

**SQF INTERNATIONAL CONFERENCE**  
**Hilton, Netherland Plaza, Cincinnati, OH, November 6-8, 2013**  
**AGENDA AND SESSION DESCRIPTIONS**

**Tuesday, November 6**

<p><b>5:00 p.m. – 7:00 p.m.</b>  <i>Hall of Mirrors</i></p>	<p><b>Election Night Bash and Solutions Showcase (Joint reception with the FMI Retail Food Safety Forum)</b>  <i>sponsored by Alchemy Systems</i></p> <p>Gather with friends and potential business partners to find a wealth of new tools, technologies and solutions to kick start or improve your food safety plan. In celebration of Election Day, there will be drink specials, prizes, live election coverage and a special opportunity to have your picture taken with the candidates in The Oval Office! FREE to all conference attendees.</p>
---	--

**Wednesday, November 7**

<p><b>7:00 a.m. – 8:00 a.m.</b>  <i>Hall of Mirrors</i></p>	<p><b>Continental Breakfast</b>  <i>sponsored by the American National Standards Institute (ANSI)</i></p>
<p><b>7:50 a.m. – 8:15 a.m.</b>  <i>Pavilion Ballroom</i></p>	<p><b>Welcome and Introduction</b>  <i>Robert Garfield, Senior Vice President, SQF Institute</i>  <i>Leslie Sarasin, Esq., CAE, President and Chief Executive Officer, Food Marketing Institute</i>  <i>David B. Dillon, Chairman and Chief Executive Officer, The Kroger Company</i></p>
<p><b>8:15 a.m. – 9:15 a.m.</b>  <i>Pavilion Ballroom</i></p>	<p><b>Keynote Presentation: Leadership At The Edge: Leadership Lessons from the Extraordinary Saga of Shackleton’s Antarctic Expedition</b>  <i>Dr. Dennis N.T.Perkins, Author of “Leadership at The Edge”</i></p> <p>The extraordinary saga of legendary Antarctic explorer, Ernest Shackleton, who together with his 27-man crew, endured 634 days of unimaginable hardships as their expedition to cross the Antarctic continent in 1914 was beset by disaster, is an amazing account of triumph in the face of adversity. Shackleton’s story provides riveting examples of the extraordinary difference that strong leadership and teamwork can make under conditions of adversity, uncertainty, and change. It illustrates how the strategies that have been used by leaders and teams at the limits of physical survival can be applied in any challenging business environment and serves as a powerful metaphor that inspires resilience and persistence in tough times. Listen and be inspired to apply Shackleton’s leadership approach in your own lives and raise the level of unity and commitment in your business teams.</p>
<p><b>9:15 a.m. – 9:30 a.m.</b>  <i>Pavilion Foyer</i></p>	<p><b>Break</b></p>
<p><b>9:30 a.m. – 10:30 a.m.</b>  <i>Pavilion Ballroom</i></p>	<p><b>General Session: Third Party Certification Programs - Opportunities and Challenges in Food Safety Regulation</b>  <i>Dr. David Acheson, Managing Director, Food and Import Safety Practice, Leavitt Partners</i></p> <p>Provisions of the Food Safety Modernization Act suggest that third party certification will likely play a critical role in improving the safety of our food both on a domestic and international level. Learn from one of the world’s leading experts on food safety, and former Associate Commissioner for Food at FDA how the federal government approaches the use of third party certifiers within the context of FSMA and how the private sector will need to comply with new laws and regulations. Gain insight into the role that third party certifiers play in supply chain control solutions and what opportunities and challenges this role poses.</p>

