager, Lund Food Holdings)

9:40 AM **Marketing & Branding: Leveraging Transparency**

Nutrition Menu Labeling and Consumer Reaction

Presenter: **Kathleen Zelman** (Director of Nutrition, WebMD)

10:10 AM **Marketing & Branding Forum: Building Our Future**

Moderator: **Joan Driggs** (Editorial Director, Progressive Grocer/Stagnito Business Information)

A+I Members: **Carin Solganik** (Director of Prepared Foods, Heinen's)
Kevin Dunleavy (Owner/President, Super Marketing Promotions)
Ryan Dee (Senior Account Executive, Daymon Worldwide)

10:40 AM **Morning Snack & Networking Break**

Berns Area (1st floor)

11 AM **Experience Design: Engaging Customers through Inspiration, Distinction, and Differentiation**

Presenter: **Joan Driggs** (Editorial Director, Progressive Grocer/Stagnito Business Information)

11:20 AM **Experience Design Forum: What's Next? What's Important?**

Moderator: **Joan Driggs** (Editorial Director, Progressive Grocer/Stagnito Business Information)

Panelists: **Lewis Shaye** (Vice President Culinary Concepts, Price Chopper)
Kevin Garvin '78 (VP of Food Services, Neiman Marcus)
Mark Garcia '91 (Head of Marketing – Foodservice & Culinary, Avocados From Mexico)

12 PM **Where Do We Go From Here? Collaborative Planning/Working Groups**

Moderators: **Steve Petusevsky '77** (A+I Chair; Chef, Consultant)
Jacquelyn Chi (Associate Director for Programs and Special Projects, CIA)

1 PM **Closing Remarks**

Speakers: **Steve Petusevsky '77** (A+I Chair; Chef, Consultant)
Greg Drescher (VP of Strategic Initiatives & Industry Leadership, CIA)

1:15 PM **Walk-Around Sponsor Exchange & Networking Lunch**

Vintners Hall of Fame Historic Barrel Room (2nd floor)

Sponsored by Associate Corporate Members

2:15 PM **Lunch and Annual Meeting Conclude**