

Food Industry Association Executives
97th Annual Convention
November 11-14, 2024
Hotel ZaZa, Dallas, TX
Program in Development
(at September 17, 2024)

Monday, November 11

8 am – 5 pm **Registration**

Don't forget to purchase your raffle tickets to support the FIAE Scholarship Fund!

5 pm – 7 pm **Welcome Reception**

Dinner On Your Own, but plenty of food/drink if you prefer to stay in!

Generously sponsored by



Tuesday, November 12

7 am - Noon **Registration**

7:30 am **Hearty Breakfast Buffet**

9:00 am – 10 am **General Session**

Moderated by Julie Miro Wenger, Executive Director, Delaware Food Industry Council

TED TALK #1 “The Power of Beauty”
Jennifer Lawson, President & CEO, Keep America Beautiful

Beauty is said to be only skin deep. But there’s increasing evidence that beauty—especially natural beauty—can be a powerful force for social change, delivering economic, health, and safety benefits. In her talk, Jenny Lawson, President and CEO of Keep America Beautiful, will discuss new research showing a correlation between beauty and reductions in crime and gun violence. She’ll share emerging data on the connection between trees and better heart health. She’ll take a look at why sad movies make us happy, how flowers make us more compassionate, and the evolutionary advantages humans enjoy because we can appreciate a beautiful sunset.

TED TALK #2 Something exciting coming . . .

10:00 – 10:30 am **Refreshment Break**

10:30 am – 12:30 pm **General Session, continued**

TED TALK #3 “RePACtivate - Looking Ahead to the ‘26 Cycle”
Kelly Knowles, AllCourt Public Affairs

With the 2024 election season coming to a close, it’s time to take assessment of your organization’s political engagement program and plan for the ‘25-26 cycle. Kelly will share specific strategies and tactical steps to advance and promote your organization’s political visibility, influence and drive overall success.

TED TALK #4 “Sustainability to Trade”
Meredith Connor, Senior Sustainability Analyst, Ferrero USA

The conversation around sustainability continues to increase amongst consumers, government, and industry. Brand owners and retailers are feeling increased pressure to talk about their sustainability initiatives and find collaborative ways to reach their mutual goals. Meredith Connor will discuss the framework that Ferrero has implemented to help them engage with retailers on their sustainability goals. Learn about how Ferrero collected data on retailer sustainability inquiries, developed a strategy to help their sales team communicate about sustainability, and opened up dialogues with retailers.

TED TALK #5 Something exciting coming . . .

TED TALK #6 “US Economic Conditions and Outlook”
Tyler Atkinson, Business Economist, Federal Reserve Bank of Dallas

The presentation will provide an overview of conditions in the labor market and inflation in relation to the Federal Reserve’s dual-mandate goals of full employment and price stability, as well as growth in economic output and financial conditions. An outlook for what forecasters expect in the years ahead will be discussed.

12:30 pm – 2 pm **Luncheon**
“Election Update”
Chris Perkins, Partner, Ragnar Research



2 pm – 3:30 pm **Government Relations Roundtable (for all attendees)**

Moderated by Dave Davis, President & Chief Legal Officer, Utah Food Industry Association

Evening Free

Wednesday, November 13

7:45 am **Continental Breakfast Buffet**

9:00 am – 12pm **General Session**

9-10 am **“AI in Action: Putting the Pieces Together”**

Beth Ziesenis, My Nerdy Best Friend

This fall FIAE members have been learning about AI from Beth Z. For the grand finale, Beth Z is back at our annual convention to top off our AI education, share the VERY latest and VERY greatest tools and tips, and discuss where FIAE members can go from here when it comes to using AI to make our lives easier.

10:00 am -10:30 am **Refreshment Break**

10:30 am – 12:00 pm **General Session, continued**

TED TALK #7 “From Rock to Riches, and Toilet Paper Too”
Bob Waxman, Director of Supermarket & Chain Store Sales
Imperial Dade

Bob will discuss his unique journey from the Rock and Roll stage to selling toilet paper, and everything in between!

TED TALK #8 “States Go Their Own Way: The Attack on Ingredients”
Sarah Gallo, Senior Vice President Product Policy & Federal Affairs
Consumer Brands Association

Last year’s adoption of California AB 418 prohibiting Brominated Vegetable Oil, Potassium Bromate, Propylparaben and Red Dye 3 inspired attempts to pass similar bans in state legislatures across the United States, putting federally approved additives and ingredients in focus for industry and consumers. As the Food and Drug Administration (FDA) seeks to build both pre- and post-market capacities, manufacturers and retailers are facing the threat of a patchwork of state regulations and bans. Compliance and reformulation could become time-consuming and complex. Learn more about what is motivating states to act, how the FDA is responding and the kind of coalition that will be needed to maintain a science and risk-based regulatory system.

TED TALK #9 “Throw Out Your Social Media Playbook. Just Play.”
Jim Lin, Executive Vice President, Digital, Golin

Trends change every day in social media, but what remains consistent is the flexibility, agility and fun of engaging in the conversation. In this presentation, Jim Lin will share key trends across organic social and the top ways for brands to win.

12 Noon -1:30 pm

Lunch, Presentation of CBA Excellence in Government Award &
FIAE Annual Membership Meeting

Generously sponsored by



1:30 pm- 3:00 pm

State Executive Roundtable (*Closed Session*)

Moderated by Linda Doherty, President & CEO, New Jersey Food Council

6:30 pm

Reception and Dinner with Raffle Drawings benefiting the Scholarship Fund

Honoring our outgoing state executives
