

# FPSA 2020 ANNUAL CONFERENCE ••• WHERE LEADERS MEET

MARCH 4 – 6 • PARK HYATT AVIARA • CARLSBAD, CA



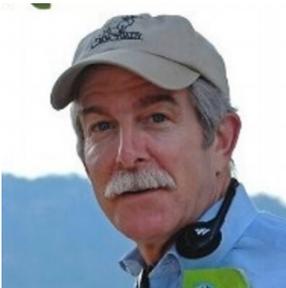
## COUNCIL SESSION SPEAKERS / PANELISTS



### **Warren Bell, President, *Bagels by Bell/B&S Bialy***

Since 1947, B&S Bialy has captured the time-honored tradition of baking authentic, old-world bialys. What started off in a basement in Borough Park, Brooklyn, New York, has grown into an international business. Warren took over the business from his father and created a global market for his product. He brought manufacturing bagels and bialys to a whole new level and became one of the largest Bialy Bakeries (a hand-made product) in the country.

In his session, “Rollin’ in Dough”, Warren will share the progression of the equipment Bagels by Bell has used through the years and will discuss his experiences working with various equipment manufacturers – what worked, what didn’t work, and what’s needed for the future.



### **Paul Bowen, Ph.D., Director of Wastewater, Environment, & Sustainability, *The Coca-Cola Company***

Paul leads the environmental sustainability program across the Technical and Supply Chain organizations of The Coca-Cola Company. He is responsible for guiding the team that helps meet water and energy sustainability commitments for Coca-Cola manufacturing sites around the globe. He has been with Coca-Cola for 16 years, including five years with Coca-Cola North America and the Coca-Cola environment and water resources group. He is a past President of the Water Environment Federation, a former member of the Board of Directors for Water for People and is one of the founding members of the Beverage Industry Environmental Roundtable (BIER). Paul received his Ph.D. in Environmental Systems Engineering from Clemson University and is an avid swimmer.

Paul’s session will focus on the advancement of environmental sustainability within the beverage sector while continuing to deliver safe, high quality products.



### **Susan Brady, President, *Templar Food Products***

A passionate and dedicated tea executive, Susan has guided her customers along the path to first understanding tea then creating best-selling brands. Susan is a member of the Institute of Food Technologists as well as The Tea Association and Herbal Research Foundation. As President of Templar Food Products, Susan and her team built an SQF Certified Manufacturing facility with USDA Organic Certification. Templar’s R&D Laboratory that creates formulas that led to 2019 Silver and Bronze in the North American Tea Championship. Templar Food Products is made up of a longstanding team of extremely special, talented, and dedicated tea experts whose combined tea experience is 100+ years and growing. Templar’s newest challenge is to impart sustainable packaging into the tea industry and grow within the framework of C2C practices. A graduate of Hunter College of The City University of New York, Susan also studied at The Institute of Public Administration in Dublin and The Specialty Tea Institute in New York.

Susan's interview-like session will focus on the authenticity of tea and botanical ingredients, healthy sweetener options, and sustainable packaging options for single serve units.



**Serena Crivellaro, Managing Director Strategy, KPMG Strategy**

Serena is a Managing Director leading KPMG's Commercial Excellence and Pricing practice. She helps clients achieve excellence in commercial activities – which simply means growing revenue and margin by optimizing their pricing, sales, and marketing strategies. This includes expanding into new products and markets, as well as serving existing customers more effectively and profitably. Serena is particularly passionate about how pricing strategies need to change to adapt to evolving market conditions. Her work in aftermarket has ranged from Tier 1 Automotive OEMs to specialized capital equipment manufacturers. Serena has a

Masters in Management from London Business School, and MA from Cornell University, and a BA from Yale University. She is a very proud new mom and may be feeling a little guilty about business travel, so feel free to reach out and say hello between sessions.

Serena's session on "Strategies for Maximizing Aftermarket Parts Sales" shares some leading practices on improving revenue and profitability from the sale of spare, replacement, and disposable parts.



**Ellen Drewett, Senior Specialist Processing Engineer, Nestle Development Centre**

Ellen is a senior specialist processing engineer and the pizza module owner at the Nestlé Development Centre in Solon, Ohio. She started her career with General Mills and then went to work on Kraft's pizza business in the suburbs of Chicago, IL. The Kraft Pizza Division was acquired by Nestlé in 2010. While at Kraft & Nestlé, Ellen worked for 8 years as a product developer focusing on pizza bakery formulation and processing before joining the engineering team in 2014. Ellen has her Master's Degree from the University of Wisconsin-Madison in Food Science and her Bachelors of Science in Chemical Engineering from Michigan State

University.