<b>10:30 a.m. – 10:45 a.m.</b> <i>Pavilion Foyer</i>	<b>Break</b> <i>Sponsored by Sealed Air</i>				
<b>10:45 a.m. – 11:30 a.m.</b>  <i>Continental (Mezzanine)</i> <i>Rosewood (4<sup>th</sup> Floor)</i> <i>Rookwood (4<sup>th</sup> Floor)</i> <i>Caprice (4<sup>th</sup> Floor)</i> <i>Salon HI (4th Floor)</i>	<u><b>Breakout</b></u> <i>Continental Ballroom</i>  <b>Verification and Validation: Why Is This So Hard?</b>   <i>Roger Roeth</i> <i>General Manager/Auditor, EAGLE Food Registrations Inc.</i>	<u><b>Breakout</b></u> <i>Rosewood</i>  <b>Creating and Maintaining Effective Allergen Control Management Plans</b>   <i>Tracie Sheehan</i> <i>VP Food Safety &amp; Quality Assurance</i> <i>ARYZTA AG</i>	<u><b>Breakout</b></u> <i>Rookwood</i>  <b>Managing Suppliers With an Effective Approval Program</b>   <i>Cathy Crawford</i> <i>Vice President</i> <i>The HACCP Consulting Group, LLC</i>	<u><b>Breakout</b></u> <i>Caprice</i>  <b>Making Sense of the Data: Business Intelligence and Reporting in Enterprise Compliance Management Systems</b>   <i>Morgan Palmer</i> <i>Chief Technology Officer, EtQ, Inc.</i> <i>Bhavin Virani, Senior Implementation Consultant, EtQ, Inc.</i>	<u><b>Breakout</b></u> <i>Salon HI</i>  <b>Business Continuity: Common Sense Preparation</b>   <i>Jeffrey Strout</i> <i>Auditor, Educator and Consultant</i> <i>Silliker, Inc</i>
<b>11:30 a.m. – 11:45 a.m.</b>	<b>Break</b>				
<b>11:45 a.m. - 12:30 p.m.</b>  <i>Continental (Mezzanine)</i> <i>Rosewood (4<sup>th</sup> Floor)</i> <i>Rookwood (4<sup>th</sup> Floor)</i> <i>Caprice (4<sup>th</sup> Floor)</i> <i>Salon HI (4th Floor)</i>	<u><b>Breakout</b></u> <i>Continental Ballroom</i>  <b>Top 10 Non-Conformances of an SQF Audit and How to Avoid Them</b>   <i>Gary M. Smith</i> <i>VP, Certification and Supply Chain Solutions</i> <i>Steritech</i>	<u><b>Breakout</b></u> <i>Rosewood</i>  <b>Evolution Not Revolution: Behavioral Changes Impacting Food Safety Culture</b>   <i>Robert Meyer</i> <i>CE, Breakthrough Consulting Services</i> <i>Woody Barrett, Quality Assurance Manager, Del Monaco Foods</i>	<u><b>Breakout</b></u> <i>Rookwood</i>  <b>A Guide to Writing a Better Food Safety and Quality Manual</b>   <i>Cathy Crawford</i> <i>Vice President, The HACCP Consulting Group, LLC</i>	<u><b>Breakout</b></u> <i>Caprice</i>  <b>Update on the Reliance System: What's New, What's Next?</b>   <i>John Schulz, Senior Director, Business Operations, SQFI</i> <i>Morgan Palmer, Chief Technology Officer, EtQ</i>	<u><b>Breakout</b></u> <i>Salon HI</i>  <b>Instructional Design 101: The Basics of Course Design</b>   <i>Ryan Moore, Product Manager, Alchemy Systems</i>
<b>12:30 p.m. – 1:45 p.m.</b> <i>Pavilion</i>	<b>Lunch with Guest Speaker</b> <i>Cathy Polley, Executive Director, FMI Foundation, Vice President, Health and Wellness, Food Marketing Institute</i> <i>Sponsored by Randolph Associates</i>				

