November 7-9, 2017 • Dallas, Texas
Hyatt Regency Dallas


Register by July 31st and save $100!

www.sqfi.com/conference2017
Protect Your Brands, Buyers & Consumers

Join an expanding network of food safety and quality professionals and decision-makers throughout the supply chain at the 12th annual SQF International Conference. Participate in a unique and engaging experience that will sharpen your skills, advance your career and give you the resources you need to implement, maintain and strengthen your food safety and quality assurance programs.

WHY SHOULD YOU ATTEND?

Join hundreds of your food safety peers to:

• Ensure you are properly prepared to implement Edition 8 of the SQF Code
• Share ideas with your peers and foster valuable business relationships
• Stay informed about changes to all SQF programs and standards
• Get updates on hot-button issues such as FSMA, the SQF Retail Code, Allergen Management, Food Fraud and Ethical Sourcing
• Personally connect with the SQFI and FMI Food Safety Teams

Conference Features

FSC IDEA EXCHANGES

These popular peer-driven idea exchanges will give you the opportunity to ask questions, discuss issues and share best practices with fellow food safety professionals practicing within your food sector category.

BAR+CADE!

It’s a bar. It’s an arcade. It’s BAR+CADE! Brush up on those Galaga skills and join us for this one-of-a-kind networking event featuring classic arcade games, old school cocktails and live-band karaoke. What’s better than nostalgically playing your favorite childhood arcade games while mixing and mingling with industry friends? No quarters required.

CUSTOMER CONNECTION CENTER (C3)

Get access to the latest food safety products, tools and technologies in the Customer Connection Center (C3). Make new connections with fellow food safety professionals and meet service providers and suppliers who can help you build and strengthen your food safety and food quality assurance programs.

CONFERENCE AMBASSADOR PROGRAM

We know it can be intimidating to attend a large event where you don’t know a soul. The SQF Conference Ambassador Program aims to ensure that first-time attendees feel welcome and gain the most out of their conference experience. Participants are paired with conference veterans and invited to meet other first-timers at a special reception prior to the conference. Participation is limited, so please register early!
**MONDAY, NOVEMBER 6**

8:00 AM – 5:00 PM  
TRAINING CLASSES  (ADDITIONAL FEE APPLIES)

5:00 PM – 6:00 PM  
AMBASSADOR PROGRAM  
HAPPY HOUR  
(BY INVITATION ONLY)

**TUESDAY, NOVEMBER 7**

9:00 AM – 10:00 AM  
WELCOME BREAKFAST – EXHIBIT HALL

10:30 AM – 11:00 AM  
OPENING REMARKS AND  
SQF AWARDS

11:00 AM – 12:00 PM  
OPENING KEYNOTE

12:00 PM – 1:30 PM  
LUNCH – EXHIBIT HALL

1:30 PM – 2:45 PM  
FSC IDEA EXCHANGE

2:45 PM – 3:00 PM  
BREAK

3:00 PM – 4:00 PM  
GENERAL SESSION

4:00 PM – 5:00 PM  
GENERAL SESSION

5:00 PM – 7:00 PM  
HAPPY HOUR – EXHIBIT HALL

**WEDNESDAY, NOVEMBER 8**

7:00 AM – 8:00 AM  
BREAKFAST – EXHIBIT HALL

8:00 AM – 8:15 AM  
SQF AWARDS

8:15 AM – 9:15 AM  
KEYNOTE SESSION

9:15 AM – 9:45 AM  
PANEL DISCUSSION

9:45 AM – 10:00 AM  
BREAK

10:00 AM – 11:00 AM  
BREAKOUT SESSIONS

11:00 AM – 11:15 AM  
BREAK

11:15 AM – 12:15 PM  
BREAKOUT SESSIONS

12:15 PM – 1:45 PM  
LUNCH – EXHIBIT HALL

1:45 PM – 3:45 PM  
WORKSHOPS

3:45 PM – 4:00 PM  
BREAK

4:00 PM – 5:30 PM  
SQF TOWN HALL

6:00 PM – 6:30 PM  
HAPPY HOUR

6:30 PM – 10:00 PM  
SOCIAL EVENT: BAR+CADE!

