



Beyond Branding.

MAY 23, 2013 | **The Nines** | **Portland**



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agenda

1:15 – 2:00 pm

Registration

2:00 – 2:15 pm

Welcome and Overview

2:15 - 3:00 pm

Breakout Sessions

- Marketing and Labeling Claims: Say What You Mean, Mean What You Say
- Rewarding Key Executives
- The Debt Financing “Food Chain”: Tools in the Lender’s Toolkit

3:00 - 3:45 pm

Breakout Sessions

- Brand Names That Rock
- Straight Talk With Grocery Buyers
- FDA, the Food Safety Modernization Act, and You

3:45 - 4:30 pm

Breakout Sessions

- Packaging Innovations: Thinking Outside the Box
- Demystifying Private Equity
- Social Media for Super Brands

4:30 - 4:45 pm

Break

4:45 - 5:45 pm

General Sessions

- **4:45 pm:** Corporate Social Responsibility, Do Good and Make Money
- **5:15 pm:** Featured Session: Inside the Experience & Ambition of Dave’s Killer Bread

5:45 pm

Reception

2:15 – 3:00PM

Marketing and Labeling Claims: Say What You Mean, Mean What You Say

ROOM: GALLERY 1

What's in a claim? Organic? Natural? Local? No "_____ " Added? This session focuses on evaluating the risks and rewards of voluntary marketing and labeling claims.

Moderator: Chip English, Partner, Davis Wright Tremaine LLP. **Panelists:** Kelly Shea, VP Government & Industry Relations, Whitewave Foods; Robert Ziehl, Vice President Global Marketing & U.S. Sales, East West Tea Company

Rewarding Key Executives

ROOM: GALLERY 2

How do you create executive compensation programs that focus and motivate your executives? This session centers on the role of variable pay, equity, and phantom pay in attracting and retaining key executives in our industry.

Moderator: Jenna Mooney, Partner, Davis Wright Tremaine LLP. **Panelists:** Victoria Blackwell, Senior Vice President & General Counsel, Papa Murphy's; Dan Klock, CEO, Bridgetown Natural Foods; Pat Welch, President, Boly:Welch

The Debt Financing "Food Chain": Tools in the Lender's Toolkit

ROOM: GALLERY 3

What kinds of credit facilities might be available to your business in today's market? What are the easiest, and hardest, loans to obtain? What is required to qualify for each? What are lenders looking for? How can you make your company more "bankable" at your stage of growth? This session focuses on the debt financing "food chain" as an alternative to equity dilution.

Moderator: Don Buder, Partner, Davis Wright Tremaine LLP. **Panelists:** Greg Christenson, CFO, Oberto Brands; Jay Graham, VP Food & Agribusiness Lending, Keybank; Ira Haber, CFO, Navitas Naturals; Rob Hurlbut, Founder & President, Attune Foods

3:00 – 3:45PM

Brand Names That Rock

ROOM: GALLERY 3

This panel brings together veteran creative brand builders who have developed strong, meaningful and deeply loved brands. Learn about the notion of intelligent risk taking and how brand vision and authenticity can drive success.

Moderator: Sheila Fox Morrison, Partner, Davis Wright Tremaine LLP. **Panelists:** Shawn Bavaresco, Marketing Director, VinMotion; Greg Hall, Founder, Virtue Cider; Cameron Healy, Founder, Kettle Foods & Kona Brewing

FDA, the Food Safety Modernization Act, and You

ROOM: GALLERY 2

How do you deal with the FDA in the new world order of expanded authority and regulatory tools? This session focuses on the impact of FSMA on existing food manufacturing operations. We will be providing practical suggestions to get your food safety operations to the next level without having to incur significant additional time or expense.

Moderator: David Ernst, Partner, Davis Wright Tremaine LLP. **Panelists:** Chip English, Partner, Davis Wright Tremaine LLP; John Mazzei, General Counsel, Taylor Fresh Foods; Gwendolyn Wyard, Regulatory Director, Organic Standards & Food Safety, Organic Trade Association (OTA)

Straight Talk With Grocery Buyers

ROOM: GALLERY 1

What does it take for branded food and beverage companies to get new products on grocery shelves, and keep them there? What will make you a grocery buyer's best friend -- or least preferred supplier? Hear it straight from grocery executives and a leading brand founder who has been there.

Moderator: Jesse Lyon, Partner, Davis Wright Tremaine LLP. **Panelists:** Pat Brown, COO, New Seasons Market; Pete Craven, CFO, Western Family Foods; Kelly Flatley Klock, Co-founder, Bear Naked Granola; Bruce Silverman, Regional Vice President, Pacific Northwest Region, Whole Foods Market

3:45 – 4:30PM

Demystifying Private Equity

ROOM: GALLERY 2

Making the deal! Private equity has become a popular funding source for many top emerging food and beverage brands. This session includes insights from leading private equity investors with a specialized focus on food and beverage perspectives.

Moderator: Riley Lagesen, Partner, Davis Wright Tremaine LLP. **Panelists:** Dan Bonoff, Partner, Goode Partners; Jeff Fey, Partner, Food & Beverage National Practice Leader, Moss Adams LLP; Blythe Jack, Managing Director, TSG Consumer Partners

Packaging Innovations: Thinking Outside the Box

ROOM: GALLERY 3

This session explores how packaging conveys your brand premise beyond what is printed on the label. How can innovations in form, function, and environmental friendliness drive consumer expectations and brand value?

Moderator: Robert Shephard, Creative Director, Koopman Ostbo Marketing Communications. **Panelists:** Jim Bernau, Founder/Winegrower, Willamette Valley Vineyards; Jeff Hall, Director of Sales and Marketing, Rose City Packaging and Printing; Steven Smith, Founder, Steven Smith Teamaker

Social Media for Super Brands

ROOM: GALLERY 1

How can classic food and beverage brands use social media to reach modern consumers without undermining their traditional image? In this dynamic session, industry leaders will engage about the power and pitfalls of using modern digital marketing campaigns.

Moderator: Jimmy Nguyen, Partner, Davis Wright Tremaine LLP. **Panelists:** Lisa Donoughe, President, Watershed Communications; Gillian Kennedy, Communications Manager, Tillamook County Creamery Association; Darin Linnman, Director of Public Relations, Koopman Ostbo Marketing Communications; Jim Vieceli, Vice President & General Counsel, Pabst Brewing Company

GENERAL SESSIONS

Corporate Social Responsibility, Do Good and Make Money

4:45 PM

ROOM: BALLROOM

Leading food and beverage companies are achieving for-profit business goals with a commitment to philanthropy and community investment that aligns with the values of key stakeholders, including employees and customers. Hear the strategies and see the results first hand.

Moderator: Jesse Lyon, Partner, Davis Wright Tremaine LLP. **Panelists:** Dennis Gilliam, Executive Vice President, Sales and Marketing, Bob's Red Mill; Jill Kuehler, Executive Director, Zenger Farm; Bill Nolan, Executive Director, Guy Fieri's Cooking with Kids Foundation; Craig Ostbo, Principal, Koopman Ostbo Marketing Communications

Inside the Experience & Ambition of Dave's Killer Bread

5:15 PM

ROOM: BALLROOM

Dave's Killer Bread has transformed a small family bakery company into a fast-growing, private equity partnered brand powerhouse. The Dahl family's life and business experience offers lessons for all of us on leadership through authenticity, perseverance and perspective.

Featuring: Dave Dahl, Co-founder of Dave's Killer Bread



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