<p><b>1:45 p.m. – 2:45 p.m.</b> Continental (Mezzanine) Rosewood (4<sup>th</sup> Floor) Rookwood (4<sup>th</sup> Floor) Caprice (4<sup>th</sup> Floor) Salon HI (4th Floor)</p>	<p><b><u>Breakout (Repeat)</u></b> <i>Continental Ballroom</i></p> <p><b>Verification and Validation: Why Is This So Hard?</b></p> <p><i>Roger Roeth General Manager/Auditor, EAGLE Food Registrations Inc.</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Rosewood</i></p> <p><b>Creating and Maintaining Effective Allergen Control Management Plans</b></p> <p><i>Tracie Sheehan VP Food Safety &amp; Quality Assurance ARYZTA AG</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Rookwood</i></p> <p><b>Managing Suppliers With an Effective Approval Program</b></p> <p><i>Cathy Crawford Vice President The HACCP Consulting Group, LLC</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Caprice</i></p> <p><b>Making Sense of the Data: Business Intelligence and Reporting in Enterprise Compliance Management Systems</b></p> <p><i>Morgan Palmer Chief Technology Officer, EtQ, Inc. Bhavin Virani Senior Implementation Consultant, EtQ, Inc.</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Salon HI</i></p> <p><b>Business Continuity: Common Sense Preparation</b></p> <p><i>Jeffrey Strout Auditor, Educator and Consultant Silliker, Inc</i></p>
<p><b>2:45 p.m. – 3:00 p.m.</b></p> <p><b>Break</b> <i>Sponsored by ASI Food Safety Consultants</i></p>					
<p><b>3:00 p.m. – 3:45 p.m.</b> Continental (Mezzanine) Rosewood (4<sup>th</sup> Floor) Rookwood (4<sup>th</sup> Floor) Caprice (4<sup>th</sup> Floor) Salon HI (4th Floor)</p>	<p><b><u>Breakout (Repeat)</u></b> <i>Continental Ballroom</i></p> <p><b>Top 10 Non-Conformances of an SQF Audit and How to Avoid Them</b></p> <p><i>Gary M. Smith VP, Certification and Supply Chain Solutions Steritech</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Rosewood</i></p> <p><b>Evolution Not Revolution: Behavioral Changes Impacting Food Safety Culture</b></p> <p><i>Robert Meyer CE, Breakthrough Consulting Services</i></p> <p><i>Woody Barrett, Quality Assurance Manager, Del Monaco Foods</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Rookwood</i></p> <p><b>A Guide to Writing a Better Food Safety and Quality Manual</b></p> <p><i>Cathy Crawford Vice President The HACCP Consulting Group, LLC</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Caprice</i></p> <p><b>Update on the Reliance System: What's New, What's Next?</b></p> <p><i>John Schulz, Senior Director, Business Operations, SQFI Megan Berlepsch, Administrator, SQFI Morgan Palmer, Chief Technology Officer, EtQ, Inc</i></p>	<p><b><u>Breakout (Repeat)</u></b> <i>Salon HI</i></p> <p><b>Instructional Design 101: The Basics of Course Design</b></p> <p><i>Ryan Moore, Product Manager, Alchemy Systems</i></p>
<p><b>3:45 p.m. – 4:00 p.m.</b> Pavilion Foyer</p> <p><b>Break</b> <i>Sponsored by ASI Food Safety Consultants</i></p>					
<p><b>4:00 p.m. – 5:00 p.m.</b> Pavilion Ballroom</p>	<p><b>Keynote Presentation: Odditude: If I'm Odd, Does That Make Us Even?</b> <i>John Powers, Emmy Award Winner and Best-Selling Author of "Odditude"</i></p> <p>Each of us is a once-in-a-universe happening waiting to be discovered. Great leaders, sales people, team players, communicators and thinkers know this. Discover how you too can learn to recognize and celebrate the unique talents of each colleague, client, and member of the community.</p>				

<p><b>5:00 p.m. – 7:00 p.m.</b> <i>Hall of Mirrors</i></p>	<p><b>Solutions Showcase and Cocktail Reception</b> Gather with friends and potential business partners to find a wealth of new tools, technologies and solutions to kick start or improve your food safety plan <i>Sponsored by SGS</i></p>
--	--

