WHAT'S THE IMPACT OF FEDERAL STATUTORY AND REGULATORY REFORMS ON THE FOOD INDUSTRY AND IN WHAT WAYS DO WE GO FROM HERE?

The panel will explore the changes occurring at the federal level and their potential impacts on the food and supplement industries.

MODERATORS:
- Richard Ziser, Weil, Gotshal & Manges, New York, NY
- Michael J. Katchman, Latham & Watkins, Washington, DC
- Jennifer Proctor, Latham & Watkins, Washington, DC

THURSDAY, FEBRUARY 17, 2011
The Coca-Cola Company
1 Coca-Cola Plaza • Atlanta, GA 30313

P R O G R A M  A N D E N T

8:00 a.m. – 8:55 a.m.
BREAKFAST

9:00 a.m. – 10:15 a.m.
WHAT'S THE IMPACT OF FEDERAL STATUTORY AND REGULATORY REFORMS ON THE FOOD INDUSTRY AND IN WHAT WAYS DO WE GO FROM HERE?

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10:15 a.m. – 11:30 a.m.
SO YOU THINK YOU WERE DONE? BEYOND FEDERAL REGULATION, STATE CONSUMER LAWS AND CONSUMER CLASS ACTIONS: REGULATION AND MARKETING IN THE FOOD INDUSTRY

The panel will preview the next Hot Topics for the industry. They will discuss their concerns, describe how to avoid pitfalls and provide their expert tips on risk mitigation and litigation strategies.

MODERATORS:
- David A. Ernst, Goodwin Procter LLP, New York, NY
- Michael J. Katchman, Latham & Watkins, Washington, DC
- Jennifer Proctor, Latham & Watkins, Washington, DC

11:30 a.m. – 12:30 p.m.
LUNCH: PROTECTING THE BRAND IN THE FOOD INDUSTRY

LESLIE TURLEY,
General Counsel, General Mills, Inc.

THURSDAY, FEBRUARY 17, 2011
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THE EVOLVING SCIENCE OF FOOD SAFETY AND TECHNOLOGY: HUMAN CONSIDERATIONS IN FOOD AND SUPPLEMENT REGULATION

This panel will explore the science and regulatory implications of the evolving science of food safety and technology in the food and supplement industries.

MODERATORS:
- Mary Lynn Bedell, Partner, Alston & Bird LLP, Atlanta, GA
- Scott A. Elder, Partner, O'Melveny & Myers LLP, Washington, DC
- Madeleine E. McDonough, Partner, Shook, Hardy & Bacon LLP, Washington, DC

1:00 p.m. – 2:15 p.m.
BEYOND MERE NUTRITION: ETHICAL CONSIDERATIONS IN THE LABELING OF BIOLOGICALLY ACTIVE FOODS

This panel will examine the ethical implications of the labeling of biologically active foods and supplements.

MODERATORS:
- Allen L. Shiffman, PhD, Principal Scientist, Exponent Inc., Irvine, CA
- M.向け, Sr. V.P., DecisionQuest, Atlanta, GA
- Steve Christenson, Managing Partner, Simon & Luke, L.L.P., Houston, TX

2:15 p.m. – 3:15 p.m.
SUPPLEMENTS: THE NEXT FRONTIER IN THE FOOD INDUSTRY

This panel will discuss the current state of the supplement industry and its potential future role in the food and supplement industries.

MODERATORS:
- Matthew D. Wadsworth, Legislative Counsel, The Medical Resource Network, Inc., Vienna, VA
- Lauren E. Rebovitch, Partner, Alston & Bird LLP, Atlanta, GA
- David A. Ernst, Goodwin Procter LLP, New York, NY

3:15 p.m. – 4:30 p.m.
BRIDging IN HOUSE COUNCILS AND IP: TOP PREDICTIONS FOR THE FUTURE OF FOOD REGULATION AND LITIGATION

This panel will discuss the current state of the food litigation industry and its potential future role in the food and supplement industries.

MODERATORS:
- Jennifer Proctor, Latham & Watkins, Washington, DC
- Andrew B. Rees, Partner, Covington & Burling LLP, Washington, DC
- Steven A. McSorley, Partner, Shook, Hardy & Bacon LLP, Washington, DC

4:30 p.m. – 5:30 p.m.
RECEPTION AT THE COCA-COLA COMPANY
P R O G R A M  A N D E N D E D A T E
8:00 am - 8:15 am
BREAKFAST

10:00 am - 10:30 am
WHAT'S THE IMPACT OF FEDERAL STATUTORY AND
REGULATORY REFORMS ON THE FOOD INDUSTRY AND IN-
FORMATION WE GO FROM HERE?

