



IMPACT **Food & Beverage Summit**

April 22-24th, 2018 | Las Vegas | The Red Rock Resort

IMPACT brings its attendees a truly comprehensive educational program that is 100% peer-driven and developed by 10 steering committee members from distinguished companies. The program addresses the major pressures and challenges seen in today's manufacturing world, from maintaining a successful continuous improvement system, to the complex managing and developing of innovation, technology and workforce. Paired with dedicated sessions on food and beverage strategies and sustainability, IMPACT is a must-attend event for all manufacturing executives.

Distinguished Steering Committee Members

Coca-Cola Company
WhiteWave Foods, Inc.
Bay Valley Foods LLC
Glanbia
Boston Beer Company

Herbalife
Bel Group
The Nature's Bounty Co.
Campbell Soup
Mead Johnson Nutrition



Target Audience

**C-Level, Senior Vice President, Vice President,
Director, Head, Lead & Manager of:**

Automation	Manufacturing
Continuous Improvement	Operations
Distribution	Owners & Presidents
Engineering	Sustainability/Green
Facilities	Packaging
Innovation	Plant
IT	Procurement & Sourcing
Lean/Six Sigma	Production
Logistics & Transportation	Quality Control
Maintenance	Supply Chain





Program Key Themes & Discussion Topics

Product Development and Innovation to Keep up with Consumer Trends

This track was designed for leaders and innovators in the food industry. As consumers keep pushing towards trends like clear labelling, plant-based products, reduced sugar, and healthy options, it has become pivotal for food companies to stay-up to-date, innovate, and develop products that will keep up with the ever-changing landscape. In this track leaders will discuss challenges, opportunities and winning strategies to stay ahead and remain successful in a highly competitive industry.

Presentation: Pioneering San Diego's Craft Beer Industry - Staying Relevant After All These Years!

Hear the inside story of how Karl Strauss Brewing Company started San Diego's craft beer revolution in 1989 and how we have built manufacturing systems, customer feedback loops, and a company culture focused on continuous improvement that has enabled us to keep pioneering through the decades and stay relevant with a rapidly changing consumer base.

Key Take-Aways

- Product Development and Innovation is process that must be planned for and embraced culturally
- How we have adapted and developed new products to keep up emerging trends
- Continuous evolution and improvement is necessary to remain on the forefront of your industry
- Quality is the foundation of success

Speaker: Chris Cramer, CEO, KARL STRAUSS BREWING CO

Presentation: From Investing to Operating in the Food & Beverage Industry

Making the right investment choices in the food & beverage industry 3C's and 4P's EBITDA, valuation and beyond What is the value proposition Challenges in operating the food & beverage industry Price/product competition Distribution When to pay for slotting Launching a new product line: better the chance of success Consumer/Retailer buy in Bottom line Guiding Principles: DOING THE RIGHT THING Community (cooperation, not competition) Strategic Partnership Profitability.

Key Take-Aways

- EBITDA is a good starting point
- People are the most important asset
- From profitability to sustainability

Speaker: Paula Phillips, President, KOMBUCHA WONDER DRINK

Presentation: Strategic Workforce Practices to Support Innovation and Company Growth

The concept behind the presentation is how the robust, consistent application of strategic workforce planning (SWP) practices can be a key enabler to the success of organizations, and especially as it relates to advancements in product development and innovation. Based on industry trends, emerging and maturing technologies, and the composition of the current workforce, it is essential that companies establish strategic workforce planning practices. The presentation would include examination of methodologies, how to overlay and align workforce planning with new product development, and how to look beyond organizational boundaries to establish sustainable workforce practices. Presenter has over 25 years experience in manufacturing, strategic planning, human resources, and workforce planning. 26 years with The Boeing Company with 15 in executive role and now senior director with E. & J. Gallo Winery.

Key Take-Aways

- Importance of productive strategic workforce planning (SWP)
- Risks and implications of not establishing long-range workforce planning practices
- How to align and integrate workforce planning with new product development, new technologies, and other innovations
- How to develop a fully integrated workforce planning and development strategy including a road map for phased adoption

Speaker: Richard Coffey, Senior Director Workforce Development, E & J GALLO WINERY

Presentation: Disrupt or be Disrupted

Almost every facet of Food and Beverages is changing. Barriers to entry to the category have never been lower. Some of the “received wisdoms” of the past no longer apply- is scale still an advantage, or does it stifle innovation? Are “Known Brands” an advantage, or are consumers now looking for “Discovery Brands”? What role does distribution channels play in building brands today? What marketing works in this category and which does not? What people look for in the brands they buy, and the places they look to buy them is changing at a rate the industry has never experienced. Given this, “If” your business gets disrupting is not really debatable. But you may get to decide if you get disrupted by someone else, or if you disrupt yourself to future proof your business for the changes to come.

