



## 9th Annual Stakeholders Summit

### Truth, Lies and Videotape: Is Activism Jeopardizing our Food Security?

April 28 -29, 2010

*Westin Arlington Gateway Hotel  
Arlington, Virginia*

### Schedule of Events

#### Wednesday, April 28<sup>th</sup>

7:30 am	Continental Breakfast ..... <b>F. Scott Fitzgerald CDE Ballroom Foyer</b>
8:30 am	<b>Welcome to Summit 2010 ..... F. Scott Fitzgerald CDE Ballroom</b> <i>Kay Johnson Smith, Executive Vice President, Animal Agriculture Alliance</i> <i>Elizabeth Parker, DVM, Chairman, Animal Agriculture Alliance,</i> <i>Chief Veterinarian, National Cattlemen’s Beef Association</i>
8:45 am	<b>Current Events Influencing Agriculture</b> <i>Sara Wyant, President, Agri-Pulse Communications and Summit Moderator</i>
9:00 am	<b>What’s Happening on the Legislative Front?</b> ◆ Federal Forecast <i>The Honorable David Scott (GA), U.S. House of Representatives</i> <i>Chairman, Livestock, Dairy &amp; Poultry Subcommittee</i> ◆ State Round Up <i>Mike Zumwinkle, Director, Government Relations and Corporate Affairs, Cargill, Inc.</i>
10:15 am	<b>BREAK ..... CDE Ballroom Foyer</b>
10:30 am	<b>The Human Cost of the Animal Rights Movement</b> <i>Wesley J. Smith, Acclaimed author and Senior Fellow in Human Rights and</i> <i>Bioethics, The Discovery Institute</i>  <b>Exposing Activists’ True Agenda – Will it Build Consumer Support?</b> <i>David Martosko, Director of Research, Center for Consumer Freedom and</i> <i>Editor, Humanewatch.org</i>
12:00 pm	<b>LUNCH ..... Pinzimini Restaurant</b> <b>College Aggies Online Award Presentation</b>  <b>Keynote Address: What’s at Stake?</b> <i>The Honorable Asa Hutchinson, Asa Hutchinson Law Group, Former Congressman (AR)</i> <i>and Former Undersecretary, U.S.Department of Homeland Security</i>
1:45 pm	<b>Ensuring Healthy Animals &amp; Food Safety – The Need to Preserve Antibiotics ..... CDE</b> <i>Randall Singer, Ph.D, DVM, Associate Professor, Epidemiology, University of Minnesota</i>
2:15 pm	<b>Agricultural Productivity Strategies for the Future: Addressing U.S. and</b> <b>Global Challenges</b> <i>Gale B. Buchanan, Ph.D, Dean and Director Emeritus, College of Agricultural and</i> <i>Environmental Sciences, The University of Georgia; Former Undersecretary,</i> <i>U.S. Department of Agriculture</i>

## Wednesday, April 28<sup>th</sup> (cont.)

2:45 pm	<b>BREAK</b> ..... <b>CDE Ballroom Foyer</b>
3:00 pm	<b>Terrorism Against the Food Industry – Impacting Food Safety and Security</b> <i>David Silverberg, Founding Editor, Homeland Security Today magazine</i>
	<b>Preventing Undercover Employment Operations</b> <i>Houston Johnson, Uniform Patrol and Tactical Team Commander, Harker Heights (TX) Police Department</i>
4:15 pm	<b>Strategies for Coping with “Animal Law” Claims</b> <i>John Simpson, Partner, Fulbright &amp; Jaworski L.L.P.</i> <i>Michelle Pardo, Partner, Fulbright &amp; Jaworski L.L.P.</i>
4:45 pm	<b>Unethical Campaigns and Growing Litigation Building Activists’ Coffers</b> <i>John Dillard, University of Richmond Law School</i>
5:30 – 7:00 pm	<b>RECEPTION</b> ..... <b>CDE Ballroom Foyer</b>

