



May 2-5

2010

101st Annual Convention
The Ritz-Carlton
Naples, FL

SUSTAINABILITY: **BEYOND THE GREEN**



PRESIDENT'S WELCOME

Dear Members,

On behalf of your Board of Governors, I am pleased to welcome you to the Ritz-Carlton in sunny Naples, Florida for FEMA's 101st Annual Convention. The Convention's theme is Sustainability: Beyond the Green. Sustainability is not about compliance or governance or regulation. It is about opportunities for growth. Our General Session speakers will show us how to embrace the possibilities for sustainability in business and challenge our imaginations.



Our speakers include Arwen Kimmell from the Hartman Group who will speak about consumer attitudes toward sustainability with a special focus on the flavor and food industry; Helmut Frieden, Ph.D., from Symrise AG who will tell us about Symrise's perspective, attitudes and responsibility toward sustainability; Jorgette J. Mariñez from PepsiCo who will talk about the customer perspective regarding sustainability in manufacturing and retail; and Dave Sherman from Blu Skye Sustainability Consulting who will speak about the sustainability initiatives his company has created for such companies as Wal-Mart and Bunge.

This year's Hot Topics speakers include Martin J. Hahn of Hogan & Hartson, LLC (lessons learned from the recent hydrolyzed vegetable protein recall); FEMA's in-house expert John Hallagan (new developments at OSHA and the FDA regarding respiratory safety); and Charles Manley, Ph.D. (how research, consolidation and new technology drove changes to the flavor industry). We hope that all the sessions will provide thoughtful discussions both during the convention and beyond.

I am delighted that you have chosen to attend this year's convention and hope your experience is both rewarding and enjoyable.

A handwritten signature in black ink that reads "Joanne S. Ferrara". The script is fluid and cursive.

Joanne S. Ferrara

CONVENTION SCHEDULE

Saturday, May 1

Registration and Hospitality

11:00am - 5:00pm

Salon IV

Sunday, May 2

Registration and Hospitality

7:30am - 5:00pm

Salon IV

Regulatory Affairs Committee

7:30am - 11:30am

Vanderbilt II and III



Program Committee

11:30am - 12:30pm

Plaza III

Safety Evaluation Coordination Committee

(Safety Evaluation Coordination Committee members only)

11:30am - 4:30pm

Estuary - Mezzanine Level

Alcohol Tax and Trade Committee

2:00pm - 3:30pm

Vanderbilt II and III

Speaker:

Janet Scalese, Alcohol and Tobacco Tax and Trade Bureau

Vanilla Subcommittee

4:00pm - 5:00pm

Vanderbilt II and III

Speaker:

Hank Kaestner, Dammann & Co.

"Sustainable Vanilla: Reality or Myth"

First Time Attendee and New Member Reception

5:30pm - 6:30pm

Tea Garden



Welcome Reception

6:30pm - 8:00pm

Center Court



Monday, May 3

Registration and Hospitality

7:30am - 5:00pm

Salon IV

Flavor Labeling Committee

8:30am - 9:30am

Vanderbilt II and III



Science Committee

10:00am - 10:15am

Vanderbilt II and III

10:15am - 11:30am

Salon II [Ritz-Carlton Ballroom]

"Walk-about" presentations for Science Committee subcommittees:

Exposure, Naturals, and Analytical.

Education and Training Committee

11:30am - 12:30pm

Vanderbilt II and III

Consumer Product Companies Forum

(Consumer product company representatives and FEMA committee chairs only)

1:30pm - 3:30pm

Plaza II

Communications and Membership Committee

3:30pm - 4:30pm

Vanderbilt II and III

“An Evening at Parrot Cove” Reception and Buffet Dinner

6:30pm - 10:00pm

Reception at North Beach

Buffet Dinner at Pool



Tuesday, May 4

Registration and Hospitality

7:30am - 5:00pm

Salon II

Hot Topics Breakfast Session

7:30am - 8:30am

Vanderbilt II and III



Lessons Learned from the HVP Recall

Speaker:

*Martin J. Hahn, Hogan & Hartson, LLC;
Counsel to Basic Food Flavors, Inc.*

Respiratory Safety: New Developments at OSHA and FDA

Speaker:

John Hallagan, FEMA General Counsel

General Session

8:45am - 12:00pm

Vanderbilt I

President's Address: *Joanne Ferrara*

Executive Director's Report: *John Cox*

Speakers:

Arwen Kimmel, The Hartman Group

Helmut Frieden, Ph.D., Symrise AG

Jorgette J. Mariñez, Pepsico

*Dave Sherman, Blu Skye Sustainability
Consulting*

Tuesday, May 4 (con't)

Sports Tournaments

Fishing: 12:15pm-5:30pm

Meet in the Vanderbilt Ballroom at 12:15pm

Golf: 12:15pm-5:30pm

Meet in the Porte Cochère at 12:15pm

Tennis: 1:45pm-4:00pm

Meet at tennis courts at 1:45pm

Presidents' Reception

7:00pm - 8:00pm

Vanderbilt Loggia

Annual Banquet and Dance

8:00pm - 11:00pm

Vanderbilt I



Wednesday, May 5

Hot Topics Breakfast Session

8:30am - 9:45am

Vanderbilt II and III



"Sweat E-motion: A Love Affair with an Industry"

Speaker:

Charles Manley, Ph.D., FEMA Senior Science Advisor

Business Meeting

10:00am - 11:30am

Moorings - Mezzanine Level

Budget Presentation

Board Elections

Key



Food will be provided at this event or meeting

SPOUSE & GUEST ACTIVITIES

Sunday, May 2

FEMA Cabana

10:00am - 2:00pm

Come and meet new FEMA friends and catch up with old ones as you relax and unwind poolside.

Croquet

2:00pm - 4:00pm

Delight in a new twist on an old classic: croquet on the Ritz-Carlton's beach! Enjoy mimosas and other refreshments as you play.

Monday, May 3

FEMA Cabana

10:00am - 2:00pm

Women Helping Women

10:00am - 12:00pm

Meet at Artisans

Prepare care kits for The Shelter, the leading domestic violence center for women and children in Collier County. Refreshments included.

Tuesday, May 4

FEMA Cabana

10:00am - 2:00pm

Naples Museum of Art: Coffee with the Curator

9:45am - 12:00pm

Meet at the Ballroom Porte Cochère

Dr. Michael Culver, director and curator of the Naples Art Museum will lead a tour and offer additional insights into the three featured exhibitions. Tour and transportation included.

THE RITZ-CARLTON, NAPLES MAP

Meeting & Events

VANDERBILT II AND III

- S* FRAC
- S* ATTC
- S* Vanilla Subcommittee
- M* Flavor Labeling Committee
- M* Education and Training Committee
- M* Communications Committee
- M* Science Committee
- T,W* Hot Topics Breakfast
- T* Presidents' Reception

VANDERBILT I

- T* General Session
- T* Annual Banquet

MOORINGS - MEZZANINE LEVEL

- W* Business Meeting

SALON II (BALLROOM)

- M* Science Committee "Walk-about"
- T* Hospitality/Registration

PLAZA II

- M* Consumer Product Companies Forum

PLAZA III

- S* Program Committee

ESTUARY - MEZZANINE LEVEL

- S* SECC

TEA GARDEN

- S* First Time Attendee's Reception

CENTER COURT

- S* Welcome Reception

BEACH AND POOL

- M* "An Evening in Parrot Cove"

