



FOOD SAFETY MODERNIZATION ACT

What YOUR Company Needs to Know TODAY...



The Food Safety Modernization Act (FSMA) is now law.

Food Safety Modernization Act – Approved is a one-day seminar that brings together top food industry stake-holders to explain what the new legislation can and will mean for you and your business.



- **NEW REGULATORY REQUIREMENTS:**

Learn about the new legislation, including changing FDA powers and responsibilities, emerging regulatory requirements, and how best to prepare your business for the coming changes.

- **NEW MANDATES FOR FOOD SAFETY PLANS:**

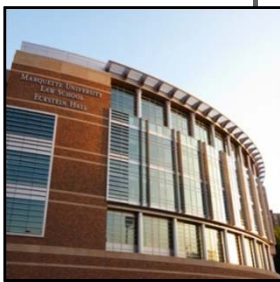
Learn about the new Food Safety Plan mandatory requirements, and how to design an effective HACCP plan that will withstand agency scrutiny and bioterrorism preparedness.

- **NEW MICROBIOLOGICAL TESTING CONSIDERATIONS:**

Learn about the Reportable Food Registry, new microbiological standards being considered, the impact of microbiological testing, and how to use product and environmental testing to your advantage.

- **NATIONALLY RECOGNIZED INDUSTRY PANEL:**

Nationally-recognized industry experts will answer questions regarding the FSMA and new regulations which will likely follow.



GASS WEBER MULLINS LLC
NATIONAL FOOD SAFETY LAWYERS

www.defendingfoodsafety.com





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AGENDA

- 8:00-8:30 REGISTRATION
- 8:30-8:45 Welcome and Opening Remarks
 - Shawn K. Stevens, Partner, Gass Weber Mullins LLC
- 8:45-9:30 An Overview Of State And Federal Food Safety Regulation – Then and Now
 - Heidi Kassenborg, Director, Dairy and Food Inspection, Minnesota Department of Agriculture
- 9:30-10:30 What The New Food Safety Modernization Act (FSMA) Will Mean To You And Your Business
 - Jorge Hernandez, Senior Vice President of Food Safety and Quality, US Foodservice
- 10:30-10:45 BREAK
- 10:45-11:30 Now You Need A Written “Food Safety Plan” – What Will Be Required And How Can You Comply?
 - Dr. Purnendu C. Vasavada, Professor, University of Wisconsin, River Falls
 - Shawn K. Stevens, Partner, Gass Weber Mullins LLC
- 11:30-12:00 Satisfying The New FSMA Requirements From A Microbiological Testing Standpoint
 - Robert E. Koeritzer, Food Safety Technical Manager, 3M Corporation
- 12:00-1:00 NETWORKING LUNCH (Provided)
- 1:00-1:30 Satisfying The New FSMA Requirements From A Traceability And Food Security Standpoint
 - Dr. Amy Kircher, Associate Director, National Center for Food Safety And Defense
- 1:30-2:00 The FSMA And Reportable Food Registry – Limiting Potential Recalls And Other Legal Considerations
 - Shawn K. Stevens, Partner, Gass Weber Mullins LLC
- 2:00-3:00 Industry Panelists – Presentations
 - Mark Collins, Senior Manager of Regulatory Affairs, McCain Foods
 - Janet Raddatz, Vice President of Quality and Food Safety Systems, Sargento Foods Inc.
 - Jorge Hernandez, Senior Vice President of Food Safety and Quality, US Foodservice
 - Matt Mathison, Vice President of Technical Services, WMMB
- 3:00-3:15 BREAK
- 3:15-4:15 Industry Panelists – Question And Answer Session
- 4:15-4:30 Program Summary And Closing Remarks
- 4:30-5:30 NETWORKING WINE RECEPTION





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SPEAKER BIOS

- **Mark Collins:**

Mr. Collins, Senior Manager of Regulatory Affairs, McCain Foods, provides direction and support to a cross-functional team which includes Quality, Operations, Agriculture and Distribution. Mr. Collins is responsible for the overall integration of the FSMA for the US Region and facilitates communications with McCain's Global organization regarding import and export requirements. Mark also coordinates risk management discussions with company executives to determine corrective action steps for crisis management and recall situations.

