



Eighth Annual Stakeholders Summit
**Politics, Activism and Religion:
Influencing the Debate on Animal Welfare in America**

Schedule of Events

Tuesday May 12th

7:30 am ***Continental Breakfast***

8:30 am ***Welcome to Summit 2009 — Alliance Initiatives***
Cliff Becker, Chairman, Animal Agriculture Alliance
Vice President and Publishing Director, Vance Food Systems 360°

8:40 am ***Recent Developments and Future Directions***
Mike Adams, Host, *AgriTalk Radio* and Summit Moderator

8:45 am ***The New Administration's Approach to Animal Agriculture***
The Honorable Tom Vilsack, U.S. Secretary of Agriculture

9:30 am ***Federal Legislative Forecast***
The Honorable Mike Johanns (R-NE), Senate Agriculture, Nutrition and Forestry Committee—
invited

10:15 am ***Break***

10:30 am ***International Animal Welfare Initiatives***

European Union Update - Animal Transportation & Slaughtering Developments
Dr. Nils Beaumont, Director of International Relations, Interbev, and Secretary of the
International Meat Secretariat

Establishing International Guidelines: Cultural Differences
Dr. Ed Pajor, Associate Professor, Animal Behavior and Welfare, Purdue University

Why the USA is Actively Engaged & the Role of the Animal Agriculture Alliance
Kay Johnson Smith, Executive Vice President, Animal Agriculture Alliance

12:00 pm ***Lunch***

Keynote Address: The Price of Giving In
Bruce Vincent, Founder and Executive Director, Provider Pals; President of Communities For A
Great Northwest; President of the League of Rural Voters

1:30 pm ***State Legislative Initiatives***

State Ballot Initiatives – Forecasting Future Initiatives & Their Impact
Mitch Head, Managing Director, GolinHarris

Case Study of New Jersey: Regulating vs. Legislating Animal Welfare Standards
Dr. Nancy Halpern, Director, Division of Animal Health, State of New Jersey

2:45 pm

Breakout Sessions I

- A. What Do Consumers Need to Hear? Delivering Positive Messages to the Public**
Mike Opperman, Public Relations Director, Charleston Orwig
- B. Social Networking 101: How to Establish & Effectively Utilize Your Own *FaceBook, MySpace and YouTube Accounts***
Krissa Thom, Member Services Manager, Animal Agriculture Alliance
- C. Reaching Students: Successes Found on College Campuses and in Secondary School Classrooms**
Barbara Jackson, American National CattleWomen, Inc.
- D. Reaching the Urban Audience**
Katie Abrams, Agricultural Communications Specialist, University of Florida

3:30 pm

Break

3:45 pm

Breakout Sessions II

- A. What Do Consumers Need to Hear? Delivering Positive Messages to the Public**
Mike Opperman, Public Relations Director, Charleston Orwig
- B. Social Networking 101: How to Establish & Effectively Utilize Your Own *FaceBook, MySpace and YouTube Accounts***
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- C. Reaching Students: Successes Found on College Campuses and in Secondary School Classrooms**
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4:30 pm

Why Do Animals Matter? Animals and the Use of Religion in the Animal Welfare Debate

Dr. Wes Jamison, Associate Professor of Communication, Palm Beach Atlantic University

5:30 – 7:00 pm **Reception**

Wednesday May 13th

7:30 am

Continental Breakfast

8:30 am

Improving Security and Deterring Threats to Your Business

Paul Battaglia, Senior Security Specialist-Office of Security's Financial Crimes Enforcement Network, U.S. Department of Commerce

9:00 am

Updates to Producer Groups' Animal Welfare Programs

Swine —

Sherrie Niekamp, Director of Animal Welfare, National Pork Board

Cattle —

Tom Field, Executive Director–Producer Education, National Cattlemen’s Beef Association

Laying Hens —

Derek Yancey, President, Morning Fresh Farms

Dairy —

Dr. Jamie Jonker, Director, Regulatory Affairs, National Milk Producers Federation

Veal Calves —

Dr. Adnan Aydin, Treasurer, American Veal Association

10:00 am

Break

10:15 am

Big or Small, Local or Not: Meeting Niche Demands While Feeding the World

Sarah Stokes Alexander, Director of Sustainability and Leadership Programs, The Keystone Center

11:00 am

Live Broadcast from the Summit, *AgriTalk*’s Mike Adams speaks about:

Why Antibiotics in Agriculture Are a Part of the Solution

Scott Hurd, DVM, PhD, Associate Professor, Veterinary Diagnostic and Production Animal Medicine, Iowa State University

Earning Appreciation of Urban Dwellers: Case Study of NY Farmers’ Partnership with New York City

Rick Zimmerman, Executive Director, Northeast Ag & Feed Alliance

12:00 pm

Take Home Thoughts and Actions

Kay Johnson, Executive Vice President, Animal Agriculture Alliance

Adjunct Workshop on Building a Successful State Coalition

Wednesday, May 13th

1:00 pm

National Benefits of Strong State Coalitions

Kay Johnson Smith, Executive Vice President Animal Agriculture Alliance
Tracy Barfield, Director, Feed Utilization, United Soybean Board - Facilitator

1:15pm

Successes and Challenges of Building a Strong State Coalition –

Aaron Putze, Executive Director, Coalition to Support Iowa’s Farmers

1:55 pm

Building Alliances in Nebraska

Craig Head, Alliance for the Future of Agriculture in Nebraska and Nebraska Farm Bureau

2:35pm

Ohio’s Past & Future State Coalition Efforts

David White, Senior Director, Policy Development & Research, OH Farm Bureau and
Former Executive Director, Ohio Livestock Coalition

3:15pm

Break

3:30pm Roundtable Discussion – Key Elements of Building A Successful State Coalition

- **Purpose & Mission**
- **Who Should Belong**
- **Successful Organizational Structure(s)**
- **Strategies & Tactics to Employ**
- **Networking with Other State Coalitions & national groups such as the Animal Agriculture Alliance**
- **Other Thoughts**

5:00pm Wrap Up & Closing Thoughts

5:15pm Reception