**THURSDAY, NOVEMBER 9**

7:00 AM – 8:00 AM  
BREAKFAST

8:00 AM – 9:00 AM  
GENERAL SESSION

9:00 AM – 9:30 AM  
BREAK

9:30 AM – 11:30 AM  
WORKSHOPS

11:30 AM – 12:45 PM  
LUNCH – EXHIBIT HALL

12:45 PM – 1:45 PM  
BREAKOUT SESSIONS

1:45 PM – 2:00 PM  
BREAK

2:00 PM – 3:00 PM  
CLOSING KEYNOTE

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**Thank you to the generous partners who support our industry and this conference.**

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**Sponsors**

Visit www.sqfi.com/conference2017 for updates
Featured Keynote Sessions

The Power of Habit: Why We Do What We Do in Life and Business

New York Times Business Reporter, Charles Duhigg will explore the science of habit formation in our lives, companies and societies. Discover how the key to becoming more productive, exercising regularly, losing weight, raising exceptional children, building revolutionary companies and achieving success is understanding how habits work. Learn why the most powerful habits have emotional cores, and how tweaking even one habit can have staggering effects. This session could change your life!

Charles Duhigg is the best-selling author of The Power of Habit: Why We Do What We Do in Life and Business and a Pulitzer Prize-winning investigative reporter for the business section of The New York Times. In addition to his reporting, Duhigg is a regular contributor to television and radio, including The Newshour with Jim Lehrer, Frontline, Dr. Oz and various programs on CNBC and NPR.

Maintaining Brand Integrity Through Crises

Organizations face unpredictability each day—and bad things do happen to good companies. William Espey candidly draws from his experience managing the Chipotle brand as the Mexican food chain was confronted with its biggest challenge. Delving into the important lessons learned from the E.coli incidents associated with the chain in late 2015, William reveals how his unique approach - considering a brand as if it is a person - is essential to rebuilding customer trust. From the importance of authenticity in your messaging and the transparency in your actions, to proactively inspiring, motivating and informing employees, William reveals the hard-earned and broadly applicable insights for business leaders to effectively manage and overcome any crisis.

William Espey is the driving force responsible for developing Chipotle’s unique brand voice. Since he started with Chipotle Mexican Grill as its sole marketing creative when the company had less than 20 locations, he has helped the brand flourish to more than 2,000 restaurants and counting in the U.S. and abroad.

Ethics, Intuition and Reasonable Suspicion

You’ve been charged with handling an investigative inquiry at your plant or store. Could you effectively conduct an independent, objective and ethical inquiry to uncover the absolute truth? This session will show you how to use effective interviewing skills and techniques to determine if someone is telling the truth and disclosing all the facts. Learn how to be “objectionably curious,” and take home tips for seeking, examining and exploring completeness of information in your role within the food, agricultural and retail sectors.

Homeland Security and Global Food Defense and Law Enforcement Expert Rod Wheeler is the founder and CEO of the Global Food Defense Institute. He is a former “all-star” Homicide Detective with the Metropolitan Police Department in Washington, D.C as well as an investigator for the State of Ohio Attorney General. Rod also serves as a Senior Crime/ Law Enforcement and Domestic Terrorism Expert for the Fox News Channel since 2002.

All Buts Stink: There Are No Excuses for Success

It’s the economy. It’s because of my boss. It’s politics. Regardless of what you choose, excuses are the kryptonite keeping you from achieving greatness. Peak Performers don’t have excuses; they have reasons to succeed. They deliver results. And instead of saying “but,” they ask “how”. It is time to silence the noise, ignore the distractions, and get back to fundamentals. When you do, the ladder to success will feel like an escalator. Hop on! Uncover the hidden excuses that trip us up in our trek to be better and discover how to emulate the daily habits of high performance people, adopt an attitude that gives you altitude, eradicate excuses and embrace initiative.