Key Take-Aways

- Your business will be disrupted given consumer demand changes and channel evolution
- You get to decide now if you allow yourself to be disrupted, or if you chose to disrupt yourself
- Never has been a more exciting time to be in Food & Beverages
- In some respects, has never been a scarier time to be in Food and Beverages

Speaker: Bradley Jakeman, President, Global Beverage Group, PEPSI CO

Presentation: Bringing Your Innovations to Life through Savvy Storytelling

Innovation in any field is always more valuable if it is easily understood by key stakeholders. One of the best ways to do that is through communicating the value quickly and effectively through storytelling. Our Brains are hard wired to process and retain stories and during this session we will discuss tips for storytelling, cover two case studies on innovation and learn the power of delivering a powerful pitch!

Key Take-Aways

- Techniques to deliver a fast, effective pitch to Leadership or customers to help them see the value of your innovation
- Insight on enabling simple explanations of technical concepts and how to tie that into your innovation message
- Storytelling 101: Blueprint your capability around describing why people should get excited about your innovation through understanding of all the key components of what makes up a good story

Speaker: Alex Tipton, Research and Development Director, New Product Innovation - Cracker Jack'D, PEPSI CO

Food Safety and Regulatory Requirements

Food safety and regulatory compliance is at the forefront of the food industry. There is no doubt on the great challenge that food & beverage companies undertake in terms of keeping up with recent standards and regulations. Recent regulations such as GHS and FSMA can be complicated and intricate to understand and implement into current operations. During the track speakers will discuss leading approaches on how to keep up and stay compliant with food safety regulations.

Presentation: FSMA Industry Perspective and Updates

FSMA is the biggest change in food safety law in over 70 years. It has been 7 years since it was signed into law by President Obama and implementation is still in progress. This presentation will help food and beverage companies understand the history of FSMA, where we are in the implementation timeline, where we are going, and ideas for how to stay the course.

Key Take-Aways

- History of FSMA
- FSMA Implementation Timeline and Status
- FSMA and the Future of Food Safety
- Ideas for Staying Motivated

Speaker: Noreen Hobayan, Director of Quality Control, GLANBIA PLC

- **Best Practices for Implementing a Successful Food Safety Program**
- **Clean Label Initiatives and the Effects on Food Safety and Product Stability**

Best Practices for Achieving Sustainable Packaging

Sustainable packaging is no longer a want for food and beverage manufacturers, it is essential. To stay competitive in the current market and to thrive in the future, food and beverage companies must become engaged in sustainable packaging. During this track, subject matter experts will discuss sustainable packaging and leading practices that will satisfy consumer demand and will contribute to a significant competitive advantage.

- Is Packaging Innovation Really Helping Drive Sales?
- How to Overcome Roadblocks to Achieving Successful Sustainable Packaging
- Making Sustainable Packaging Cost-Effective and a Corporate Value

Logistics and Distribution Strategies

Food and beverage manufacturers continue to devote considerable efforts into efficient warehousing and transportation. An effective and strategic distribution channel is crucial for many manufacturers and can enable F&B companies to reduce cost and risk. During this track, leaders will discuss some long-term and strategic supply chain initiatives to optimize network operations.

Presentation: Bring World Class Maintenance to Your Site in 2018

It is time to raise the bar on your expectations from your Maintenance team. Getting to world class maintenance is as much about relationships & following up on what you uncover. You can no longer afford ineffective maintenance. Get on the path to become world class.

Key Take-Aways

- The path to world class maintenance is not complicated
- Data is key- so don't over complicate it
- You must provide adequate infrastructure to support the efforts
- The journey is a continuous process: Raise the bar & repeat

Speaker: Paul Sheehy, CPE, Director- Engineering and Facilities, HERBALIFE LTD

- **Winning the Last Mile Logistics Battle**
- **Risk Mitigation Strategies Addressing Potential Disruption**