**Thursday, November 8**

<p><b>7:00 a.m. – 8:00 a.m.</b> <i>Hall of Mirrors</i></p>	<p><b>Continental Breakfast</b> <i>Sponsored by Food Safety Net Services</i></p>			
<p><b>8:00 a.m. – 9:00 a.m.</b> <i>Pavilion Ballroom</i></p>	<p><b>General Session: Update on the Food Safety Modernization Act</b> <i>Gary Jay Kushner, Partner and Practice Area Leader, Food and Agriculture, Hogan Lovells U.S. LLP</i></p> <p>Get an update on the Food Safety Modernization Act, pending FDA regulations and initiatives relative to its implementation with focus on the impact on food manufacturers and producers. Special attention will be paid to the increasingly important role of third party audits in ensuring compliance with applicable rules.</p>			
<p><b>9:00 a.m. – 9:15 a.m.</b> <i>Pavilion Foyer</i></p>	<p><b>Break</b></p>			
<p><b>9:15 a.m. – 10:15 a.m.</b> <i>Pavilion Ballroom</i></p>	<p><b>General Session: How Wegmans Handles Customer Complaints</b> <i>Gillian Kelleher, Vice President, Food Safety and Quality Assurance, Wegmans Food Markets, Inc.</i></p> <p>At Wegmans Food Markets, the Consumer Affairs department handles over 100,000 customer communications every year. This department not only serves as the “voice of the customer” for the entire company, but also houses media, public and community relations and the food safety and quality assurance team. Learn how Wegmans responds to and manages customer complaints, questions, and compliments, and how this correlates with SQF requirements.</p>			
<p><b>10:15 a.m. – 10:30 a.m.</b> <i>Pavilion Foyer</i></p>	<p><b>Break</b> <i>Sponsored by Sealed Air</i></p>			
<p><b>10:30 a.m. – 11:15 a.m.</b> <i>Continental (Mezzanine)</i> <i>Rosewood (4<sup>th</sup> Floor)</i> <i>Rookwood (4<sup>th</sup> Floor)</i> <i>Caprice (4<sup>th</sup> Floor)</i></p>	<p><b>Breakout</b> <i>Continental</i></p> <p><b>Traceability: What Works and What Doesn't?</b></p> <p><i>Dr. Robert Strong</i> <i>VP, Quality Management Systems, Steritech</i></p>	<p><b>Breakout</b> <i>Rosewood</i></p> <p><b>Ethical Sourcing</b></p> <p><i>Skip Greenaway</i> <i>Eagle Registrations, Inc.</i></p> <p><i>Steve Brown</i> <i>Lead Auditor</i> <i>Eagle Registrations, Inc.</i></p>	<p><b>Breakout</b> <i>Rookwood</i></p> <p><b>Food Packaging Safety: What Has Your Supplier Done For You Lately?</b></p> <p><i>Dr. Forrest Bayer, Fellow,</i> <i>Packaging, Scientific and Regulatory Affairs</i> <i>The Coca-Cola Company</i> <i>Ralph Simmons, Partner, Steptoe &amp; Johnson LLP</i></p>	<p><b>Breakout</b> <i>Caprice</i></p> <p><b>SQF Small Business Case Study</b></p> <p><i>Tammy Robichaud</i> <i>Quality and R&amp;D Manager,</i> <i>Sun-Rype Products Ltd.</i></p>