After several stellar high-school seasons, Walter Bond earned a scholarship on the University of Minnesota basketball team. As an average college player who was overlooked by the NBA, Walter tapped into a peak performance mindset, changed his work ethic, and found himself a professional NBA basketball player for the Dallas Mavericks. Now retired from the NBA, Walter Bond shares stories, lessons, and motivation that spark superstars to success and move middle players into action.

SQFI Town Hall

LeAnn Chuboff, Vice President, Technical Affairs, SQFI

What does SQFI have in store for 2018 and beyond? Get answers to your questions about the SQF program and Edition 8 of the SQF Code at this interactive town hall-style session. Participants are encouraged to submit their questions and comments via an online app.
Breakout Sessions

Food Fraud: Prevention, Detection, Mitigation

**John Spink**, PhD, Director, Food Fraud Initiative, Michigan State University
**Anne S. Cooper**, Food Technical Manager, EAGLE Certification Group

A new prerequisite in Edition 8 of the SQF Code requires suppliers to document, implement and maintain a food fraud vulnerability assessment and mitigation plan. This session will provide you with resources you need to comply with SQF, FSMA and GFSI requirements and standards. Take home practical tips on how to start and maintain a food fraud program, proactively reduce the likelihood of food fraud in your facility and assess your vulnerability. And find out what resources are available at the Food Fraud Initiative to assist the industry in preventing and detecting food fraud.

Myths and Legends - Deciphering the Top Misunderstood SQF Code Requirements

**Chris Sinclair**, Compliance Manager, SQFI
**Bill McBride**, President, Foodlink Management Services

Since being benchmarked by GFSI in 2004, the SQF Code has morphed from a 4-page document into 7 Codes, covering 5 industry sectors and 30 food sector categories. With every addition, modification and deletion comes a host of questions on code interpretation and implementation. Join this interactive session to gain insight into the most commonly misunderstood Code requirements and take home tips on interpreting and implementing them.

Putting the Credibility Behind the Certification

**LeAnn Chuboff**, Vice President Technical Affairs, SQFI
**Bill McBride**, President, Foodlink Management Services

Aside from meeting the needs of retailers or buyers, do third party certification programs have any real value? Join a panel of experts to discuss the pros and cons of certification programs, the tangible value that they bring and the improvements needed at each level to improve the safety of the supply chain.

Data, Data Everywhere: Eight Analytic Applications to Help Identify and Resolve Foodborne Illness Outbreak Investigations

**Yvon Pho**, PMP, PhD, Senior Manager, Deloitte & Touche LLP

There’s data everywhere, but how useful is intelligence if you can’t apply the knowledge to make better business decisions? Discover how to make data work for you with the help of eight analytic applications that can prevent recalls, manage suppliers, analyze brand reputation, identify food fraud and counterfeit product, and assess food safety performance against business objectives. Using case studies, participants will learn how analytics can help organizations identify safety and quality risks more effectively.

Leveraging SQF Audits for FSMA Supplier Approval Compliance

**Willette M. Crawford**, Senior Technical Trainer, Food Safety, SCS Global Services

Confused about how SQF Code Edition 8 approved supplier requirements relate to the FSMA Preventative Controls for Human Food supply chain requirements? Get an overview of both SQF Code and FSMA requirements and learn how to use SQF audits to establish a solid preventative controls system.

Using Effective Quality Programs to Protect Your Reputation and Grow Your Business

**Gary Smith**, Director of Food Safety Systems, Eurofins Food Safety Systems

Learn how to identify and implement key quality parameters referenced in SQF Code Edition 8 that will help you create, monitor and manage effective quality management systems. Take home valuable insights on how to use the principles of HACCP to develop a comprehensive quality plan, resulting in reliable products that consistently meet your brand specifications.