BALLROOM PORTE COCHÈRE

Transportation pick up for off-site activities

SALON IV

- S, M* Hospitality/Registration

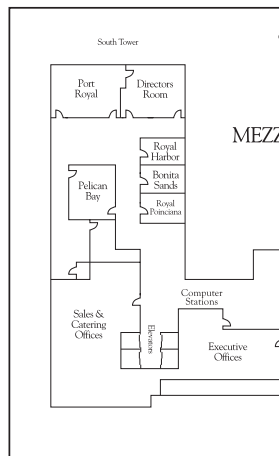
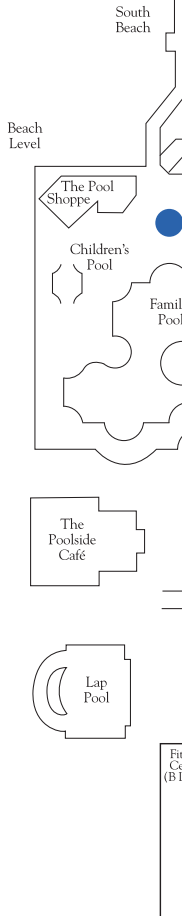
Key:

S = Sunday, May 2

M = Monday, May 3

T = Tuesday, May 4

W = Wednesday, May 5



GENERAL SESSION SPEAKERS

Arwen Kimmel

Senior Ethnographic Analyst
The Hartman Group

Arwen Kimmell has a background in linguistics and cultural anthropology, and extensive retail experience in the natural foods industry. She has taught college level courses in Linguistics and International Studies focusing on the language of politics, rituals and beliefs. Her previous research has focused on gender, language and identity in West Africa and consumers of sustainable coffee and chocolate in the Pacific Northwest. Arwen's current research interests include the ways that language is being used to express a variety of beliefs about health and wellness, and the roles that language can play in the ways that consumers participate in the World of Health & Wellness. Kimmell holds an M.A. in Anthropology and an M.A. in Linguistics from Indiana University.



Jorgette J. Mariñez

Senior Manager, Global Supplier
Corporate Social Responsibility
Assurance
PepsiCo

Since June 2008, Jorgette Mariñez has been leading the PepsiCo Supplier Corporate Social Responsibility (CSR) Assurance program globally, as part of its Global Procurement Responsible and Sustainable Sourcing function, which includes initiatives that span the globe and across hundreds of procurement categories to ensure PepsiCo's suppliers align to its Performance with Purpose planks.



Prior to joining PepsiCo, Jorgette was a management consultant focusing on procurement

and related supply chain solutions for nearly ten years. She previously held positions with Unisys and Arthur Andersen Business Consulting in New York and Washington, DC, and supported clients globally, including multiple Fortune 100/500 companies and governmental agencies.

Jorgette holds a dual degree in Economics and Policy from Syracuse University, where she also minored in Business Management & Marketing.

Helmut Frieden, Ph.D.

Symrise AG

Dr. Helmut Frieden is a member of the Supervisory Board and representative of the Executive Staff at Symrise AG. He studied chemistry at Saarland University in Saarbrücken and received his Ph.D. in 1990. Dr. Frieden was, during his Ph.D. studies, a research assistant at the Max-Planck Institute for Carbon Research in Mülheim an der Ruhr. He has been working at Symrise GmbH & Co. KG and its forerunning company Haarmann & Reimer GmbH since 1990. He held managerial positions in Quality, Product, Safety, Health and Environmental Compliance and since November 2009 has been Corporate Vice President Corporate Compliance at Symrise AG.



Dave Sherman

Partner

Blu Skye Sustainability Consulting

Dave Sherman helps executives formulate and execute breakthrough strategies that combine stakeholder-based insights with industry and company specific sources of advantage. At Blu Skye he has focused heavily on helping companies develop sustainability strategies



that drive innovation and business value. He has also been instrumental in developing Blu Skye's approach to industry-level sustainability initiatives for the dairy and magazine industries.

For the past 20 years he has served clients on five continents. He was a founding partner of Sustainable Value Partners and a Vice President with A.T. Kearney where he led an Asia-based practice. Clients include: Wal-Mart, Bunge, Cathay Pacific, Philips Electronics, Sony Pictures Entertainment, Staples, Waste Management and other leaders in sectors such as agriculture, chemicals, consumer products, energy utilities, financial services, government, healthcare, high-tech, oil and gas, retail, and transportation. During this time Sherman has led more than a dozen company-wide and unit-level strategy engagements as well as several dozen operations engagements aimed at improving cost, service, and quality position of clients' operations.