<b>11:15 a.m. – 11:30 a.m.</b>	<b>Break</b>			
<b>11:30 a.m. - 12:15 p.m.</b> <i>Continental (Mezzanine)</i> <i>Rosewood (4<sup>th</sup> Floor)</i> <i>Rookwood (4<sup>th</sup> Floor)</i> <i>Caprice (4<sup>th</sup> Floor)</i>	<u><b>Breakout</b></u> <i>Continental</i>  <b>Identification and Verification of Prerequisite Programs</b>  <i>Gordon Hayburn</i> <i>Technical Director (Agri-Foods) Americas, QMI-SAI Global</i>	<u><b>Breakout</b></u> <i>Rosewood</i>  <b>Making Practical Sense of Food Defense</b>  <i>Jeffrey Strout</i> <i>Auditor, Educator and Consultant Silliker, Inc.</i>	<u><b>Breakout</b></u> <i>Rookwood</i>  <b>Using Critical Thinking To Prevent HACCP Failures</b>  <i>Amanda Evans</i> <i>Food Safety Compliance Specialist, Salamanda Food / HACCP Mentor</i>	<u><b>Breakout</b></u> <i>Caprice</i>  <b>Case Study: Small Business, Big Thinking</b>  <i>Shannon W. Fickett</i> <i>Director of Quality Assurance, Jasper Wyman &amp; Son</i>
<b>12:15 p.m. – 1:45 p.m.</b> <i>Hall of Mirrors</i>	<b>SQFI Quality Achievements Awards Luncheon</b> <i>Sponsored by GFTC and RABQSA</i>			
<b>1:45 p.m. – 2:45 p.m.</b> <i>Caprice (4<sup>th</sup> Floor)</i> <i>Rookwood (4<sup>th</sup> Floor)</i> <i>Rosewood (4<sup>th</sup> Floor)</i>	<b>Idea Exchange Roundtables</b> <i>Caprice</i>	<b>Idea Exchange Roundtables</b> <i>Rosewood</i>	<b>Idea Exchange Roundtables</b> <i>Rookwood</i>	
<b>2:45 p.m. – 3:00 p.m.</b> <i>Pavilion Foyer</i>	<b>Break</b>			
<b>3:00 p.m. – 4:00 p.m.</b> <i>Pavilion Ballroom</i>	<b>Keynote Speaker: Last Man Down – A Fireman’s Story</b>  <i>Richard Picciotto, FDNY Chief and Author of “Last Man Down”</i> Firefighter and inspirational speaker Richard Picciotto was the FDNY Battalion Commander on September 11, 2001. In the midst of a mission to rescue those in- side the World Trade Center, he found himself trapped in the smoldering rubble of the North Tower after its collapse. Buried for more than four hours, he emerged almost unscathed and was the highest-ranking firefighter to survive the collapse. Picciotto’s gripping, first-person account of the tragic events that day will inspire and move you, renew your sense of personal values, teach you how to achieve optimal teamwork and demonstrate the vital risk management, leadership and decision-making skills you need to tackle any crisis. Chief Picciotto testified in front of the 9/11 Commission and has appeared on many major networks, including CNN, the History Channel, and National Geographic. His book, Last Man Down, chronicles his harrowing experience on 9/11, and has become a New York Times best-seller.			

# SESSION DESCRIPTIONS

## KEYNOTE SESSIONS

### **Leading at the Edge: The Leadership Lessons From the Extraordinary Saga of Shackleton's Antarctic Expedition**

*Dennis Perkins - Chief Executive Officer, The Syncretics Group*

The extraordinary saga of legendary Antarctic explorer, Ernest Shackleton, who together with his 27-man crew, endured 634 days of unimaginable hardships as their expedition to cross the Antarctic continent in 1914 was beset by disaster, is an amazing account of triumph in the face of adversity. Shackleton's story provides riveting examples of the extraordinary difference that strong leadership and teamwork can make under conditions of adversity, uncertainty, and change. It illustrates how the strategies that have been used by leaders and teams at the limits of physical survival can be applied in any challenging business environment and serves as a powerful metaphor that inspires resilience and persistence in tough times. Listen and be inspired to apply Shackleton's leadership approach in your own lives and raise the level of unity and commitment in your business teams.

### **Third Party Certification Programs - Opportunities and Challenges in Food Safety Regulation**

*Dr. David W.K. Acheson - Partner and Managing Director, Food and Import Safety Practice, Leavitt Partners*

Provisions of the Food Safety Modernization Act suggest that third party certification will likely play a critical role in improving the safety of our food both on a domestic and international level. Learn from one of the world's leading experts on food safety, and former Associate Commissioner for Food at FDA how the federal government approaches the use of third party certifiers within the context of FSMA and how the private sector will need to comply with new laws and regulations. Gain insight into the role that third party certifiers play in supply chain control solutions and what opportunities and challenges this role poses.

### **If I'm Odd, Does That Make Us Even?**

*John Powers, Emmy Award Winner and Best-Selling Author of "Odditude"*

Each of us is a once-in-a-universe happening waiting to be discovered. Great leaders, sales people, team players, communicators and thinkers know this. They recognize and celebrate the unique talents of each colleague, client, and member of the community.