MODERATORS
Richard Mawatha, National Food Processors Association, Washington, D.C.

SPEAKERS
Judy Gauthier, Food Sentry, Inc., Dallas, TX

10:45 am - 11:15 am
UPON YOUR DISH: GOING BEYOND THE FDA,
AND ADDITIONAL REQUIREMENTS AND CONCERNS OF
THE FOOD INDUSTRY

MODERATORS
Henry Powers, Jr., Eversheds Sutherland, Washington, D.C.

SPEAKERS
Tara Hall, Partner, Alston & Bird LLP, Atlanta, GA

11:30 am - 12:00 pm
DO YOUR LABELS COMPLY WITH FUTURE
REGULATIONS AND LITIGATION?

MODERATORS
Barry Schoenfeld, General Counsel, Legal Department, ConAgra Foods, Omaha, NE

SPEAKERS
Juliette Wasko, Chicago, IL

12:15 pm - 1:00 pm
LUNCH: PROTECTING THE BRANDS IN THE FOOD INDUSTRY

MODERATORS
Leslie S. Hatfield, General Counsel, ConAgra Foods, Omaha, NE

SPEAKERS
Mary Lynn Bedell, Counsel, Sidley Austin LLP, Chicago, IL

2:00 pm - 2:30 pm
CONSIDERATIONS FOR FOOD MANUFACTURERS
AND DISTRIBUTORS RELATING TO THE
EUROPEAN CONSUMER LAW AND
CLASS ACTIONS

MODERATORS
Jason White, Partner, Baker Hostetler, Washington, D.C.

SPEAKERS
David A. Ernst, CCL Law, St. Paul, MN

2:45 pm - 3:15 pm
FUTURE OF FOOD REGULATION AND
LITIGATION

MODERATORS
Andrew Bell, Chair, Litigation, Beilenson Bell & Road, Algebra, IL

SPEAKERS
Joanne Gray, Partner, Davis & Schroeder LLP, New York, NY

3:30 pm - 3:45 pm
NEW LEADERSHIP IN FOOD REGULATION

MODERATORS
Liz Gray, Senior Counsel, Sidley Austin LLP, Chicago, IL

SPEAKERS
Sara Lee Corporation, Chicago, IL

4:00 pm - 4:30 pm
RETAILER'S PERSPECTIVE

MODERATORS
Brian Carnahan, Co-Chair, Litigation Practice Group, Benesch Rose Friedmann, Cincinnati, OH

SPEAKERS
Lynn Dickey, General Counsel, Raley's, Davis, CA

5:00 pm - 5:30 pm
CRITICAL CONSIDERATIONS IN THE SHAPE OF
THE FOOD REGULATION AND LITIGATION

MODERATORS
David A. Ernst, CCL Law, St. Paul, MN

SPEAKERS
Joanne Gray, Partner, Davis & Schroeder LLP, New York, NY

BEYOND MORE NUTRITION: ETHICAL CONSIDERATIONS IN THE
LABELING OF BIOLOGICALLY ACTIVE FOODS

MODERATORS
Richard Mawatha, National Food Processors Association, Washington, D.C.

SPEAKERS
David A. Ernst, CCL Law, St. Paul, MN

6:00 pm - 7:00 pm
RECEPTION AT THE COCA-COLA PLAZA

"THE FOOD & SUPPLEMENTS SUBCOMMITTEE"

SHERRY NOLLER, Chair, Litigation, Holland & Knight LLP, Atlanta, GA

TERRY HOODS, Partner, O'Neal & Associates, Chicago, IL

JANESSA BELL, Partner, Troutman Sanders, LLC, Atlanta, GA

JACKIE R. LEWIS, Partner, Alston & Bird LLP, Atlanta, GA

TREY ROBBINS, Partner, Troutman Sanders, LLC, Atlanta, GA

LANE HALL, Partner, Troutman Sanders, LLC, Atlanta, GA

MARY LYNNE HANCOCK, Legislative Counsel, American Bar Association, Washington, D.C.

D. W. WILLIAM WALTERS, Partner, Troutman Sanders, LLC, Atlanta, GA

Sara Lee Corporation, Chicago, IL

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Matthew Thurman at the ABA at for any program. You may contact

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10:15 am - 11:30 am
THE EVOLVING SCIENCE OF FOOD SAFETY AND TECHNOLOGY:
BEYOND MERE NUTRITION

MODERATORS
SARAH L. BREW, Partner, Alston & Bird LLP, Atlanta, GA

SPEAKERS
MIRIAM GUGGENHEIM, Partner, Akin Gump Strauss Hauer & Feld LLP, Washington, D.C.

