

EVENTS & SESSIONS

MONDAY, JANUARY 30

EVENTS & SESSIONS



Tomato Processing School

8:00am – 4:00pm, Sheraton Grand Hotel, Magnolia

The objectives of this course are to provide employees of tomato processing companies, and individuals affiliated with the tomato processing industry, with an overview of tomato processing from the receiving of the raw product to shipment of the final product to the customer. This workshop is designed to increase knowledge of the individual tomato processes so that each employee will better understand how they fit into the “big picture” and how they contribute to the success of their company.

TICKETED EVENT

SPONSORED BY:



CLFP Board & Exhibitor Reception

5:00pm – 6:30pm, Sheraton Grand Hotel, Camellia/Gardenia

Hosted by the CLFP Board of Directors, this event is open EXCLUSIVELY to 2012 Exhibitors. Meet one-on-one with key representatives of the California food processing industry.

OPEN TO 2012 EXHIBITORS & CLFP BOARD MEMBERS ONLY

SPONSORED BY:



TUESDAY, JANUARY 31



Kick-Off Breakfast

8:00am – 10:00am, Sheraton Grand Hotel, Camellia/Magnolia

CROSSING THE GENERATIONAL DIVIDE

Speaker: Jason Ryan Dorsey, The Gen Y Guy®

Known as The Gen Y Guy®, Dorsey is a bestselling author, acclaimed speaker, and award-winning entrepreneur. He has been featured as a Gen Y expert on *60 Minutes*, *20/20*, *The Today Show*, *The View*, and in *Fortune* magazine as well as more than 100 additional media outlets. A proud member of Gen Y (who text messages his mom every day), Dorsey has delivered 1,800 keynote presentations around the world—consistently earning standing ovations from audiences as large as 13,000.

TICKETED EVENT

SPONSORED BY:



TUESDAY, JANUARY 31 (CONT.)

Educational Session

11:00am – 11:30am, Convention Center, Lounge A

PRACTICAL FLUID HEATING FOR SUSTAINABILITY USING DIRECT STEAM INJECTION

Speaker: Lee Van Dixhorn, P.E., Manager of Engineering for Hydro-Thermal Corporation

This session will compare indirect heating (heat exchangers) and direct steam injection in food processing. The overall cost savings and energy efficiency of applying direct steam injection to the food production process are examined. The session will examine DSI fundamentals and discuss how, when applied correctly, it has reduced energy and fuel usage from 5% to 23% for many plants. If your processing plant has an energy initiative you should investigate this heating option for food production, from cooking, to clean-in-place, to sterilization and jacketed kettle cooking.

OPEN TO ALL ATTENDEES

Educational Session

11:30am – 12:00pm, Convention Center, Lounge A

SECUREMENT SOLUTIONS DESIGNED TO SECURE LOADS SHIPPED IN BOXCARS FORMERLY EQUIPPED WITH BULKHEADS

Speaker: Chris Baker, Manager-Product & Application Development, Down River/Allegheny an ITW Company

This session will provide details regarding a number of load securement solutions specifically designed to secure loads currently shipped in boxcars equipped with bulkheads. These bulkhead equipped boxcars are becoming more and more difficult for shippers to obtain. It is our understanding that this issue will become even more prevalent as more and more railroads remove these bulkheads instead of repairing them. With this in mind we have developed a number of securement options that can be used in traditional boxcars to safely and securely ship your products. We are currently working with a number of CLFP members to secure their commodity with these systems and feel these systems would be of interest to many more shippers.

OPEN TO ALL ATTENDEES

TUESDAY, JANUARY 31 (CONT.)



NCIFT Annual Luncheon

11:30am – 1:30pm, Convention Center, Hot Topic Pavilion

TOP FOOD AND NUTRITIONAL TRENDS OF 2012

Speaker: Dr. Clare Hasler-Lewis,
Robert Mondavi Institute for Wine & Food, UC Davis

Dr. Clare Hasler-Lewis has been the founding executive director of the Robert Mondavi Institute for Wine and Food Science at the University of California, Davis since 2004. Dr. Hasler-Lewis is an internationally recognized authority on functional foods. From 1992-2000, she served as the founding director of the Functional Foods for Health Program at the University of Illinois (Urbana-Champaign and Chicago campuses). Dr. Hasler-Lewis has published more than 60 research and position papers, invited reviews, book chapters and bulletins and has given hundreds of lectures on diet and health in more than 20 countries. Since 2005 she has served on the Board of Directors of Chiquita Brands International, Inc. and also chairs the Food Safety, Innovation and Technology Committee. In 2011, Dr. Hasler-Lewis was honored with the President's Award from CAST (The Council for Agricultural Science and Technology).