### **Last Man Down - A Fireman's Story**

*Richard Picciotto - Author of "Last Man Down"*

Firefighter and inspirational speaker Richard Picciotto was the FDNY Battalion Commander on September 11, 2001. In the midst of a mission to rescue those inside the World Trade Center, he found himself trapped in the smoldering rubble of the North Tower after its collapse. Buried for more than four hours, he emerged almost unscathed and was the highest-ranking firefighter to survive the collapse. Picciotto's gripping, first-person account of the tragic events that day will inspire and move you, renew your sense of personal values, teach you how to achieve optimal teamwork and demonstrate the vital risk management, leadership and decision-making skills you need to tackle any crisis. Chief Picciotto testified in front of the 9/11 Commission and has appeared on many major networks, including CNN, the History Channel, and National Geographic. His book, Last Man Down, chronicles his harrowing experience on 9/11, and has become a New York Times best-seller.

## GENERAL SESSIONS

### **Customer Complaints at the Retail Level**

*Gillian Kelleher - Vice President of Food Safety & Quality Assurance, Wegmans Food Markets*

At Wegmans Food Markets, the Consumer Affairs department handles over 100,000 customer communications every year. This department not only serves as the “voice of the customer” for the entire company, but also houses media, public and community relations and the food safety and quality assurance team. Learn how Wegmans responds to and manages customer complaints, questions, and compliments, and how this correlates with SQF requirements.

### **Update on the Food Safety Modernization Act**

*Gary Jay Kushner, Partner and Practice Area Leader, Food and Agriculture, Hogan Lovells U.S. LLP*

Get an update on the Food Safety Modernization Act, pending FDA regulations and initiatives relative to its implementation with focus on the impact on food manufacturers and producers. Special attention will be paid to the increasingly important role of third party audits in ensuring compliance with applicable rules.

## BREAKOUT SESSIONS

### **Managing Your Suppliers with an Effective Approval Program**

*Cathy M. Crawford - Vice President, The HACCP Consulting Group, LLC*

A finished food product can be compared to a tapestry of complex components intricately interwoven by a blend of employees, contractors, and equipment. Just as one loose thread can unravel a tapestry, a supplier error can lead to food safety risks and recalls and cause “RIPS in the SEAM.” Remembering this analogy helps ensure the inclusion of all elements of a supplier approval program, one that addresses the Raw Materials, Ingredients, Packaging and Services (RIPS) and ensures methods for Selection, Evaluation, Approval and Monitoring (SEAM). Get practical guidance on how to set up a risk-based supplier approval program and leverage it to demonstrate continuous improvement. Learn how an examination of the relationships between Supplier Approval Programs, HACCP plans, and sound business practices will demonstrate the value of such programs and encourage stronger commitment to supply chain management.

### **Creating and Maintaining Effective Allergen Control Plans: A Practical Guide**

*Tracie Sheehan – Vice President, Food Safety & Quality Assurance, ARYZTA AG*

Reduce risk to your customer and brand by creating and maintaining effective allergen control plans. This practical guide introduces you to the fundamentals of labeling, raw material storage and managing movement of allergens in the facility. Gain insight into the background of the “visually clean” standard for allergen management and discover how planning and conducting allergen validation testing and understanding allergen thresholds can be effective tools in consumer and brand protection.

## **Business Continuity: Common Sense Preparation**

*Jeffrey Strout - Auditor, Educator and Consultant, Silliker, Inc.*

Are you prepared for a major interruption of your business operations? Get tips to help you identify how and why disruptions occur and take home practical guidance on developing an effective business continuity plan that meets stakeholder (regulator, GFSI, customer) compliance. Discover a common sense approach to business continuity that addresses local authority response (Incident Command Structure) and learn how to structure crisis management teams to ensure your company possesses the right risk communication strategies that leverage local response collaboration. You'll leave this session equipped with the tools and methods you need for effective risk communication and message development with both internal and external audiences.

