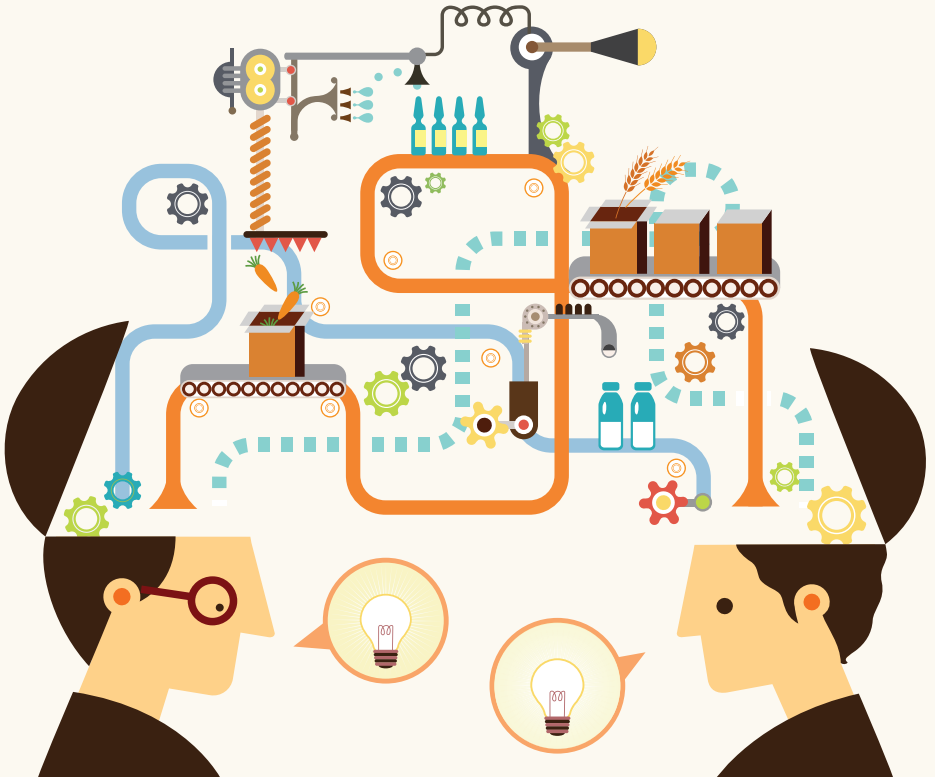


FOOD & BEVERAGE

FARM to LABEL

SUMMIT 2014



MAY 29, 2014 | PORTLAND

SHARE. SUCCEED. SUSTAIN.

agenda

1:00 PM – 2:00 PM **Registration & Networking**

2:00 PM – 2:15 PM **Welcome & Overview**

2:20 PM – 3:10 PM **Breakout Sessions**

- Developing the Next Generation of Leaders
- Earning Early Stage Investments
- Food Liability: Are You Ready for a Crisis?
- Sounds of the Surf: Social Media Eavesdropping for Market Intelligence

3:15 PM – 4:05 PM **Breakout Sessions**

- Leadership from Her Perspective
- Penciling Out Big Box Sales
- Perpetuating Brand Authenticity after the Deal
- Vanishing Food & Beverage Ingredients

4:10 PM – 5:00 PM **Breakout Sessions**

- Evaluating Brand Extension Opportunities
- Farm Partnering for Ingredient Sourcing Success
- Selling the Company: Trends in M&A Deal Terms
- Thinking Ahead About Personal and Family Financial Objectives

5:00 PM – 5:15 PM **Break**

5:15 PM – 6:00 PM **Featured Session**

Insight from The Supermarket Guru, Phil Lempert

6:00 PM – 8:00 PM **The Farm to Label Party**

breakout sessions

2:20 PM – 3:10 PM

Developing the Next Generation of Leaders

ROOM: GALLERY 3

Internal management succession planning and external recruitment strategies.

Moderator: Jenna Mooney, Partner, **Davis Wright Tremaine**. **Panelists:** Kathleen Everett, Director, Business Relations, **BolyWelch**; Conrad Myers, CEO, **Yogi Tea**; Dan Klock, President & CEO, **Bridgetown Natural Foods**; RaeJean Wilson, VP of Stewardship and Brand Alignment, **Glory Bee Foods**.

Earning Early Stage Investments

ROOM: GALLERY 2

Strategies to attract investors and fund start-ups and emerging brands.

Moderator: Don Buder, Partner, **Davis Wright Tremaine**. **Panelists:** Ben Lee, Director of Business Development, **CircleUp Capital**; Scott Barnum, Advisor, **Krave Pure Eats and Attune Foods**; Danny Grossman, CEO, **Eattrue Foods**; Brian Connolly, Co-Founder, **Castor & Pollux Petworks**.

Food Liability: Are You Ready for a Crisis?

ROOM: STUDIO

Preparing for the call no food executive wants to get.

Moderator: David Ernst, Partner, **Davis Wright Tremaine**. **Panelists:** Josh Hinerfeld, former CEO, **Organically Grown Company**, more to be confirmed.

Sounds of the Surf: Social Media Eavesdropping for Market Intelligence

ROOM: GALLERY 1

What do consumers really say about you and your product category when they don't think anyone is listening?