Ellen's presentation, "The Ever-Evolving Pizza and Its Impact on Bakery Equipment Design", will focus on current pizza trends, tips on what CPGs are looking for in pizza bakery design, and hygienic design and safety of equipment.



**Mitch Felderhoff, President of Sales & Marketing, Muenster Milling**

Mitch is one of the 4<sup>th</sup> Generation Owners and the President of Sales/Marketing for Muenster Milling Company. He grew up in the plant from the time he was five years old (not allowed now!). Over the course of 30 years, he has been involved in the business, he's seen it change from serving livestock, performance horses, and now super premium pet food. The newest venture into Freeze-Dried has given them some valuable insight on how to partner with suppliers in unique ways to bring more innovation and cooperative projects into the pet space, and how to find the right companies to partner with. Beyond innovating from a product standpoint, Mitch just finished EATING HIS OWN DOG FOOD for 30 days! Mitch will share why he did this, what results he saw, and the impact it is having on his business.

Mitch will share how using freeze-dried processing has been a game changer for his business and will share his journey of how eating dog food was both for personal and professional conviction.

Mitch will share how using freeze-dried processing has been a game changer for his business and will share his journey of how eating dog food was both for personal and professional conviction.



**Roy Greengrass, Director of Manufacturing Engineering, *Impossible Foods***

Roy is the Director of Manufacturing Engineering at Impossible Foods working to rapidly expand manufacturing operations to meet the company’s growing demand in the marketplace. He leads a talented team responsible for addressing the unique technical challenges associated with this emerging plant-based meat category while simultaneously driving innovation. With more than 30 years of Fortune 500 CPG industry experience and extensive knowledge of food technology, Roy has implemented various state-of-the-art product processes and packaging lines. These successful projects have resulted in large increases in capacity, flexibility, and productivity increasing bottom line financial results and driving growth. He is an executive member of the Association of Packaging & Processing Technologies’ (PMMI) OPX leadership network. He has delivered numerous seminars on packaging and is a subject matter expert in this area holding a patent on packaging design. In 2014, he was the co-recipient of the “2014 PMMI Packaging Line of the Year” for Del Monte’s former Big Hearts pet foods business. Roy holds two Master of Science degrees in business administration specializing in operations management and electrical engineering. With a Bachelor of Science degree in mechanical engineering, he is a licensed Professional Engineer in the state of California and holds OSHA and Lean Management certifications.

Roy’s presentation on “Why Meat Tastes Like Meat” centers on Impossible Foods’ Founder Pat Brown’s mission and philosophy.



**Joe Hildebrand, Plant Engineer, *The J.M. Smucker Company***

Joe is the Plant Engineer at the new Smuckers® Uncrustables® plant in Longmont, Colorado, where he led the engineering efforts for the state-of-the-art bakery in the green field construction as well as plant start-up. He has been with The J.M. Smucker Company for the past six years, and has provided engineering support across the country for brands such as Smuckers® Sahale Snacks®. Prior to this, he spent several years at The Hershey Company in a variety of Corporate Engineering and Continuous Improvement roles. Joe graduated from the University of Toledo with a degree in Chemical Engineering. Joe, his wife, and two children reside in the Greater Denver area where he enjoys exploring the diverse beer scene.

Joe’s Q&A session will focus on end user expectations for equipment suppliers. He will touch on defining sanitary designs, impacts of schedule on sequencing of installation, and steps to a successful start-up and commissioning.



**Sabrina HoSang, Chief Executive Officer, *Caribbean Food Delights***

Sabrina is the COO for her family owned business, Caribbean Food Delights which they started in 1978. As COO, Sabrina oversees Production, Human Resources, Quality Assurance, Customer Service, R&D, Corporate Sponsorship, Accounting Sales, Marketing, Public Relations, Food Safety & Security, and other entities of the Company. She is also the Logistics Manager of JerkQ’zine Caribbean Grille, a new franchise launched in 2006. She has a B.S. degree in Business Administration from Villanova University, and holds her Jamaican roots close at heart.

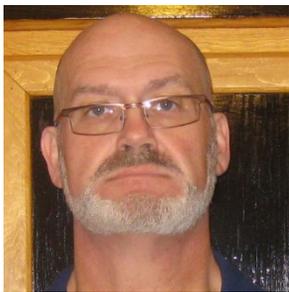
Sabrina will share the history of how her family owned business grew from humble beginnings to become the leading Caribbean frozen food manufacturer of Jamaican style patties. Receiving Safe Quality Food Institute’s highest achievement award – SQF Level 3 – she will discuss how Caribbean Food Delights has worked with various equipment manufacturers to receive this award and continues to make premier quality products.