## **Making Sense of the Data: Business Intelligence and Reporting in Enterprise Compliance Management Systems**

*Morgan Palmer - Chief Technology Officer, EtQ, Inc.*

*Bhavin Virani, Senior Implementation Consultant, EtQ, Inc.*

A key driver in the success of quality and compliance systems is the ability to leverage data to make informed business decisions. Gain insight into how enterprise reporting enables organizations to roll-up quality and compliance data to draw correlations between processes thus enhancing visibility and decision making. Discover how effective centralized reporting enables broader analyses and more robust reports, improves data visibility to help uncover trends and commonalities, facilitates clearer identification of risks, and helps foster change.

## **SQF Small Business Case Study**

*Tammy Robichaud - Quality and R&D Manager, Sun-Rype Products Ltd.*

As a small manufacturing company, Sun-Rype Products Ltd. was challenged with determining the best way to implement sustainable quality and food safety management systems without incurring incremental financial and personnel resources. Get an overview of how Sun-Rype achieved SQF certification by creating a vision, developing an efficient time-focused project plan and sustaining tremendous focus from the entire operations team to meet deadlines and be prepared for audits. Learn how their approach to maintaining SQF certification requires ongoing focus to keep programs and documentation current and accurate and get some valuable and practical tips to help your facility achieve certification and continuously improve your systems.

## **Evolution Not Revolution: Behavioral Changes Impacting Your Food Safety Culture**

*Woody Barrett - Quality Assurance Manager, Del Monaco Specialty Foods*

*Robert Meyer - CEO, Breakthrough Consulting Services*

To achieve a true food safety culture, employee behavior must align with food safety goals. This requires confirmation that employees understand the training material and validation that they demonstrate the desired behaviors and procedures that mitigate food safety risks. Learn how Del Monaco Specialty Foods, while currently pursuing SQF certification, is participating in a behavior validation program that supports their food safety culture by incorporating remediation training. Discover how, by identifying desirable employee behaviors/procedures, indicating key training parameters, deploying specific, effective training focused on these desirable behaviors/procedures and then validating such behaviors onsite, companies can effectively measure employee behavior change and successfully achieve a food safety culture.

## **A Guide to Writing a Better Food Safety and Quality Manual**

*Cathy M. Crawford - Vice President, The HACCP Consulting Group, LLC*

Get practical advice and tips on how to develop an effective food safety and quality manual and/or improve existing materials. Discover how to select words and phrases that add strength and clarity while avoiding unnecessary language. Review common errors that lead to misunderstandings and examine several formats for Standard Operating Procedures (SOPs). Learn why “manual” doesn’t always mean “binder” and how SOPs can have negative as well as positive consequences. Attending this session will help you communicate your commitment to food safety through documented systems of deliberate control over risk.

## **Top 10 Non-Conformances of an SQF Audit and How to Avoid Them**

*Gary Smith - Vice President of Certification and Supply Chain Solutions, Steritech*

This session will help you identify the most typical challenges encountered during implementation of the SQF standard in the past year. Understand the root causes of the most common non-conformances during desk and facility audits at level two and three certification and get practical tips on how to avoid them.

## **Update on the Reliance Database System: What’s New, What’s Next?**

*John Schulz - Senior Director, Business Operations, SQFI*

*Megan Berlepsch – Administrator, SQFI*

*Morgan Palmer, Chief Technology Officer, EtQ, Inc.*

Get an update on the progress being made by SQF to address critical and high priority issues related to the implementation of the Reliance database system and discover what lies in store in the future for SQF’s powerful audit management and data capture solution.

## **Food Packaging Safety: What Has Your Supplier Done For You Lately?**

*Forrest L. Bayer - Fellow, Packaging, Scientific and Regulatory Affairs, The Coca-Cola Company*

*Ralph A. Simmons - Partner, Steptoe & Johnson, LLP*

Packaging is necessary in all sectors of the food industry and packaging safety is integral to SQF level two and level three certifications. For many food processors and retailers, verifying the safety of packaging materials poses a challenge that is quite unlike that of food ingredients and food products. This session will provide an overview of how food packaging safety is regulated in the U.S., how the packaging industry complies with and, in many cases exceeds, regulatory requirements to ensure product safety, and will teach you how to determine if the documents provided by suppliers constitute an adequate product safety assurance.

