

# WHAT'S IN YOUR LOGISTICS BUNKER?



## 57th Annual Conference February 26-28, 2012



Rosen Shingle Creek Resort  
Orlando, FL

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## Conference Program



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## Golf Program



# WHAT'S IN YOUR LOGISTICS BUNKER?

February 26-28, 2012 • Rosen Shingle Creek Resort • Orlando, FL

Food Shippers of America is a not for profit organization that is staffed and supported by volunteers. We wish to thank the following individuals and their companies for graciously donating their time and energy to ensure the success of this conference



## 2011-2012 Food Shippers of America Board

President	Larry Cooper	Harris Teeter
Vice President	Paul Kramer	Johnsonville Sausage
Secretary	Diane Van Wagner	The Dannon Company
Treasurer	Nancy Newbourne	Batory Foods
Board Member	Robert Rich III	Rich Products
Board Member	Chris Owens	SUPERVALU
Board Member	Matt Stalter	Heinz North America
Board Member	Michael Lowe	Bush Brothers & Company
Chairman of the Board	Joe Lombardo	Nestle USA
Third Party Advisor	Jim Fowler	Alliance Shippers
Motor Carrier Advisor	Jack Sharkey	Sharkey Transportation
Railroad Advisor	Jonathan Tinker	BNSF
Technical Advisor	Jim Mueller	Food Shippers of America
Executive Director	Royce Fisk	Food Shippers of America

## 2012 Chairs

Conference Co Chairman	Matt Stalter	Heinz North America
Conference Co Chairman	Ted Tamul	CH Robinson Worldwide
Entertainment Chairman	Michael DelBovo	Saddle Creek Corporation
Golf Chairman	Ross Cook	Gordon Trucking
Hospitality Chairwoman	Christi Gillespie	New Century Transportation
Volunteer Co Chairwoman	Mary Palmer	C.R. England
Volunteer Co Chairman	John Ivy	John Ivy Transportation

## 2012 Planning Committee

Renee Nielsen	Faribault Foods
Todd Feltes	Malt O Meal
Adam Moreau	Strive Logistics
Todd Cunningham	Campbell Soup
Patrick McDuffee	PECO Pallet
David Durtsche	Transact Technologies

## 2013 Conference Chairs

Conference Co Chairwoman	Renee Nielsen	Faribault Foods
Conference Co Chairman	Todd Feltes	Malt O Meal

If you would like to be part of the 2013 Planning Committee please contact Renee and Todd at [rnielsen@faribaultfoods.com](mailto:rnielsen@faribaultfoods.com) or [todd\\_feltes@malt-o-meal.com](mailto:todd_feltes@malt-o-meal.com)

Interested in being a Conference Co-Chair? Please contact our President Larry Cooper at [lcooper@harristeeter.com](mailto:lcooper@harristeeter.com) or our Vice President Paul Kramer at [pkramer@johnsonville.com](mailto:pkramer@johnsonville.com)

## Conference Agenda

### Day One: Sunday February 26th, 2012

- 6:30-7:30 a.m. Grab and Go Breakfast  
Registration for Round One Golf Tournament Participants  
ParTake Patio  
Sponsored by ARL/AFT Network
- 7:30 a.m. Food Shippers of America Round One Shotgun Start  
Rosen Shingle Creek Golf Course
- 11:30 -1:30 p.m. Box Lunch will be provided for golfers completing Round One as well as available for those golfers getting ready to tee off for Round Two  
Note: Golfers playing in second round will be able to pickup their Conference Attendee Packet when checking in for their round of golf.  
ParTake Patio  
Sponsored by BNSF Railway  
Q Products & Services
- 1:00 p.m. Food Shippers of America Round Two Shotgun Start  
Rosen Shingle Creek Golf Course
- 1:00 p.m.- 5:00 pm. Conference Registration  
Panzacola Registration  
Note: Golfers participating in 1:00 PM Tee Time will be able to pickup their Conference Registration packet when they check in for golf.
- 6:00 p.m.- 7:00 p.m. Welcome Reception  
Come enjoy a cocktail, reconnect with old friends and reach out and make new ones during our Welcome Reception  
Gatlin Terrace  
Sponsored by Daimler Trucks North America
- 7:00 p.m.- 9:00 p.m. An Italian Buffet Dinner extends the reception outside under the stars for further opportunity to network and catch up with friends into the evening while being entertained by roving musicians  
Gatlin Terrace



### Day Two: Monday February 27th, 2012

All Conference events will be held in the Panzacola Ballroom unless otherwise noted.