- **Jorge Hernandez:**

Mr. Hernandez, Senior Vice President of Food Safety and Quality for US Foodservice, is a sanitarian, certified food safety instructor, and former FDA standardization officer. As an internationally-recognized food industry expert, Mr. Hernandez is a board member of numerous food safety organizations in the United States and throughout the world, including the Produce Marketing Association (PMA), GLOBALGAP, Quality Executives Board (QEB), and the Advocate Healthcare Philanthropic Board. He is also a member of the NRA's Quality Assurance Executives Study Group, the Global Food Safety Initiative's (GFSI) Technical Committee, the American National Standards Institute (ANSI) Accreditation Committee, the Center for Diseases Control (CDC) Environmental Health Committee and the Conference for Food Protection (CFP). Mr. Hernandez also served as a scientific member of the National Egg Board's Food Safety Advisory Panel and the International HACCP Alliance Board.

- **Heidi Kassenborg, DVM, MPH:**

Dr. Kassenborg is the Director of the Dairy and Food Inspection Division at the Minnesota Department of Agriculture. She has been in that position since 2007 and with MDA since 2003. Prior to her time at MDA she was an epidemiologist at the Minnesota Department of Health. Dr. Kassenborg graduated from the University of Minnesota, College of Veterinary Medicine in 1990 and the U of MN School of Public Health in 2007. She began her career in private veterinary practice in bovine and small animal practice in Oregon and Minnesota.

- **Amy Kircher, PhD**

Dr. Kircher is the Associate Director of the National Center for Food Protection and Defense (NCFPD) at the University of Minnesota. Prior to this position, Dr. Kircher was an epidemiologist with the Department of Defense. Her last assignment was with NORAD – US Northern Command (N-NC), Office of the Command Surgeon working on bioterrorism preparedness, disease surveillance and modeling. She also led efforts to use health informatics to improve the medical services of members and beneficiaries. Dr. Kircher has worked in public health at state and local levels as well as servicing as adjunct faculty at several universities.

- **Robert Koeritzer:**

Mr. Koeritzer currently serves as the Diagnostics Laboratory Technical Manager for 3M's Medical Division, leading a team of scientists with expertise in microbiology, molecular biology and biochemistry. He oversees the development of technology and products for current and emerging pathogens. Mr. Koeritzer has over 20 years of experience in microbiology, quality systems, analytical sciences and technical services. His career began at Land O'Lakes Inc., where he served as a Microbiologist, Supervisor and later Laboratory Manager for the analytical laboratory in the Corporate Research, Technology and Engineering Division. In 2000, Mr. Koeritzer joined 3M Microbiology as a Technical Service/Regulatory Manager, supporting product development and global sales of 3M™ Petrifilm™ Plate products. Mr. Koeritzer was President of AOAC International in 2006-2007. He now serves as Immediate Past-President (2007-2008). He also served on the AOAC Research Institute Advisory Board, Nominating Committee and as Co-Chair of the Best Practices in Microbiological Methods Task Force (a worldwide group of experts defining microbiological method validation).



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SPEAKER BIOS

- **Matt Mathison:**

Matt Mathison currently serves as Vice President, Cheese Company Communications and Technical Services, for the Wisconsin Milk Marketing Board. He has been with WMMB for the past 13 years, and has over 30 years of experience in the dairy and food industry. Mr. Mathison is responsible for providing technical resources covering dairy product technology and safety/quality to the Wisconsin dairy industry. He partners with the Wisconsin Center for Dairy Research (CDR) to provide many of these technical resources. He is currently the Board Chair of the Wisconsin Agro-Security Resource Network (WARN), and also coordinates several industry-led committees focusing on food safety and food defense/emergency preparedness. He has been actively involved in food defense and emergency planning the last 8 years. Prior to joining WMMB, he worked almost 20 years for an ingredient supplier, providing dairy cultures and ingredients to dairy processors and other food companies.

- **Janet Raddatz:**

Ms. Raddatz is Vice President of Quality and Food Safety Systems at Sargento Foods Inc. in Plymouth, WI. For over 30 years, Janet has been involved in the development, implementation, and auditing of quality and food safety systems and is an ASQ Fellow, ASQ-certified quality manager, quality engineer and quality auditor. She is also a Six Sigma Black Belt. She was the recipient of the Wisconsin Laboratory Association 1992 Laboratorian of the Year Award for her contributions to the quality of analytical measurements. She is a contributing author for the 5th Edition of *Supplier Management Handbook*. She and has received the R.A. Maass Award for her publications and presentations on Customer-Supplier Division of the ASQ. Janet holds a master's degree in quality from Marian College, WI and a bachelor's degree in biology from the University of Wisconsin-Green Bay.