Moderator: Sheila Fox Morrison, Partner, **Davis Wright Tremaine**. **Panelists:** Craig Ostbo, Principal, **Koopman Ostbo**; Jim Nowierski, Digital Brand Strategist, **Koopman Ostbo**; Matt Cox, VP Marketing, **Bob's Red Mill**; Alisa Zwanger, Director, Marketing & Communications, **Northwest Food Processors Association**.

breakout sessions

3:15 PM – 4:05 PM

Leadership from Her Perspective

ROOM: GALLERY 3

Lessons from leading female executives about their drive, and how they inspire innovation and success in their organizations.

Moderator: Carol Bernick, Partner, **Davis Wright Tremaine**. **Panelists:** Wendy Collie, CEO, **New Seasons Market**; Kelly Klock, Co-Founder, **Bear Naked Granola**; Isobel Jones, General Counsel and Secretary, **Annie's, Inc.**

Penciling Out Big Box Sales

ROOM: STUDIO

Doing business with Costco, Target, and others without breaking the bank.

Moderator: Joe Weinstein, Partner, **Davis Wright Tremaine**. **Panelists:** Jeff Fey, CPA/ Partner, **Moss Adams LLP**; Edmond Sanctis, Co-Founder & Chief Innovation Officer, **Sahale Snacks**; Amy Prosenjak, CFO/COO, **A to Z Wineworks**; John Sucharski, VP of Operations, **Harry's Fresh Foods, Inc.**

Perpetuating Brand Authenticity after the Deal

ROOM: GALLERY 1

How to build a brand that is capable of growth and ownership transition, and how to acquire a brand without negotiating its roots.

Moderator: Jesse Lyon, Partner, **Davis Wright Tremaine**. **Panelists:** Bradaigh Wagner, Principal, **Endeavor Capital**; Lisa Donoughe, Founder/Principal, **Watershed Communications**; Joth Ricci, President, **Stumptown Coffee**.

Vanishing Food & Beverage Ingredients

ROOM: GALLERY 2

What's in and out of your favorite foods.

Moderator: Chip English, Partner, **Davis Wright Tremaine**. **Panelists:** Dan Letchinger, Product Manager, **Dave's Killer Bread**; Joe Prewett, Director of Product Management and Innovation, **Tillamook Creamery Association**; Jerilyn Brusseau, **Culinary Design & Counsel**.

4:10 PM – 5:00 PM

Evaluating Brand Extension Opportunities

ROOM: STUDIO

Whether, when, why, and how to take your brand to new categories.

Moderator: Sheila Fox Morrison, Partner, **Davis Wright Tremaine**. **Panelists:** David Lakey, CEO, **Oregon Fruit Products**; Kenneth Pogson, Co-Founder, **VooDoo Doughnut**.

Farm Partnering for Ingredient Sourcing Success

ROOM: GALLERY 3

How to build and maintain direct-with-farm relationships to ensure a sustainable supply chain for quality and quantity.

Moderator: Jesse Lyon, Partner, **Davis Wright Tremaine**. **Panelists:** Serafina Palandech, President, **Hip Chick Farms**; Amanda Osborne, Director of Food & Farms, **Ecotrust**; Theresa Marquez, Mission Executive, **Organic Valley**; Dr. Stephen Jones, Director, **WSU Research and Extension Center** and Founder of **The Grain Gathering**.

Selling the Company: Trends in M&A Deal Terms

ROOM: GALLERY 1

Representations, warranties, and indemnification terms that are important to buyers, and how to pay for them.

Moderator: Sean McCann, Partner, **Davis Wright Tremaine**. **Panelists:** John McNally, Transaction Liability Director, **Beazley PLC**; Glen Clarke, Managing Director, **KeyBank**; Rob Wright, Managing Director, **Meriwether Group**.

Thinking Ahead About Personal and Family Financial Objectives

ROOM: GALLERY 2

Planning personally to anticipate business success.

Moderator: Dana Reid, Partner, **Davis Wright Tremaine**. **Panelists:** Mike Burbank, Executive Director, **Morgan Stanley**; Esha and Nimesh Ray, Founders, **EnRay Inc.**; Zach Adelman, Founder and CEO, **Navitas Naturals**.

general session

5:15 PM – 6:00 PM

Changing Choices: A Look at the Retail and Consumer Marketplace

ROOM: BALLROOM

Phil will delve into his Top Ten Trends for 2014, including:

- In the rapidly expanding health and wellness space, what is successful and why?
- What retail formats are growing and which are declining? What are the next category busters?
- How are non-conventional food retailers threatening traditional supermarkets and mass retailers?



Featuring Phil Lempert

Supermarket Guru®

Phil Lempert is a distinguished author and speaker who alerts customers and business leaders to future corporate and consumer trends, in addition to empowering them to make educated purchasing and marketing decisions. For twenty-plus years, Phil has served as food trends editor and correspondent for NBC News' Today show, reporting on consumer trends, food safety and money-saving tips, as well as showcasing new products. He has also made regular appearances on ABC's *The View*, *The Oprah Winfrey Show*, *20/20*, CNN, CNBC, FOX, and many local morning and news programs throughout the county.

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