- 7:00 a.m.- 8:00 a.m. Breakfast - Grab a breakfast sandwich, pastry, bagel or fruit during this additional opportunity to meet your fellow attendees before conference kicks off at 8:00 am  
Panzacola East Foyer
- 7:00 a.m.- 8:00 a.m. Shippers, Food Service Companies and Grocery Receivers Breakfast  
Designated time for our shipper and receiver attendees to spend time interacting with each other and the Food Shipper Officers and Board. Food Shippers of America President Larry Cooper, Vice President of Distribution, Harris Teeter will lead our annual member meeting beginning at 7:30 AM  
Butler Room
- 8:00 a.m. - 8:15 a.m. Welcome and Opening Comments  
Food Shippers of America President  
Larry Cooper, Vice President of Distribution Harris Teeter  
Conference Co Chairs  
Matthew Stalter, Heinz USA  
Ted Tamul, CH Robinson Worldwide Inc.
- 8:15 a.m. - 8:30 a.m. Millionaire Game Introduction and Round 1  
Hosted by Mitch Bernet, Cloud FX
- 9:00 - 9:30 a.m. Grab and Go Spouse and Significant other Continental Breakfast  
prior to tour's departure for a fun filled, eventful day.  
Transportation Lobby
- 8:30 a.m. – 9:30 a.m. **Session 1: Overcommitted, Overwhelmed and Over it!**  
What would you give to feel relaxed and light-hearted as you face the challenge of this taxing atmosphere where the pressure never stops increasing? Get ready to smile, because Juliet Funt is about to take you on a fast-paced, story packed, hilarious ride to right where the answers lie.



Juliet Funt

9:30 a.m.- 10:00 a.m.

**Session 2:** How can you help?

When we experience a natural or man-made disaster in our country, there's a tremendous outpouring of generosity, but it can be hard to channel this goodwill effectively. John "Jock" Menzies, President of The American Logistics Aid Network (ALAN) helps to answer one of the most common questions in times of crisis: How can I help? Learn how The American Logistics Aid Network provides a primary point of contact for the U.S.A's logistics industry's donation activity and information and should be a consideration for your Logistics Bunker.



John (Jock) Menzies



10:00 a.m.-10:30 a.m.

Conference Break

Sponsored by: InterstateTransport



10:30 a.m.-10:45 a.m.

Millionaire Game Round 2

10:45 a.m.-11:00 a.m.

2nd Annual Presentation of the John J Murphy College Scholarship

We are pleased to present this award to this years recipient as we have expanded our funding for this worthwhile opportunity to give back.

Our Chairman of the Board Joe Lombardo, Nestle USA, Group Transportation Manager will present the award.



11:00 a.m. - 12:00 a.m.

**Session 3:** Phil Lempert's uncanny ability to understand the mind of the consumer and identify future trends is mission-critical knowledge for leaders in any organization. Using his expert analysis of consumer behavior, Lempert offers audiences a roadmap to hidden opportunities in presentations that are custom-tailored to each audience. As one of America's leading consumer analysts, Lempert appears regularly in the media. He is the food trends editor and a correspondent for NBC's Today; offers weekly product reviews on ABC News Now; is host and executive producer of PBS' Food Sense; and has been featured in many print publications, including The New York Times, The Wall Street Journal, Forbes and Newsweek. A news media pioneer, his SupermarketGuru.com website is now one of the internet's leading food and health resources, reaching more than 9 million people each year.



Phil Lempert

12:00 noon - 1:00 p.m.

Lunch  
Gatlin Terrace

12:00 a.m.- 1:00 p.m.

Invitation Only Sponsors, Speakers, FSA Officers, Board and Advisor Luncheon  
Butler Room

1:00 p.m.- 1:15 p.m.

Millionaire Game Round 3

1:15 p.m.- 2:15 p.m.

**Session 4:** The end of Cheap Oil: Are you ready?

Chuck Taylor, President, Founder and head coach of Awake! Consulting, is a senior turnaround executive, executive coach, author and speaker on supply chain issues informs on why action must be taken today to prepare for the end of the Oil Age tomorrow.