1:00 pm - 2:15 pm
WHERE DO WE GO FROM HERE?

MODERATORS
JOHN M. PACKMAN, Partner, Alston & Bird LLP, Atlanta, GA

SPEAKERS
JOAN E. MURPHY, Partner, Robinson & Sawyer, LLP, Atlanta, GA

2:15 pm - 3:30 pm
BRAKES

MODERATORS
STEVE CHRISTENSON, General Counsel of Coca-Cola North America

SPEAKERS
ANNA C. COLON, Partner, King & Spalding, Washington, D.C.

1:45 pm - 2:15 pm
WHAT'S NEXT IN HOUSE COUNCILS' TOP PREDICTIONS FOR THE
FUTURE OF FOOD REGULATION AND LITIGATION

MODERATORS
STEVE CHRISTENSON, General Counsel of Coca-Cola North America

SPEAKERS
йдет_START

THE ABA'S FIRST ANNUAL FOOD & SUPPLEMENTS MEET & GREET AT THE COCA-COLA PLAZA IN ATLANTA, GA ON FEBRUARY 11, 2011.

GREAT CLE, TERRIFIC SPEAKERS, AND SUPER NETWORKING OPPORTUNITIES WITH IN-HOUSE COUNSEL FROM THE COCA-COLA COMPANY, NESTLÉ USA, SARA LEE AND MORE MAKE THIS A CLE MUST FOR ALL ATTENDANTS. SEIZE THE MOMENT, DIVE INTO THE MATTERS IN THE FOOD AND SUPPLEMENTS INDUSTRIES AS ADDED BONUS, THERE WILL BE A KENETIC LUNCHEON SPEECH BY THE GENERAL COUNSEL OF COCA-COLA NORTH AMERICA ON "PROTECTING THE BRAND IN THE FOOD INDUSTRY."

SEE YOU IN ATLANTA!
**P R O G R A M  A G E N D A**

**THURSDAY, FEBRUARY 17, 2011**

**The Coca-Cola Company**
1 COCA-COLA PLAZA • ATLANTA, GA 30313

**AMERICAN BAR ASSOCIATION**

**FIRST ANNUAL WORKSHOP**

**FOOD & SUPPLEMENTS - BREAKFAST**

9:00 am – 9:15 am

**BREAKFAST**

9:15 am – 9:30 am

WHAT’S NEW IN THE IMPACT OF FEDERAL STATUTORY AND REGULATORY REFORMS ON THE FOOD INDUSTRY AND IN SUPERMARKET LIABILITY? WHAT DO WE GO FROM HERE?

**MODERATOR**

**SPEAKERS**

**REGISTRATION CONFERENCE ROOM**

**FIRST ANNUAL WORKSHOP**

**FOOD & SUPPLEMENTS**

**REGISTER TODAY**

**SEE YOU ALL IN ATLANTA!**

**P R O G R A M  A G E N D A**

**THURSDAY, FEBRUARY 17, 2011**

**The Coca-Cola Company**
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**AMERICAN BAR ASSOCIATION**

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**SEE YOU ALL IN ATLANTA!**
**A.M. Program**

**MARCH 17, 2011**

**9:00 a.m. - 5:30 p.m.**

**The evolving science of food safety and technology - beyond Federal regulation and the likely resulting litigation.**

*So it's true, but can you say it?: The Ethics of Labeling functional foods and dietary supplements.*

**What's next? In-house counsel's Top Predictions for the Future of Food Regulation and Litigation.**

**Beyond mere nutrition: Ethical considerations in the labeling of biologically active foods.**

**Looking forward: A Coca-Cola rate may be available for those who join the Coca-Cola Employee Rate Program.**
Registration Fees
$120.00 Section of Litigation members / $175.00 Non-Section members.
Checks for attendance should be made payable to the American Bar Association.
I will attend the meeting and my check for $___________.00 is enclosed.
Registration fee includes course materials, continental breakfast, lunch, p.m. snack and cocktail reception following the meeting.

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In the United States, an income tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. This excludes registration, travel, meals and lodging (see Treas. Reg. 1.162-5).

Business casual dress is encouraged for all participants.

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Visit http://www.abanet.org/litigation/programs/cle_021711-food-supplements.html to register online or return the registration form with your payment (checks only) to Jessie Zeigler at Bass, Berry & Sims PLC, 150 Third Avenue South, Suite 2800 Nashville, TN 37201.

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