He earned his doctorate in management at the Weatherhead School of Management at Case Western Reserve University where he researched social entrepreneurship and actively participates in the school's Fowler Center for Sustainable Value. He also holds an M.B.A. from U.C. Berkeley and a B.S. in Chemical Engineering from Purdue University.

HOT TOPICS SPEAKERS

Martin J. Hahn

Hogan & Hartson, LLC
Counsel to Basic Foods Flavors, Inc.

Martin Hahn represents numerous companies in the food industry including companies that market finished foods directly to consumers, food ingredients, infant formulas, dietary supplements and over-



the-counter (OTC) drugs. Martin also represents numerous food trade associations, including the International Hydrolyzed Protein Council and The Glutamate Association. Martin's client include large multi-national companies as well as small privately held startup companies. He advises clients on the various requirements applicable to the labeling of foods, dietary supplements, and infant formulas. He also assists clients in developing label claims, Web site, and promotional campaigns for their products.

Martin also has helped clients prepare and submit petitions seeking FDA authorization to make health claims. He routinely assists clients in determining the regulatory status of their food ingredients and identifies whether a premarket authorization may be required. In instances when premarket authorizations are required, Martin has helped clients develop and submit premarket notifications for generally recognized as safe (GRAS) notifications, and food additive petitions.

Charles Manley, Ph.D.

FEMA Senior Science Advisor

Charles (Chuck) Manley received his Ph.D. from the University of Massachusetts, Amherst for research in the area of food/ flavor chemistry. He recently retired after serving over eighteen years as Vice President, Science and Technology for Takasago International Corp. (USA).



In his 40-plus years in the industry he has worked in research/management positions within a number of Unilever Companies including Vice President, International Business Development for Quest International. His responsibilities have been in managing the scientific efforts of various technical, creative, regulatory and quality departments. His contributions to the food and flavor industry

include over 150 publications, patents and presentations in the fields of ingredient safety, flavor chemistry, food processing and natural product chemistry.

He has served as the president of the Institute of Food Technologists and the Flavor and Extract Manufacturers' Association (FEMA). Currently he is the Food Science Department's Advisory Board at Rutgers University and also serves as the Science Advisor to the FEMA Board of Governors.

John Hallagan

FEMA General Counsel

Through his law firm, The Law Offices of John B. Hallagan, PC, Mr. Hallagan provides the flavor, fragrance, and spice industries with a variety of legal services.



Mr. Hallagan has served clients in a variety of capacities during his thirty years of service. As Scientific Director for FEMA during the 1990s he helped initiate several major scientific programs with the FEMA Expert Panel and helped develop programs to work towards a global open positive list of flavoring substances. Mr. Hallagan has managed FEMA's respiratory health and safety program since its inception in 1996.

In addition to his law degree, Dr. Hallagan also has a degree in Zoology and training in toxicology. He has published extensively on the topics of flavor and color additive safety, and food and color additive regulation, and has made numerous invited presentations to the Food and Drug Administration, the American Chemical Society, the National Academy of Sciences, the Institute of Food Technologists, the American Industrial Hygiene Association and others.

President

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ConAgra Foods

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A.M. Todd Company

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T. Hasegawa USA Inc.

Howard Smith, Jr.
Virginia Dare Extract Co., Inc.

Tim Webster
David Michael & Co., Inc.

Executive Director

John H. Cox
The Roberts Group

UPCOMING FEMA EVENTS

Mark your calendars today!

2010 FALL SYMPOSIUM **October 26-28** **Westin Philadelphia** **Philadelphia, PA**

October 26: Committee Meetings
and Dinner

October 27: Fall Symposium

October 28: Committee Meetings
Continued

FEMA WORKSHOP: ***INTRODUCTION TO FLAVOR*** ***CREATION***

Coming Soon
Newark, NJ

102ND ANNUAL **CONVENTION**

May 1-4
The Breakers
Palm Beach, FL



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