Chuck Taylor

2:15 p.m.- 3:00 p.m.

**Session 5:** Planning for Success in the face of Disaster: Best Practices for when the Worst Happens. Mary Palmer, Director of Sales, C.R. England will lead this session as we learn from:

Deverl Maserang, President Transfresh Corporation, VP, GM Chiquita Fruit Solutions, VP North America Product Supply Chiquita Brands International  
William D. Bremer, Vice President, Supply Chain, Ventura Foods

On the scope of the challenges they have faced, the recovery processes implemented, their successes and learning experiences gained to apply to their future response processes that we can all benefit from.



Mary Palmer



Deverel Maserang



William D. Bremer

3:00 p.m.- 3:30 p.m.

Conference Break

Sponsored by: PECO Pallet



3:30 p.m.- 3:45 p.m.

Millionaire Game Round 4

Day Two: Monday, February 27th, 2012 (continued)

3:45 p.m.- 4:45 p.m. **Session 6:** Food Safety and Security, Inc.- Changes and Expectations John Albrecht, Transport Security, brings his experience in preserving load integrity as moderator of this session addressing the effects of the 2010 Food Safety Act, increasing demands to maintain food security including making sure rejected loads do not find their way back into the food chain. Panelists include:  
 Ken Golec - Special Agent - US Dept of Agriculture --- Atlanta, GA  
 Thomas Pirnie - President - Grand Island Express --- Grand Island, NE  
 Judy Fadden - Global Security Manager U.S. --- General Mills Security Department  
 Pete Peters - Corporate Security manager --- ConAgra Foods



John Albrecht



Ken Golec



Thomas Pirnie



Judy Fadden



Pete Peters

4:45 p.m.- 5:00 p.m. Join us as Food Shippers of America continues to give back presenting donations to both Feeding America and their local affiliate, Second Harvest Food Bank of Central Florida by Conference Co Chairs:  
 Matthew Stalter and Ted Tamul  
 Golf Tournament award presentations by:  
 Ross Cook, Golf Chairman, Vice President Gordon Trucking.  
 Millionaire Game winners will be announced by Mitch Bernet  
 Closing Comments  
 All winners must be present to collect awards.



5:30 p.m.- 6:45 p.m. Cocktail Reception  
 Yet another opportunity to network with attendees before heading inside for a seated banquet dinner and following entertainment you won't want to miss!  
 Panzicola East Foyer  
**Sponsored by PECO Pallet**



6:45 p.m. Banquet Dinner with service beginning promptly at 6:45 PM  
 Panzicola Ballroom  
**Sponsored by Shippers Warehouse/Grocery Direct**



8:30 p.m.- 9:30 p.m. Get ready for a spectacular evening of entertainment as **Modern Broadway** magically transforms your night into a New York Theater! Modern Broadway is a musical revue featuring four of Broadway's biggest shows from the stage and silver screen. The show experience is jam-packed music from four great musicals including Jersey Boys, Dream Girls, Wicked and Mamma Mia; all backed by a live band and dancers. This will be a show to remember . . .

Day Three: Tuesday, February 28th, 2012

All conference events will be held in the Panzicola Ballroom unless otherwise noted.

7:00 a.m.- 8:15 a.m. Breakfast  
 Grab a breakfast sandwich, pastry, bagel or fruit during one of your final opportunities to meet those attendees you haven't had a chance to catch up with you before conference kicks off at 8:15 am  
 Panzicola East Foyer



8:15 a.m.-8:30 a.m. Opening Remarks  
 Conference Co Chairs  
 Matthew Stalter, Heinz USA  
 Ted Tamul, CH Robinson Worldwide Inc.  
 We'll start the day with cash 2 cash raffles of \$250 each.  
 Must be present to win

8:30 a.m.- 9:30 a.m. **Session 7:** Mike Sansolo, Contributing Editor and weekly columnist for Morningnewsbeat.com, returns presenting an informative, timely and current review of recent changes in a entertaining overview of the current food industry



Michael Sansolo

Day Three: Tuesday, February 28th, 2012 (continued)

9:30 a.m.-10:30 a.m.