**Billie Johnson, Ph.D., Food Safety/Regulatory Compliance Manager, BHI North America**

Billie has a Ph.D. in Microbiology and Immunology from the University of Oklahoma. She was the Menu Foods/Simmons Pet food for 19 years having been the Director of Food Safety for five pet food locations. She worked as a Food Safety/Quality/Regulatory (FSQR) Independent Advisor and recently joined BHI North America's team to oversee the Food Safety/Regulatory Compliance areas for eight plants in the US and Canada. She has extensive knowledge in internal auditing, GFSI certified audits, HACCP/PC development and maintenance of supplier approval programs including supplier audits, and development of raw material in-process food safety testing protocols. She has been involved with the Editorial Team for the Food Safety Preventive Controls Alliance (FSPCA) group responsible for creating the FDA approved curriculum for the "Current Good Manufacturing Practice, Hazard Analysis, and Risk Based Preventive Controls for Food for Animals, Final Rule" and is a lead instructor for PCQI implementation for animal foods.

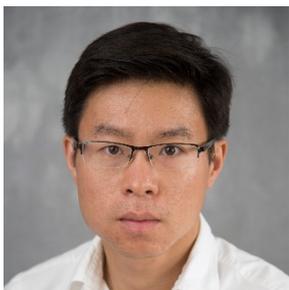
Billie is one of the panelists for the Food Safety & Sanitation Design Forum and is a speaker for one of the Pet Food Council Sessions. Her discussion will center on foreign material strategies for ingredients and pet food manufacturing.



**Robert Long, Sanitation/IPM Network Operations Manager, Mars Petcare US**

Robert has 25 years of food manufacturing experience, specializing the last 10 years in corporate level sanitation and hygiene program development and execution. This includes programs involving building and executing master sanitation, integrated pest management, micro-mitigation, validation and verification. Robert drives sanitation manager development, incorporates CIP systems improvements, creates robust standard sanitation operational procedures, introduces new technologies and cleaning methodologies, and integrates all components into standardized systems and processes with standardized ways-of-working for ongoing continuous improvement. He focuses on the people-place-process approach and utilizes problem-solving methodologies to accomplish his work. His experiences include milling/dry cereal processes (General Mills and Kellogg's), dairy/yogurt/cheese processes (Chobani, Yoplait, Saputo, Leprino), liquid condiment processes (Golden State Foods), dry powder/infant formula dairy processes (Mead Johnson Nutrition), tobacco processes (Altria/PMUSA), and pet food processes (Mars Petcare). Currently at Mars Petcare, his responsibilities include dry and wet pet care manufacturing sites, sanitation, and pest control program management and validations.

Robert is one of the panelists for the Food Safety & Sanitation Design Forum and is a speaker for one of the Pet Food Council Sessions. His session will focus on best practices to manage food safety and sanitation.



**Jiakai Lu, Ph.D., Assistant Professor, University of Massachusetts-Amherst**

Jiakai Lu is an assistant professor of the Department of Food Science at the University of Massachusetts, Amherst. Dr. Lu's research focuses on Food Engineering, Thermal Processing, and Computational Fluid Dynamics and Rheology. Currently, he has been studying the combined effect of surfactants and rheology in free-surface flow systems in food processing applications and other multidisciplinary projects. He has also been working on sustainable cleaning technologies using ultrafine bubbles. His work was supported by the U.S. Department of Agriculture and the U.S. Department of Defense. Dr. Lu is an active young researcher and teaches advanced courses in science and engineering. He is also an instructor for US Food and Drug Administration workshops on the topic of food engineering.

Dr. Lu is one of the panelists for the Food Safety & Sanitation Design Forum and is a speaker for the Prepared Foods Council. His presentation will focus on future sanitary design for fruits and vegetables using more sustainable, less chemical practices.



**Kim Rice, Vice President of Food Safety & Quality, *Rose Acre Farms***

Kim joined Rose Acre Farms in 2019. Her responsibilities include all aspects of food safety and quality. She has over 25 years in Food Safety, Regulatory Affairs, and Quality Assurance. Her experience includes regulatory compliance, preventive controls and HACCP, sanitation, crisis management, GFSI certification, food safety, and quality auditing for manufacturing/distribution/restaurant operations. She has her Lean Six Sigma certification and works on product life cycle system development and implementation, project management, and animal welfare. She has worked in operations and with product lines ranging from bakery, dry blending (batters/breaders, bakery mixes, seasonings) to meat and poultry RTE, processed and fresh products. Kim received her BS in Food Science from the University of Kentucky in Lexington, and lives in Prospect, Kentucky, with her two dogs (boys), two cats (girls), and the love of her life, Ron.

