



QAA FALL MEETING AGENDA  
NOVEMBER 16, 2011  
EMBASSY SUITES- OHARE  
CHICAGO, IL

8:00 – 8:15	Mark Pearson	Welcome & Introduction of Speakers
8:15 – 8:45	Brian Sharoff- PLMA	Private Label Developments
9:00 – 9:05		5 Minute Stretch
9:15 – 9:45	Brent Baglien- ConAgra	Washington Update
10:00- 10:15		Networking Break
10:30-10:45	Paul McOsker-North Cliff	Beyond Hedonic Scores: How Penalty Analysis Can Guide Formulations
11:00- 11:30	Art Rumpf-UL-STR	Your GPS for FOP Labeling
11:45-12:00	Dennis Murnane	Treasurer's Report
12:00-12:45		Lunch
1:00 – 1:10	Mark Pearson	QAA Business
1:15-1:45	Thomas Tucker	Confessions of a third party auditor
2:00-2:15		Networking Break
2:30-3:00	Xavier Vital-SGS	Business case for sustainability: Differentiate by implementing Ecodesign
3:15-3:45	Rabbi Lando-OK Kosher	Using Kosher Certification process to Enhance the overall quality /safety of products
4:00	Mark Pearson	Adjourn