Having the Hard Conversations: Cultural Change and Food Safety

**Michele T. Pfannenstiel**, President/CEO, Dirigo Food Safety
**Chris Sinclair**, Compliance Manager, SQFI

For employees to successfully implement a HACCP or other documented food safety plan, they must feel trained, respected, invested, valued and empowered. Gain insight into the reasons why companies struggle with fostering employee buy in, and explore tactics for having the hard conversations that lead to an engaged workforce and the production of safer food. Discuss the SQF Code Edition 8 requirements for change management and learn strategies for implementing an effective change management process.
The Future of Food Safety in the Era of Next Generation Sequencing (NGS)

Dr. Sasan Amini, Co-founder, CEO, and Board Director, Clear Labs

Next Generation Sequencing has revolutionized genomic research and will play an important role in the future of foodborne disease outbreak and economically-motivated food fraud detection. Discover how to leverage NGS to fortify your food safety programs, comply with FSMA and conduct novel R&D for new product development. Get practical tips on how retailers and manufacturers can use NGS to securely identify specific pathogens down the strain level, test environmental samples, verify authenticity, and ultimately reduce the risk of outbreaks or counterfeit incidents.

Beyond Counting Steps: How Wearable Technology Will Revolutionize Food Safety Auditing

Robert M. Prevendar, Global Managing Director- Supply Chain Food Safety, NSF International

Wearable technology is evolving rapidly. From simply a device to count steps and calories, “wearables” have developed into an important tool in the field of medicine and many other industries. In this interactive session, participants will hear case studies and see demonstrations that illustrate how wearable technology can be used in the food industry to reduce cost, time and distance barriers, leading the way to more efficient methods of enhancing food safety and quality and monitoring social and ethical compliance.

Inedible to Edible: Handling Requirements for Animal Food

Gary Smith, Director of Food Safety Systems, Eurofins Food Safety Systems

Under FSMA, specific controls are in place to address inedible waste and byproducts designated for animal food. The SQF Code also specifies storage and handling requirements for sites. Get an overview of these regulatory and Code requirements and take home best practices for ensuring that inedible waste designated for animal food is handled correctly to prevent risk to the animal or food for human consumption.

Best Practices in Allergen Labeling Management

Scott Hegenbart, Manager Scientific Affairs, Conagra Brands, Inc.

When it comes to developing strategies to reduce allergen recalls, suppliers typically place greater emphasis on addressing cross-contact issues. Meanwhile, too little attention is given to mislabeling, which represents a greater overall percentage of food allergen recalls. This discussion will focus on rethinking food allergen management programs. Real-life industry examples and root case analysis will set the stage for an informative dialogue and help guide you to develop a new approach to minimizing the risk of allergen mislabeling.

Allergen Labeling: How What You Say Affects Consumer Decision-Making

Jennifer Jobrack, Senior National Director of Advocacy, Food Allergy Research & Education

For the more than 15 million Americans impacted by food allergies, among the most vexing issues is how to understand food labels, particularly the use of precautionary advisory labels (PALs), as well as allergen threshold level guidance. Through new research data compiled by Food Allergy Research & Education (FARE), you’ll gain insight on how the wording of PALs affects consumer purchasing behavior, and get the consumer perspective on allergen thresholds, proposed by the food industry.

To Tell The Truth: Understanding and Trusting Your Gut Instincts

Rod Wheeler, CEO, The Global Food Defense Institute, Senior Law Enforcement Contributor/Crime Analyst, Fox News

This workshop complements Rod Wheeler’s general session on conducting investigative inquiries in the workplace. Through role-playing exercises, you’ll improve your ability to understand and trust your gut instincts when conducting an interview. Learn how to get the answers you need without appearing accusatory. Get tips on how to deal with inaccuracies, possible falsehoods and the difficult interviewee. Discover what clues body language can give you, what to look for to establish reasonable suspicion and what gut instinct really means.

