



2017 Annual Conference

Monday, February 27, 2017

7:30AM - 3:00PM

Crowne Plaza Princeton—Conference Center

900 Scudders Mill Road, Princeton, NJ 08536

Name (s) of Attendees: _____

Company: _____

Address: _____

Phone: _____

Email (s)* _____

*Important: Registration confirmation will be sent via email.

Registration Fee

\$75 per member & \$295 per non-member**

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Total Amount: \$ _____

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Questions? Call 609-392-5558

Or Register Online at NJFoodProcessors.org



New Jersey Food Processors Association

Since 1934



*...a collective resource
for food industry growth*



Register OnLine at NJFoodProcessors.org



New Jersey Food Processors Association 2017 Annual Meeting February 27, 2017 Crowne Plaza Princeton, NJ



7:30 AM Registration

Continental Breakfast
Visit Exhibits

8:30 AM Welcome and Introductions

Frank Catalana
President, NJFPA



8:45 AM Industry Updates

Food Safety– Donna Schaffner, Rutgers Food Innovation Center
Food Sustainability– Serpil Guran, Rutgers EcoComplex
Food Training- Lou Cooperhouse, Rutgers Food Innovation Center

9:15 AM KEYNOTE SPEAKER:

Food: The Experience

Susie Fogelson, President, Fogelson & Co; Former SVP, Marketing and Brand Strategy, Food Network and Cooking Channel



For 15 years, Susie served as Senior VP of Marketing and Brand Strategy at Food Network and Cooking Channel. She was the driving force in all aspects of strategy and messaging for both brands. Since joining the network in 2001, Susie has managed the evolution of Food Network's brand, as well as driven the introduction of Cooking Channel's emergence across all consumer-facing creative communication. She has also developed fully integrated marketing plans for new business and the brand extensions priorities. Additionally, Susie served as on-air talent as a judge on #1 series Food Network Star for 11 years. Since May, Susie is crafting innovative solutions for brands to develop strategic plans to tap into the highly coveted food connected audience.

10:00 AM Corporate Innovation Panel

Carlos Barroso, SVP Global R&D & Quality, Campbell Soup Company



Carlos J. Barroso joined Campbell's as Senior Vice President-Global Research & Development and Quality in July, 2013. He heads the Global R&D/Quality Leadership Team. Carlos is responsible for leading Campbell's more than 700 R&D/Quality employees worldwide, focusing on accelerating innovation and new product development to strengthen

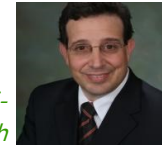
the company's core businesses and expand into higher growth spaces, including new consumer segments, categories and geographies.

Steve Gunther, SVP R&D, Pinnacle Foods Group, LLC
Steve Gunther is the Senior Vice President of R&D for Pinnacle Foods which he joined in 2011. Steve is responsible for driving Innovation, Renovation, Quality, and Margin Enhancement programs across the company. Over his career, Steve has had responsibility in a variety of functions, including Product Development, Process Development, Packaging, Culinary, Commercialization, Innovation Management, Global Expansion of new and existing products and Cross Functional Project Management.



Ralph Jerome, VP Innovation, Mars Incorporated

Ralph Jerome is the Vice President of Corporate Innovation for Mars Incorporated, a multi-billion dollar branded food manufacturer. With almost three decades at Mars, Ralph has served on several boards and management teams and has been a strategic leader with a direct influence on Transformational Innovation and Science and Technology Development. In his current role Ralph and his team have established a set of Grand Challenges which, when achieved will provide Mars Business Segments with a competitive edge by defeating major barriers to sustainable growth.



11:00 AM Visit with Exhibitors

12:30 PM Lunch with Presentation Why Food Processors are Choosing New Jersey

Melissa Orsen, CEO, New Jersey Economic Development Authority



Melissa Orsen has served as Chief Executive Officer (CEO) of the New Jersey Economic Development Authority (EDA), an independent State agency, since February 2015. In this role, Melissa oversees the administration of the agency's programs supporting small and mid-sized businesses, the tax incentives to retain and grow jobs, the revitalization of communities through redevelopment initiatives, and support of entrepreneurial development through access to training and mentoring programs.

1:30 PM Growth Opportunities and Innovations in Latin & Caribbean Foods

Ricardo Bryan, Sr. Vice President, Sales and Marketing, GraceKennedy Foods



Ricardo Bryan started with GraceKennedy in 1995 as Product Manager and in 1998 he was promoted to Market Manager for the Northern Caribbean and Latin America comprising 22 countries. Ricardo was then appointed International Market Manager for the Northern USA Region in May 2000. During his tenure, GraceKennedy's business in the region realized significant growth. He has also been instrumental in expanding the Company's distribution footprint beyond the cultural borders of the Caribbean to embrace the Latino Hispanic and mainstream USA markets.

Zak Mars, Head of Innovation & Global Sourcing, GraceKennedy Foods



Zak Mars has over 15 years' senior management experience involving strategic planning & management, organization change management, policy development & deployment, multi-company technology & business process improvement & implementation, global supply chain optimization & management, outsourcing & 3rd party management, product design & development, new business development & integration.

2:15 PM NJFPA Sponsors Presentation

2:45 PM Closing Comments
Frank Catalana, President, NJFPA