## Thursday, April 29<sup>th</sup>

7:30 am	<b>CONTINENTAL BREAKFAST</b> ..... <b>CDE Ballroom Foyer</b>
8:30 am	<b>Recap of Day One</b> ..... <b>F. Scott Fitzgerald CDE Ballroom</b> <i>Sara Wyant, Moderator</i>
8:40 am	<b>Cleaning Up the Bad Actors</b> <i>Crystal Mackay, Executive Director, Ontario Farm Animal Council</i>
9:10 am	<b>Video Auditing - Innovative Initiatives for Continuous Improvement</b> <i>Adam Aronson, Chief Executive Officer, Arrowsight, Inc.</i>
9:40 am	<b>Proactive Animal Well-being Initiatives</b> <ul style="list-style-type: none"><li>◆ <b>National Dairy FARM (Farmers Assuring Responsible Management)</b> <i>Betsy Flores, Director of Regulatory Affairs, National Milk Producers Federation</i></li><li>◆ <b>We Care Responsible Pork Initiative</b> <i>Don Butler, Director, Government Affairs, Murphy-Brown LLC, President of National Pork Producers Council</i></li></ul>
10:20 am	<b>BREAK</b> ..... <b>CDE Ballroom Foyer</b>
10:35 am	<b>Winning Hearts and Minds – A New Media Strategy</b> <i>Marjorie Stieve, Marketing Services Manager, Vita Plus Corporation</i>
11:10 am	<b>Reaching Friends, Family &amp; Urban Consumers – The Impact &amp; Value of Social Networking</b> <ul style="list-style-type: none"><li>◆ <b>Case Studies Demonstrating the Powerful Impact of Social Networking</b> <i>Mary Kathryn Covert, Assistant Vice President, Public Affairs, FD</i> <i>Sarah Hubbard, Communications Coordinator, Animal Agriculture Alliance</i></li></ul>
12:00 pm	<b>Take Home Thoughts and Actions</b> <i>Kay Johnson Smith, Executive Vice President, Animal Agriculture Alliance</i>

### Special Note:

Attendance at the 2010 Summit qualifies for 10 CEUs for members of the American Registry of Professional Animal Scientists (ARPAS).

# Adjunct State Coalition Strategy Workshop

Thursday, April 29th ♦ 1:00-5:00pm

1:00 pm	WELCOME .....	F. Scott Fitzgerald CDE Ballroom
1:15 pm	<b>The Value in Building a State Coalition</b> <i>Lindsay Reames, Assistant Director of Government Relations, Virginia Farm Bureau Federation</i>	
1:35 pm	<b>Strategic Modules to Proactively Manage Activist Campaigns</b> <i>Audrey Monroe, Associate Director, Issues Management, National Cattlemen's Beef Association</i>	
1:55 pm	<b>Establishing a Livestock Standards Care Board – Pros &amp; Cons</b> <i>David White, Senior Director, Ohio Farm Bureau Federation</i>	
2:30 pm	<b>Reframing the Issues – Results from the 2009 Research on Animals &amp; Religion</b> <i>Wes Jamison, Ph.D., Associate Professor of Communication, Palm Beach Atlantic University</i>	
3:15 pm	BREAK .....	CDE Ballroom Foyer
3:30-5:00 pm	<b>A Moderated Discussion about Our Next Best Steps - Strategic Directions for the Future</b> <i>Matt Sutton-Vermullen, President, Unison Resource Company, Session Facilitator</i>	
5:00-6:00pm	WORKSHOP RECEPTION .....	CDE Ballroom Foyer

Registration for this workshop is separate from the Summit and only open to Stakeholders.  
If you have not pre-registered, please see the Registration Table for details. No media.

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## Thanks to Our Summit 2010 Planning Committee Members

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National Cattlemen's Beef Association, *Alliance Chair*
- ♦ Dr. Christopher Ashworth, Elanco Animal Health
- ♦ Dr. John Bonner, Council for Agriculture Science and Technology
- ♦ Don Butler, Murphy-Brown LLC
- ♦ Randy Gordon, National Grain & Feed Association
- ♦ Dr. Wes Jamison, Palm Beach Atlantic University
- ♦ Dr. Mike McGowan, Pfizer Animal Health
- ♦ Marlys Miller, *Pork* magazine
- ♦ Dr. Mike Siemens, Cargill
- ♦ Donna Stephens, Bayer Animal Health
- ♦ Mary Kay Thatcher, American Farm Bureau Federation
- ♦ Geni Wren, *Bovine Veterinarian* magazine
- ♦ Dr. Alling Yancy, U.S. Poultry and Egg Association
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### Animal Agriculture Alliance Staff:

- ♦ Kay Johnson Smith
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