- **Shawn K. Stevens, Esq:**

Mr. Stevens, a Partner at *Gass Weber Mullins* LLC in Milwaukee, is one of the only lawyers in America who dedicates his practice entirely to representing the food industry. He works with food industry clients throughout the country on food safety regulatory and liability issues. Mr. Stevens also counsels food industry clients on food safety risk avoidance, crisis management and related issues in advance of and following major food product recalls.

- **Purnendu C. Vasavada, PhD:**

Dr. Vasavada, is a Professor of Food Science at University of Wisconsin-River Falls and Food Safety and Microbiology Specialist with the UW-Extension. He teaches several food science courses, including Food Microbiology, Food Processing, and Food Quality Assurance and provides training and technical support for food processors, consumers and other stakeholders on a variety of topics related to Food Safety and Microbiology, including Food Quality Assurance, HACCP, and TQM, as well as Rapid Methods and Automation in Microbiology. Professor Vasavada is a Fellow of the American Academy of Microbiology (ASM), the Institute of Food Technologists (IFT) and the International Association for Food Protection (IAFP). He is frequent speaker and convener at international conferences and symposia on Food Safety and Microbiology and rapid methods and automation in food microbiology. He received his B.Sc. and M.Sc. degrees in Microbiology from India, M.S. in Microbiology from the University of Southwestern Louisiana, Lafayette, LA and his Ph.D. in Food Science and Dairy Manufacturing from the University of Georgia, Athens, GA.





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PROGRAM REGISTRATION



LIMITED ENROLLMENT

PRE-REGISTRATION REQUIRED

\$250.00 per person*
\$150 for Government, Academia



**Registration includes event parking, workshop materials, breaks, lunch and wine reception.*

For ADDITIONAL INFORMATION, please contact Nikki Scheerer at (414) 224-6119

Please Make Checks Payable (And Mail) To:

Gass Weber Mullins LLC
309 North Water Street
Milwaukee, WI 53201



NAME: _____

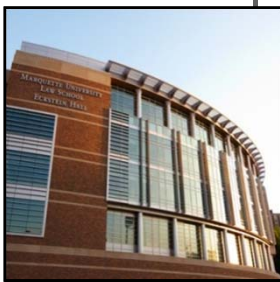
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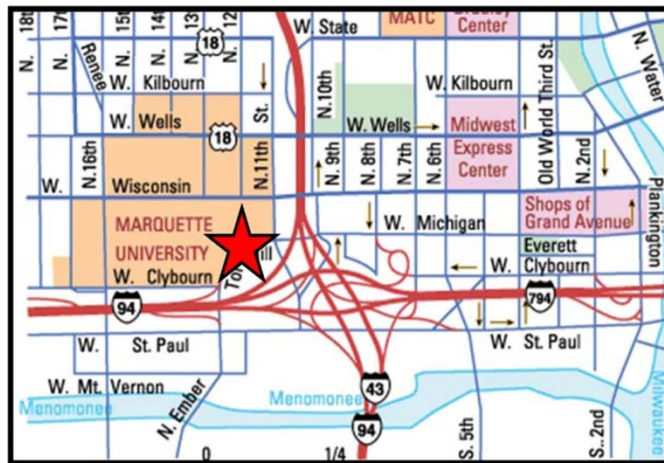
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MAP AND DIRECTIONS

MARQUETTE UNIVERSITY LAW SCHOOL



From Madison:

- Begin on I-94 E toward Milwaukee
- Take Exit 310B for I-43N. .6
- Take Exit 72C toward Kilbourn .3 mi
- Turn Right at N. 6th Street .2 mi
- Take the 2nd Right onto W Wisconsin Avenue .3 mi
- Turn Left at N. 11th Street .1 mi
- Arrive at Marquette University Law School

From Sheboygan:

- Begin on I-43 S toward Milwaukee
- Take Exit 72E for Highland Ave to 11th Street. .4mi
- Merge onto N. 11th Street .5 mi
- Turn Right to stay on N. 11th Street 23 ft
- Arrive at Marquette University Law School

From Chicago:

- Begin on I-94 W / I-43 N N toward Milwaukee
- Take Exit 72A toward N. 10th Street. .2 mi
- Stay on N. 10th Street .1 mi
- Turn Left on W Wisconsin Avenue 266 ft
- Turn left onto N. 11th Street .1 mi
- Arrive at Marquette University Law School

***Parking is included in the Eckstein Hall Structure
Adjacent to Marquette University Law School**

