



**Spring Conference  
May 11-12, 2010  
Embassy Suites Northwest Arkansas  
Rogers, AR**

**Tuesday, May 11<sup>th</sup>**

- |       |   |   |
|-------|---|---|
| 8:00  | Welcome   | Mark Pearson, QAA President   |
| 8:15  | Welcome to Northwest Arkansas   | Alan Perlman, Rockline Industries<br>Cinda Stricklen, ConAgra Foods         |
| 8:30  | <u>The Role of Quality at Walmart</u>   | Richard Rothamel<br>Vice President, Quality<br>Walmart                      |
| 9:30  | Networking Break  |   |
| 10:00 | <u>Social Media is the new Customer Service</u>   | Myra Golden<br>Customer Service and Public Relations<br>Consultant, Trainer |
| 12:00 | Lunch at the Hotel- Included with your paid conference registration                                       |   |
| 1:00  | <u>Worldwide Challenges in Food Safety</u>  | Joan Menke<br>Vice President, Global food Safety<br>ConAgra Foods, Inc.     |
| 2:00  | Networking Break  |   |
| 2:30  | <u>Sensory Testing &amp; Data Analysis</u>  | Jean Ann Hawkins<br>Manager, Sensory Science<br>Silliker Laboratories, Inc. |
| 4:00  | Adjourn   | Mark Pearson  |
| 4:30  | Visit to Walton's Five and Dime<br>-The original store that was the start of Sam Walton's Walmart empire. |   |
| 6:00  | Group Dinner  |   |

## “Social Media Is the New Customer Service”

Myra Golden, Business Growth Consultant and CEO, Myra Golden Seminars



As one of the pioneers of social media for customer service, Myra knows all the social networking communities you need to be listening to and participating in and she will show you exactly how to maximize social media for customer service relevance. Myra will position your company to surprise and delight consumers who post gripes about your brand online, show you how to build buzz, and how to avoid common social media blunders.

Myra has designed customer service programs for such companies as Verizon Business, McDonald's, Coca-Cola, National Car Rental, Michelin Tires, and Frito-Lay. She is the author of *Beyond WOW! The Service Leadership Approach to Exceptional Customer Service*.

Audiences will learn:

- => How to easily find and participate in online conversations about your brand(s) in forums, blogs, FaceBook, Twitter, Amazon.Com Reviews and other social networking communities.
- => How companies like Southwest Airlines, Zappos, Starbucks, Dell, Comcast, and Rubbermaid are very successfully using social media to build, restore, and strengthen customer relationships.
- =>How to setup a FaceBook business page that will ultimately become a “community” where your fans come for product updates, help for problems, and to rave about your brand.
- => How to setup your own social media team (within your existing contact center) that aggressively protects your brand credibility, listens to consumers, and serves customers like never before.
- =>How to harness the power of social media to help you manage crisis situations and to resolve problems faster than ever before.
- => Why putting an existing customer service representative in charge of monitoring blogs and social media is both a real morale and productivity booster.
- => How you can use YouTube to educate customers and why you can't afford not to be doing this.
- => How to absolutely WOW customers by scanning social media for complaints and responding with super-quick speed.

## Wednesday, May 12<sup>th</sup>

### 9:00 Plant Tour – Ball Corporation, Springdale, AR

Ball's Springdale manufacturing operation includes welded lines, multi-die punch presses, coil-cutting and coating lines. Springdale produces containers and ends and aerosol for southern and mid western customers.

History: The Springdale plant began operation in 1949. The manufacturing facility is approximately 160,000 square feet which includes storage for raw materials and materials in process. A 126,000 square foot warehouse was completed and put into use in June of 1992. Total manufacturing and warehouse space is 286,000 square feet. In March of 1993, the Springdale plant became part of Ball. The plant was modernized during 1994 to accommodate continuous operations.

### 11:00 Visit/Tour - War Eagle Mill

The original mill was built in 1832. Today, War Eagle Mill stands proudly as the premier Ozark-based producer of whole grain organic stone ground meals, flours and mixes. War Eagle Mill is the only working mill in Arkansas, and it is still powered by an eighteen-foot cypress waterwheel. We believe it to be the only undershot water wheel currently in operation in the United States. Visitors to War Eagle Mill relish the experience of seeing actual milling being done on site. Visiting the Mill is an interactive history lesson, as well as a true depiction of the tried and true slow process developed a century earlier that preserves the rich nutrients remaining in the grain.

Lunch at the Mill: It is a War Eagle Tradition to put on a pot of beans, bake fresh breads and welcome you into the Bean Palace Restaurant for some "good eating" in our cozy Mill restaurant. All War Eagle grains are organically grown - have no additives or preservatives and are not chemically treated. And, most importantly, they taste great!