



The Seelbach Hilton
Louisville, KY
October 24-25

FALL 2019 CONFERENCE

PRE-CONFERENCE EVENTS

The following activities on 10/23 are available only to members of the Paper Recovery Alliance/Plastic Recovery Group (PRA/PRG) of FPI. (*This is separate from standard FPI membership.*) To verify your company's membership in the group, please check the [chart](#) on our website. If your company is not a member of the PRA/PRG and you would like more information, please [contact us](#).

WEDNESDAY, OCTOBER 23

9:00 a.m. – 11:30 a.m. **Materials Recycling Facility Tour:** WestRock Louisville MRF

12:00 p.m. – 5:00 p.m. **Paper Recovery Alliance/Plastics Recovery Group Meeting**

No scheduled evening function

CONFERENCE EVENTS

The following activities **are included** with your conference registration, with the exception of the Board of Directors meeting. This is for the current Board of Directors only. Please note specific categories for the breakfasts on Friday morning, and [contact us](#) if you have any questions.

THURSDAY, OCTOBER 24

8:00 a.m. – 11:30 a.m. **Board of Directors Meeting** (*Board of Directors only*)

12:00 p.m. – 1:00 p.m. **Welcome Lunch**

1:00 p.m. – 5:00 p.m. **General Session**

Trends in Foodservice
Representative from QSR Magazine

Consumer Perceptions About FSP: A View from the Web
Charlie Arnot, The Center for Food Integrity

Charlie Arnot is recognized as a thought leader in food and agriculture. He is highly regarded as both a writer and sought-after speaker who engages audiences across the globe. Charlie has more than 25 years of experience working in communications, public relations and issues management within the food system. He is the founder and president of Look East, an employee-owned consulting firm. He also serves as CEO of the Center for Food Integrity, a international non-profit organization dedicated to building consumer trust and confidence in today's food system.

One client said of Charlie's work, "others help us talk about our business, you help us think differently about who we are and what we do." His commitment to excellence, innovation and integrity have positioned him as a trusted counselor to CEOs, government leaders and executives, and a respected industry advisor on critical issues within the food system. Clients and food and farm industry leaders seek his unique expertise in applying the peer reviewed trust model to help them build trust in their processes, products, people and brands.

Charlie is frequently sought out by media for his insight on food and agriculture issues and has been quoted in the Wall Street Journal, Forbes, Fortune, Time, NPR, CNBC, The National Journal, Entrepreneur, Yahoo health, Huffington Post, Grist and dozens of trade publications globally.

Charlie is the author of, "Size Matters, Why We Love to Hate Big Food," which was named the top ag book of 2018 by noted DC journalist Jerry Hagstrom who said, "Charlie Arnot is the only consumer analyst who can explain to agribusiness executives why consumers distrust them – and not make the executives angry."

Charlie spent ten years as a corporate officer for a leading food company; he worked for a public relations agency, was an award-winning radio journalist and worked in video and film. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree.

Consumer Perceptions About FSP: A Live Consumer Panel

Moderated by Scoot Insights

Janet Standen and Katrina Noelle co-founded Scoot Insights in 2015, bringing together over 40 years of combined experience in qualitative consumer research, and have helped over 100 companies make better, customer informed and actionable business decisions.

Katrina and Janet have worked across multiple categories including food & beverages, education, technology, electronics, retail, social media, beauty, financial services, restaurant & foodservice, pharmaceuticals and healthcare. Scoot Insights has worked closely with companies and organizations facing a wide variety of different business challenges including strategic brand positioning, employee engagement & satisfaction, communication, customer experience, win/loss analysis, packaging and innovation in both consumer & B2B markets.

Janet & Katrina are both active members of the Qualitative Research Consultants Association, WIRe, Insights Association, UXPA and the AMA.

6:00 p.m. – 9:00 p.m.

Reception and Packaging Awards Dinner

FRIDAY, OCTOBER 25

8:00 a.m. – 8:45 a.m.

Egg Packaging and Food Packaging Tray Divisions Breakfast Meeting

(For converters of egg packaging or food packaging trays)

8:00 a.m. – 8:45 a.m.

Supplier Division Breakfast Meeting

(For suppliers of raw materials or machinery)

8:00 a.m. – 8:45 a.m.

Breakfast for All Other Attendees

9:00 a.m. – 12:00 p.m.

General Session

The Who, What & Why of Environmental Marketing Claims

Natha Dempsey, Vice President, FPI

Industry Under Pressure: Making Environmental Marketing Claims

Sheila Millar, Partner, Keller & Heckman

Sheila A. Millar, a partner with the law firm of Keller and Heckman LLP, counsels corporate and association clients on regulatory compliance and public policy issues. She often appears before federal, state and international legislative and regulatory bodies.

Ms. Millar advises clients on an array of advertising, labeling, marketing and privacy issues. She assists clients on claims and claim substantiation development and reviews. Ms. Millar's extensive experience in privacy, data security and cybersecurity matters includes advising clients on privacy policies, data access procedures, trans-border data flows, privacy and data protection impact assessments, and data breach response procedures. She assists clients on digital media issues, helping them develop social media, blogging and user-generated content policies, as well as advertising technology and online behavioral advertising issues. Ms. Millar also works with clients to navigate the array of federal and state requirements governing contests and sweepstakes, and advises on gift and loyalty cards, coupons and rebates.

Ms. Millar also counsels consumer product and industrial manufacturers, distributors and retailers on risk management and product safety strategies, including issues related to connected products such as toys, appliances, fitness products, and medical devices.

She represents clients on advertising and privacy matters before the Federal Trade Commission (FTC), the National Advertising Division (NAD), and the Children's Advertising Review Unit (CARU), as well as in connection with investigations by state regulatory bodies and Attorneys General. Ms. Millar also advises on compliance with laws administered by the Consumer Product Safety Commission (CPSC), as well as green chemistry and other product safety laws.

Ms. Millar is a vice chair of the International Chamber of Commerce (ICC) Marketing and Advertising Commission, and chairs its Working Group on Sustainability and is a long-time advocate for advertising and privacy and self-regulation. Ms. Millar is a frequent speaker and author.

FPI Government Relations Update

Brian Sernulka, Director of Government Relations, FPI

FPI Semi-Annual Member Meeting

Lynn Dyer, President, FPI

Members will receive a financial update and hear how FPI is progressing with its key focus areas for 2019. All are welcome to attend. *FPI requests that at least one person per member company remain to participate in this session due to voting on important association issues.*

12:00 p.m.

Adjourn

** Please note speakers and schedule are subject to change.*