



## Spring News Letter

June, 2007

### PRESIDENT MESSAGE

Mark Pearson, QAA President

It was a great pleasure to see so many new faces at our spring conference in Minneapolis! It was equally nice to see so many familiar faces. That's one of the best features of this association – people come and go, as they are able, giving us fresh ideas and new insights into the issues that we all face in our private label world. I can't tell you how much I have learned from other members in our after-hours discussions.

If you look over the speaker list from the spring conference, you'll see a preponderance of highly-educated people who are engaged in cutting-edge research on the subjects that we think are most important to the success of our companies. This is key to our success as individuals, too. We serve our companies better if we are at the front of that edge, rather than lagging behind it. For that reason, we continue to look for speakers who can keep us up-to-the-minute on the important issues of the day, and those who can help us look into the future.

We need you to help us as we create the agenda for November.

- What issues will appear before our next conference?
- Which ones refuse to be resolved?
- Who do you know that is involved in the "big deals"?

We also want to expand our membership base to include more of our associates, particularly from the non-food side of the industry.

### We welcome your ideas and suggestions!

Call any of the officers (our contact info is on the website).

Our Fall Conference is November 14<sup>th</sup>, at the Embassy Suites in Rosemont, Illinois.

**See you there!**

A handwritten signature in black ink, appearing to read 'Mark R. Pearson', written over a white background.

**Mark R. Pearson**

### SPRING CONFERENCE NOTES

#### Theme: What do consumers want from us?

Our speakers and panelists addressed subjects ranging from health & wellness, food safety & security to the packaging in regard to our environment.

#### Our Speakers:

Mona Doyle, President, The Consumer Network: Discussed studies and surveys which can lead the industry to give the consumer what they deem important.

Janet Flynn, RD, Wegmans Food Markets: Presented how Wegmans approached their Health & Wellness Keys. She addressed the program's success through out their store's products.

Jean Kinsey, PhD., University of Minnesota: Addressed the subject of Food Safety & Security as it exists today which was extremely applicable in industry given recent events.

Jerry Gilbert, General Manger, ConAgra Store Brands: Spoke about ConAgra's joining of the many to "one".

Claire Sand, PhD., Principal, Ameripak: Presented insight into the packaging world with concern for our environment.

Stephanie Meyer, Epidemiologist, Minnesota Dept. of Health: Discussed out breaks of food-borne illnesses with regard to the process of local, state and federal investigations.

#### Panel Discussion:

This was a lively exchange of minds led by Roy Besand (moderator) and panelists: John Reilly (Daymon & Associates), Tom Tucker (Thomas Tucker & Associates), High Robison (Tyco Health Care), Ann Thompson (AWG), Kim Synder (The Kroger Company) and Alan Perlman (Rockline Industries).

The individual presentations for the above are available on our web site:

[www.qualityassuranceassociation.org](http://www.qualityassuranceassociation.org)

## BUSINESS MEETING NOTES

### QAA Business Meeting

5/21/07

ConAgra, Edina, MN

#### Treasurer's Report:

It was decided that approximately 50% of our present balance will be invested into a higher earning 6-month CD.

#### Membership Dues:

Yearly Membership is from January 1 through December, 31.

It was decided that Membership Invoices will be sent out at the beginning of each year (or end of previous). Upon payment of annual membership dues, a receipt of payment will be issued to each member.

#### Web Site:

John Gewartowski, Tyco Health Care, has volunteered to be the liaison between ourselves and our web site managing company. Information posting for our site will go through John.

#### Fall Meeting:

Mark your calendars!

The Fall Conference is scheduled for Wednesday, November 14, 2007 at the Embassy Suites, Rosemont, IL.

More information will be coming your way.

#### The Dinner Cruise:

Beautiful weather, good food, many people having interesting & fun conversation – who could ask for more? Refer to the pictures to be posted on our web site and see for yourself.

#### The Tuesday Tours:

##### Faribault Foods:

Beans, beans and more beans, all going into cans. Roy gets the award for the highest “hang-time” for a “one-fits-all” steel-toe.

##### Faribault Dairy Company, Inc:

The excitement of seeing the process of milk to whey to Sandstone Cave Aged American Blue Cheese was only exceeded by Jeff Jirik's (Cheesemaker & President) enthusiasm as our tour guide.

##### ConAgra – Lakeville:

Words cannot describe a Fruit Chewy fresh and still warm straight off the production-packaging line. That would be one of many lines, with all of them baking, cooling, cutting, packaging, casing and palletizing.

## THANK YOU!

A special thank you goes out to those donating items for our “conference favors”: ST Specialty Foods (duffel bags & golf balls), Faribault Foods (Stress baseballs, can openers & ped-o-meters), MMI & Nash Finch (measuring cups), and Target (“Spot” doggie).

#### Officers:

Mark Pearson, President  
 Roy Besand, Vice President  
 Ken Sevcik, Treasurer  
 Kris Guenther, Secretary  
 Kathy Bogart, Member at Large