**Session 8: The War on Trucking and What it Means for Shippers**  
 Enlightened logistics executives have come to understand and accept that the "War On Trucking" is not just an abstract expression and will affect your business. Facts show that the trucking industry is under attack. The industry issues are a reality that will continue to have a significant impact on both carriers and shippers. This is a battle which shippers and carriers must fight together.

Our panel of carriers and shippers will provide insights on how your organization can use this information strategically and operationally, while illustrating how your company can get engaged to Stand up for Trucking.

Session moderator: Michael Regan, President, TranzAct Technologies

Panelists Include:

Dan England, Chairman, American Trucking Association

Joe Lombardo, Group Manager, Transportation Nestlé USA

Kevin Knight, Chairman and CEO, Knight Transportation



Michael Regan



Kevin Knight



Joseph Lombardo



Dan England

10:30 a.m.-11:30 a.m.

**Session 9: Economic Update**

American Trucking Association's Chief Economist and Vice President Bob Costello returns with his annual presentation of current economic data you won't want to miss particularly in this continuing challenging economy.



Bob Costello

11:30 a.m.-11:45 a.m.

**Wrap Up and Closing Remarks**

Larry Cooper, Food Shippers of America President,  
 Vice President of Distribution Harris Teeter

\$250, \$250, \$500, \$1000 cash awards will be presented to those lucky attendees who are present and have their names drawn at the end of the conference Cash Raffle!

Must be present to win!

**Mark Your Calendars for Food Shippers of America's Upcoming Conferences:**

**February 2013**

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

**JW Marriott Phoenix Desert Ridge  
 Phoenix AZ**

**February 2014**

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

**JW Marriott Grande Lakes  
 Orlando FL**

Membership in the Corporation shall be in the name of any entity engaged as a primary shipper or receiver of food and related products in the food industry. A primary shipper or receiver is an entity who has, or maintains physical ownership of such product at some point in the distribution channel.

### ***Current Food Shippers of America Members Include:***

ADM	Foster Farms Dairy	Papa Murphy's International LLC
Alberto Culver	General Mills	PepsiCo
Armada Supply Chain Solutions	Giant Eagle	Pinnacle Foods Group, LLC
Associated Grocers	Gortons	Protenergy Natural Foods
Associated Wholesale Grocers	Harris Teeter	Publix Super Markets
Bar-S Foods Company	Heinz NA	Rainier Fruit
Basic American Foods	Indiana Sugar	RalCorp Holdings Inc
Batory Foods	J.R. Simplot	Rich Products
Bay Valley Foods	JBS USA, LLC	Sara Lee Food & Beverage
Bell Carter Foods	Johnsonville Sausage	Schreiber Foods
Blommer Chocolate	Kemps LLC	Seneca Foods
Boar's Head Provisions	Kraft Foods	Sun Products Corporation
Burriss Logistics	Land O-Lakes	Sun-Maid Growers of California
Bush Brothers and Company	Leprino Foods	Sunsweet Growers
Campbell Soup	McCain Foods USA, Inc	SuperValu
Cargill	Malt-O-Meal	Sysco Foods Corporation
Chiquita Fresh North America	MBM Corporation	The Hershey Company
Coca-Cola North America	McIlhenny Company	The J. M. Smucker Company
ConAgra Foods	McLane Foodservice Inc	The Kroger Company
Conagra Foods Lamb-Weston	MillerCoors	The Schwan Food Company
Constellation Wines U.S.	Milton's Distributing	Trinidad Benham Corporation
Continental Mills	Naturipe Farms, LLC	Turtle Mountain
Crown Imports	Nestle Purina Pet Care Company	Tyson Fresh Meats, Inc
Cuisine Solutions	Nestle USA	U.S. Foodservice
Dannon Company	Nestle Waters North America	Unilever NA
Del Monte Foods	Niagara Bottling, LLC	UniPro FoodService
Faribault Foods Inc	Ocean Spray Cranberries	Ventura Foods
Feeding America	Ochoa Foods	Walmart*
Ferrara Pan Candy Company	Orval Kent	WhiteWave Foods
Finlandia Cheese Inc	OSI Industries LLS	Windsor Foods
Fonterra USA Inc	Otis Spunkmeyer	

**If you are interested in becoming a member please contact our Executive Director:**

**Royce Fisk**

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[www.foodshippersofamerica.org](http://www.foodshippersofamerica.org)

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