## **Ethical Sourcing**

*Albert “Skip” Greenaway – President/CEO, EAGLE Registrations Inc.*

*Stephen Brown – Lead Auditor, EAGLE Registrations, Inc.*

Companies are increasingly requiring higher standards in the environmental and social practices of their supply chain partners and are factoring ethical sourcing considerations into their purchasing decisions. This session will explore the etiology of the SQFI Ethical Sourcing Code, the benefits of code implementation and activities underway to strengthen the methodology and value of the code.

## **Verification and Validation: Why Is This So Hard?**

*Roger Roeth - General Manager/Auditor, EAGLE Food Registrations Inc.*

Both suppliers and auditors struggle to understand how to verify and validate their HACCP and pre-requisite programs. Join this session to learn how to distinguish the difference between the two and get guidance on how to develop validation and verification methods for your own operations. Learn how to identify which records are required to substantiate that these programs have been accurately verified and validated. With the help of real life HACCP and pre-requisite program examples, you'll leave with the appropriate skills to confidently educate management staff on the importance of proper validation and verification.

## **Traceability: What Works and What Doesn't?**

*Dr. Robert Strong – Vice President, Quality Management Systems, Steritech*

FSMA and FSIS require food processors to have the ability to trace food products “one step forward and one step back” in the supply chain. Join your food safety peers in a discussion on challenges and solutions in the realm of traceability. Get expert opinion on what works and what doesn't when it comes to tracing ingredients and products and which traceability methods offer more practical and effective solutions that are less complex and paperwork-intensive. Learn how successful traceability solutions can help remove products from the marketplace more quickly and with less exposure in the event of a recall. Be part of this valuable discussion and share your traceability successes and challenges with your peers.

## **Using Critical Thinking to Prevent HACCP Failures**

*Amanda Evans - Food Safety Compliance Specialist, Salamanda Food/HACCP Mentor*

What is critical thinking and how can it be applied to the management of food safety within a food business? Discover why critical thinking requires you to look beyond the “obvious” and how it can be applied to three core areas, namely complaint investigations, root cause analysis, and hazard identification and assessment. Understand how implementation of critical thinking can elevate your food business beyond basic compliance to achieving an exceptional level of business improvement, innovation and growth.

## **Case Study: Small Business, Big Thinking**

*Shannon W. Fickett - Director of Quality Assurance, Jasper Wyman & Son*

Discover how to embrace SQF certification as a prime opportunity to think bigger rather than view it as an added requirement to be met with an audit-and-correct approach. Understand how to leverage certification to integrate people and processes to make your company more competitive and profitable. During this case study, you'll learn firsthand from one small business how to avoid the common pitfalls that present obstacles to many smaller companies attempting to achieve SQF certification, where to begin in the implementation process, how to segregate roles and responsibilities based on your unique organizational structure and how to monitor your implementation progress.

## **Making Practical Sense of Food Defense**

*Jeffrey Strout - Auditor, Educator and Consultant, Siliker, Inc.*

Get a practical review of the laws, regulatory guidance, GFSI requirements, and industry best practices that will enable you to build and implement practical, effective and economical strategies to protect the food chain from intentional contamination. Get equipped with tools that can help evaluate facility food defense programs and ensure effective corrective actions are utilized to remain compliant with regulatory, GFSI and customer requirements.

## **Identification and Verification of Prerequisite Programs**

*Gordon Hayburn - Technical Director (Agri-Foods), SAI Global*

The use of PRPs is an integral part of any Food Safety Management System, yet evidence suggests that they are not always audited to the required depth. Given their essential role in the fundamentals of food safety, it is essential that PRPs are effectively implemented and that performance is challenged during both internal and third party audits. Join this informative session to gain insight on the significance and importance of effective PRP implementation. Learn how to identify activities commonly regarded as PRPs and get expert advice on how to thoroughly challenge them during audit.

## **Instructional Design 101: The Basics of Course Design**

*Ryan Moore, Product Manager, Alchemy Systems*

If one of the many hats you wear in your job is trainer and/or training developer, this basic session on how to efficiently and effectively develop training programs might be for you. In this course you will learn how to use the ADDIE model for instructional design to help you to plan and develop training programs that are targeted to both your employees and the needs of your business.