TICKETED EVENT

Educational Session

1:00pm – 1:30pm, Convention Center, Lounge A

MEET EPA DEMANDS AND REDUCE TOTAL COST OF OWNERSHIP WITH ROCKWELL'S PREDICTIVE EMISSION MONITORING SYSTEM (PEMS)

Speaker: Robert Kaltenbacher, Manager, Rockwell Automation

In a fiercely competitive global economy, controlling and reducing costs is imperative, and energy is a prime target. Poor power quality can reduce productivity, shorten equipment life and drive down profits. Successful companies are building infrastructure that will indicate how, when, and where they use energy — including water, compressed air, natural gas, electricity, and steam — to implement and verify energy-saving initiatives. Start controlling your energy with turnkey engineered systems configured to your specific needs, with the latest hardware and software technology to fit your energy application, network, and budget — and realize energy savings and reduce emissions that will contribute to your bottom line.

OPEN TO ALL ATTENDEES

TUESDAY, JANUARY 31 (CONT.)

Educational Session*1:30pm – 2:00pm, Convention Center, Lounge A***USING 3D FOR FACTORY FLOOR LAYOUT****Speaker: Robert Gonzalez, Owner, Cadmaster Technologies, LLC**

For decades food processors have been creating two dimensional layouts of their facilities using paper or basic 2D CAD. These methods are very basic and do not allow for the true representation of the equipment on the factory floor to check for errors and interferences. The future is creating a Digital Model of a factory floor using 3D Factory Floor Layouts. This gives you the ability to find errors and interferences before they happen! As well as look at the function and ergonomics of the factory floor.

OPEN TO ALL ATTENDEES**Hot Topic Session***2:00pm – 3:00pm, Convention Center, Hot Topic Pavilion***PG&E NEW ENERGY EFFICIENCY INITIATIVES FOR FOOD PROCESSORS****Speaker: Francois Rongere, Industrial Customer Energy Solutions, Pacific Gas & Electric**

Pacific Gas & Electric and the California Public Utilities Commission are promoting innovative new programs designed to provide tools, performance measures, and other resources to food processors and other industrial customers seeking to increase energy efficiency and certify advanced energy performance. Francois Rongere with PG&E will discuss the pilot Superior Energy Performance program, the new ISO 50001 International Energy Management Standard, and other options available to food processors and how your company can develop cost effective programs to save energy.

OPEN TO ALL ATTENDEES**Happy Hour on Tradeshow Floor***3:00pm – 4:00pm, Convention Center, Tasting Pavilion*

What better way to wrap up your Tuesday than with a Happy Hour on the tradeshow floor! Mingle with other show attendees and exhibitors as you enjoy a drink or two from our fully hosted beer and wine bars. All registered attendees and exhibitors are welcome to attend. Must be 21 to drink alcohol.

OPEN TO ALL ATTENDEES**Supplier Host Council Reception & Silent Auction***5:00pm – 7:00pm, Sheraton Grand Hotel, Grand Nave Ballroom*

Sponsored by a select group of industry suppliers, this event is a fun-filled evening, a great networking opportunity and a worthy cause. Join over 800 food processing representatives for a cocktail reception and silent auction. Proceeds benefit the CLFP Student Scholarship Fund. (See page 10 for more details)

OPEN TO ALL ATTENDEES

WEDNESDAY, FEBRUARY 1



General Session Breakfast

8:00am – 9:30am, Convention Center, Exhibit Hall D

2012 TRENDS INTELLIGENCE FOR THE AGRI-FOOD CHAIN

**Speaker: Sharon McNerney, Executive Vice President,
Nuffer Smith Tucker Public Relations**

Sharon McNerney is an executive vice president at NST and is always keeping her eyes open for trends. For the last 25 years, she has been tracking trends that will impact the future of nutrition, food and the agri-food chain. Sharon has long been known for seeing the “big picture” and has a legacy of listening and guiding people and organizations in strategies that will lead to successful futures.

TICKETED EVENT



Hot Topic Session

12:00pm – 1:00pm, Convention Center, Hot Topic Pavilion

ENERGY BEST PRACTICES AND PROCESSING RESIDUE FOR CALIFORNIA FOOD PROCESSORS

Speaker: Ricardo Amon, CIFAR, UC Davis

A new ISO 50001 energy efficiency management certification program is being implemented and the value to food processors is being studied. A California Energy Commission study has been completed on assessing the energy potential from conventional and organic food processing residues. This includes not only residual byproducts, but low and high moisture materials (process/rinse water) as well. This will highlight a whole systems approach to this issue of process energy, water resources and residue management.

OPEN TO ALL ATTENDEES



Hot Topic Session

1:00pm – 2:00pm, Convention Center, Hot Topic Pavilion

AB 32 CAP & TRADE UPDATE

**Speaker: Edie Chang, Assistant Division Chief, Stationary Source Division,
California Air Resources Board (CARB)**

Update on California Air Resources Board AB 32 Implementation effort and status of Cap-and-Trade regulation development.

OPEN TO ALL ATTENDEES