Kim is one of the panelists for the Food Safety & Sanitation Design Forum.



**Belen Salazar, MS Food Science and Research Assistant, *Purdue University***

Belen received her Master's Degree from the Food Science Department at Purdue University where she worked with Dr. Jen-Yi Huang. Belen's work focused in evaluating the technical feasibility, economic profitability, and environmental sustainability of beer processing in a microbrewery and pilot scales. She is originally from Nicaragua and completed her Bachelor's in 2017 in Food Science & Technology at Zamorano University (Honduras). Zamorano has a "learning-by-doing" program where students work half-time in small production units throughout the food production chain, including production, processing, and commercialization. Their motto "labor omnia vincit" (work conquers all) became part of her daily life. She is passionate about the food and beverage industry. Her career goals are to work towards sustainable food production and processing, fighting food insecurity in developing countries, and minimizing the food's environmental footprint by developing efficient processes.

Belen will share her study of integrating techno-economic analysis (TEA) and Life-Cycle Assessment (LCA) to evaluate the tradeoffs between profitability and sustainability of implementation of new technologies for craft breweries – which can be applied to all beverages.



**Megan Tippetts, Ph.D., Food Safety Manager, *Darigold***

Megan Tippetts is the Food Safety Manager for Darigold, a position she has held for over four years. She's been in the dairy industry for over eight years and in food safety/quality for more than seven. Prior to joining Darigold, Megan graduated from Utah State University with a PhD in Food Science and has had multiple scientific articles published. Prior to going back to graduate school, Megan was a Bioenvironmental Engineer in the United States Air Force. Her undergraduate degree is a B.S. in Chemical Engineering from the University of Utah.

Megan is one of the panelists for the Food Safety & Sanitation Design Forum and is a speaker for the Dairy Council. Her session will focus on connecting food safety from equipment to installation.

## 2020 Richard L. Knowlton Innovation Awardees (*sponsored by meetingplace*)



### **Dan Siegel, Ph.D., Founder & Chairman, *Deli Star Corporation***

Dan Siegel is currently Chairman of Deli Star Corporation; the Chief Scientific Officer of cure8 Ventures; and a consultant with Amcor. He studied Meat Science to earn his doctorate degree at the University of Illinois in 1979. After college he worked as a Food Research Technologist for Armour Dial, in Phoenix, AZ; a Director of Research for a new venture, Thermaljet (div. Grow Group) in Louisville, KY; and a Consultant for Curwood, a division of Bemis North America who has become Amcor. Over the last 40 years, he interacted with many food processors to solve product quality, shelf life, and food safety issues. Throughout his career, Dr. Siegel has been an invited speaker at trade meetings on Cook-In® packaging, fresh meat packaging, and the science of fresh meat color. He authored two chapters on packaging in the Processed Meat Technical Series published by the American Meat Science Association: “Packaging for Processed Meats” and “Retail Packaging for Fresh Meat”. He is one of the inventors of Amcor’s FreshCase® technology which is an active packaging film that causes and maintains the consumer-preferred red color of fresh meat. It is an innovation that has 17 worldwide patents. In 2012, the FreshCase® technology received the DuPont Diamond award for sustainability. Today, Dr. Siegel continues to work with Amcor to help commercialize these types of meat packaging films.



### **Justin Siegel, Chief Executive Officer, *Deli Star Corporation***

Justin Siegel brings an innovative, chef-driven approach to help meet the diverse needs of the food industry. A second-generation leader of the 30-plus-year-old Deli Star, Siegel took the helm in 2014, steering the company in new directions to meet the growing and changing needs of Deli Star’s customers. Specifically, Siegel has enhanced Deli Star’s reputation as a valued resource within the food industry, while preserving its reputation as a nurturing and supportive workplace for the people it serves. Siegel recently co-founded cure8 Ventures, an incubator of food-startup companies, where he serves as chief innovation officer. As CEO of Deli Star and CIO of cure8, Justin continues his passion and dedication to bring scientists, chefs, and consumers together to create a unique, fun and collaborative environment to successfully innovate food, promote food education, and incubate food startup companies. Siegel is a graduate of the University of Illinois, earning his bachelor’s degree in Economics with a minor in Finance. In 2018, he was nominated into the fellowship program of the Culinary Institute of America.