



**AFFI 2018 LEADERSHIP CONFERENCE**  
ANDAZ SCOTTESDALE RESORT  
SCOTTSDALE, AZ

**SCHEDULE OF EVENTS**

**Sunday, May 6, 2018**

Noon	Golf Outing <i>Camelback Golf Club – Padre Course</i> <i>Fee: \$109 + tax per player (paid on-site)</i> <i>Rental clubs available upon request. Fees paid onsite.</i>
3–5 p.m.	Executive Committee Meeting <i>Forge</i>
5:30–7 p.m.	Welcome Reception <i>Pool Deck</i>
Evening	Dinner on your own

**Monday, May 7, 2018**

8 a.m.	Continental Breakfast
8:30 – 9:30 a.m.	Opening Session <i>Foundry Ballroom CD</i>

**Food Culture and Today's Consumer: Exploring Consumption Behaviors to Drive Category Growth**  
*Speaker: Davey McHenry, The Hartman Group*

For almost 30 years, The Hartman Group has been a trusted resource to industry leaders for consulting, market analytics, and consumer research. Hartman Group VP Davey McHenry joins us to share her insights on today's consumers and how the frozen category can grow by understanding their behavior.

9:30 – 9:45 a.m.	Break
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9:45 – 10:45 a.m.

Category Trends Panel Discussion  
*Foundry Ballroom CD*

**Tapping Premium Trends to Drive Category Growth**

*Moderator: Brandon Partridge, AFFI*

*Panelists: Davey McHenry, The Hartman Group  
Jason Lipsitz, Label Insight*

*Retail representative (pending confirmation)*

With panelists representing consumer research, market research, and food retail, this conversation will provide several important perspectives on consumer demands, product development, and partnering with customers to meet shoppers' increasing demands.

10:45 – 11:45 a.m.

Food Safety Panel Discussion  
*Foundry Ballroom CD*

**Outcomes of AFFI's Listeria Strategy**

*Speakers: Mahipal Kunduru, Topco Associates*

*Elisa Vitalo, Edelman*

*Jonathan Gledhill, Policy Navigation Group*

This session will include an overview of accomplishments from the first 18 months since the kick-off of AFFI's Listeria Strategy. Guests Mahipal Kunduru, Elisa Vitalo, and Jonathan Gledhill will discuss their perspectives on this important work, with a focus on customer engagement, consumer communication and product labeling, and the economic impact of FDA regulations.

Noon – 1:45 p.m.

Leadership Conference Luncheon  
*Foundry Ballroom CD*

**2018 Mid-Term Election Outlook**

*Speaker: Ron Brownstein, Senior Political Analyst, CNN*

Part journalist, part historian, and all shrewd, political observer, Ron Brownstein explains the complexities of American politics with precision. As Editorial Director of Atlantic Media Company, the editorial director of *National Journal*, and a senior political and election analyst for CNN, he produces sharp analysis on politics, policy, the electorate, and a range of issues informed by his strong sense of American political and national history.

1:45 – 2 p.m.

Break

2 -3:30 p.m.

### **Breakout Sessions**

Attendees will separate into three groups for more detailed updates and dialogues regarding AFFI's work on category performance, association revenue, and the Listeria strategy.

- **Category Performance Breakout Session**

*Foundry Ballroom AB*

Come join a discussion of AFFI's working on Goal #3 of our strategic plan – boosting consumption of frozen foods and beverages. A Board-level Steering Committee has guided research over the last year into issues facing the industry and investigating potential paths for new AFFI initiatives to boost performance of the category.

- **AFFI Revenue Taskforce (by invitation)**

*Loom I*

Members of the AFFI Revenue Taskforce will gather for discussion of new revenue opportunities following their previous meeting at AFFI-CON.

- **Lm Steering Committee (invitation only)**

*Loom II*

Members of the *Lm* Steering Committee will gather for an update on work since the Food Safety Working Group meeting at AFFI-CON, and plan for the months ahead.

4-5 p.m.

Frozen Food Foundation Board of Directors Meeting

*Loom I*

4-5 p.m.

NextGen Meeting

*Loom II*

6–9 p.m.

Reception, Dinner & Member of the Year Recognition

*Sponsored by Lineage Logistics*

*Cholla Lawn*



**Tuesday, May 8, 2018**

7:30 – 8 a.m.

Breakfast

8 – 9 a.m.

Full Group Morning Session  
*Foundry Ballroom CD*

**What Foodservice Trends Mean for Frozen**

*Speaker: Jack Li, Datassential*

With hundreds of consumer and market studies under his belt, spanning all sectors of food retail and foodservice, Jack Li and his colleagues at Datassential are sought-after analysts of the food and beverage marketplace. He will share insights on how frozen can succeed in foodservice, and how what happens in foodservice can help predict what consumers will demand at retail.

9:15 a.m. – 3:00 p.m.

AFFI Board of Directors Meeting  
*Foundry Ballroom AB*

5 – 6:30 p.m.

Happy Hour  
Weft & Warp Art Bar + Kitchen

Evening

Dinner on your own

**Wednesday, May 9, 2018**

Day of Departures