By Truck and By Train: Practical Advice for Complying with FDA’s Sanitary Transportation Rule

Cathy Crawford, President, HACCP Consulting Group, LLC

Anne S. Cooper, Food Technical Manager, EAGLE Certification Group

Leigh Barcham, Lawyer, Hogan Lovells US LLP

Get an overview of FSMA’s rule on Sanitary Transportation of Human and Animal Food, when it applies and what the training and recordkeeping requirements are. Learn the roles and responsibilities of each link in the supply chain and when exemptions may apply. Discover how SQF certification can play an important role in rule compliance and get practical compliance tips that go beyond basic FSMA requirements to ensure safe, quality food.

Using Environmental Surveillance to Prevent Foodborne Illness

Edith Wilkin, Vice President & Fellow - Food Safety, Leprino Foods Company

Dr. Martin Wiedmann, Gellert Family Professor in Food Safety, Cornell University

Environmental pathogen surveillance (EPS) is part of a multidisciplinary effort to assess the efficacy of preventative controls when there are RTE foods or sanitation preventive controls in place. In this interactive workshop, industry and academic experts will provide practical advice to help you comply with FSMA preventative control requirements. Learn how to identify key elements of an EPS program, respond appropriately to positive findings and implement improvements in response to the changing environment. Take home valuable information on emerging trends in EPS that will better predict product safety.
Conference Information

REGISTRATION

<table>
<thead>
<tr>
<th>Details</th>
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<tr>
<td>Early Bird Rate (until July 31st, 2017)</td>
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<tr>
<td>2016 Attendee Discount Rate (valid until November 1, 2017)</td>
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<td>Groups of 5 or more - early bird rate (until July 31st, 2017)</td>
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<td>Standard Rate (until November 1, 2017)</td>
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<td>Spouse Fee (includes participation in evening activities)</td>
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<tr>
<td>Student Discount Rate (Full Time Students Only - Valid ID Required)</td>
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</tr>
<tr>
<td>Training Class ONLY surcharge (does NOT include cost of training class)</td>
<td>$100</td>
</tr>
</tbody>
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Rates do not include hotel accommodations, travel or training classes.

CANCELLATION POLICY

Refund of the registration fee, minus a $75 processing fee, will be made for any cancellation received in writing to register@fmi.org by October 20, 2017. If notice is received after October 20, 2017, a 60% refund will be given. Any cancellations received after October 27, 2017 will not be refunded. Please note, registrations can be transferred to another company employee at any point prior to the conference.

Hotel

**Hyatt Regency Dallas at Reunion**

300 Reunion Boulevard  
Dallas, Texas, USA, 75207  
Main Phone: (214) 651-1234

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<tr>
<th>Details</th>
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<tbody>
<tr>
<td>Hotel Rate:</td>
<td>$199.00/night plus tax</td>
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<tr>
<td>Reservations by phone:</td>
<td>Call 1-888-421-1442 or 1-402-592-6464 and ask for the SQF Conference rate</td>
</tr>
<tr>
<td>Online reservations:</td>
<td><a href="http://www.sqfi.com/conference2017">www.sqfi.com/conference2017</a> (click on the registration and housing tab).</td>
</tr>
</tbody>
</table>

Reservation Cut-off Date:  
**Wednesday, October 11, 2017, 5:00 p.m. (hotel local time)**

After the cut-off date, SQFI cannot guarantee hotel availability or the reduced group rate, so please book early.

**Hotel Cancellation & Changes**

All hotel changes and/or cancellations must be made directly with the hotel. The hotel must receive notice of hotel cancellations or changes no later than 72 hours prior to your arrival in order to receive a refund of your room deposit.

TRAVEL

**Airport:**

- DFW Airport – 22 miles / 25 mins  
- Love Field – 8 miles / 10 mins

**Taxi:**

- DFW Airport – $45-$50  
- Love Field – $20-$25

**Self-Parking:** $16 per day for overnight guests

CONTACT US

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