

SPRING 2021 CONFERENCE

* All times are Eastern Daylight

THURSDAY, MAY 6

1:00 p.m. – 4:00 p.m.

General Session

1:00 p.m. – 1:15 p.m.

Welcome Comments/Antitrust Reminder

1:15 p.m. – 2:15 p.m.

Consumer Survey Update

Alison Dimond, Vice President of Strategy, TSN Communications

Alison (Ali) has over 17 years of experience in market research and communications strategy. She specializes in helping organizations improve their product and service offerings and communications strategies by giving them a better understanding of their market, key audiences, unmet customer needs, and most effective messaging strategies.

Ali's work experience covers a wide range of issues and industries including automotive; alternative fuels; energy; financial services, food and beverage; hospitality; oil and gas; and pharmaceuticals. Her client list includes Eli Lilly, Ford Motor Company, Hyatt, Hess, Keurig Green Mountain, the National Biodiesel Board, the Propane Education and Research Council, Smithfield Foods, Southwestern Energy, the U.S. National Park Service, and the U.S. Forest Service.

2:15 p.m. – 2:45 p.m.

BREAK

2:45 p.m. – 3:15 p.m.

Legislative Update

Carol Patterson, Vice President, Government Relations, FPI

3:15 p.m. – 4:00 p.m.

Semi-annual Member Meeting

Members will receive a financial update and hear how FPI is progressing with its key focus areas for 2021.