



Fall 2014 Short Course

Presented by the International Microwave Power Institute

last updated October 3, 2014

*October 21-23, 2014
Hyatt Regency Arcade
Cleveland, Ohio, USA*

Schedule of Events

Tuesday, October 21, 2014

8:00pm – 12:00pm: **Pre-Short Course: Microwaves 101**
Bob Schiffmann, President, R.F. Schiffmann Associates, Inc.
Please note, there is an additional charge of \$150 to attend the Pre-Short Course. This includes course materials. Full Course Description at end of document

5:30pm – 7:00pm: **Welcome Reception**
Superior Avenue Room, Hyatt Regency at the Arcade (all are welcome to attend)

Wednesday, October 22, 2014

8:30 – 9:00am: **Registration Opens**
Coffee & Continental Breakfast

9:00am – 9:15am: **Welcome and Introductions**
“What is IMPI?”
Bob Schiffmann, IMPI President

9:15am – 10:00am: **What to Expect from Today’s Microwave User**
Darren Seifer, The NPD Group
The microwave oven has long been a standard appliance in our kitchens and has revolutionized the way we prepare foods. Are there new trends on the horizon that will change the way we view and use this appliance? The NPD Group will harness its rich consumption trends information to show you the latest information.

10:00 am – 10:45am: **FSMA: The New Era of Food Safety – Are You Prepared?**
Kristen Spatz, Grocery Manufacturers Association
In the past, food safety concepts and programs that seemed like just a good idea are now going to be mandatory, requiring records supporting compliance, and those records will now be available to FDA. As a result, the fundamental question is whether you and your company are prepared for this new era in food safety. This presentation will focus on the following key concepts:

- *Fundamental Principles of FSMA*
- *Current Status of the FSMA: Proposed Rules and Implementation Dates*
- *What does FSMA Mean to the Industry and What Can be Done to Prepare for FSMA?*
- *With FSMA Comes a New Focus on Food Defense/Intentional Adulteration*
- *Next steps as we transition to a New Era in Food Safety*

- 10:45am-11:00am: **Coffee Break**
- 11:00am – 11:45pm: **FSIS Policy Initiatives**
Office of Policy and Program Development, Food Safety Inspection Service
A representative from the Food Safety Inspection Service will provide an update on current policy initiatives at FSIS that impact microwave foods including validation, generic labeling, and sampling of ready-to-eat foods.
- 11:45am-12:15pm: **Round Table with Morning Presenters**
- 12:15pm-1:30pm: **Networking Luncheon**
- 1:30pm-2:15pm: **Making the Most of Nutrition with Microwave Cooking**
Amy Jamieson-Petonic, President, Nutrition Today with Amy J
A licensed dietician and past national media spokesperson for the Academy of Nutrition and Dietetics shares her insights on the effects of microwave cooking on nutrients. Learn how the nutritional value of microwaved food varies from food cooked by other methods, facts about the safety of microwavable food and much more.
- 2:15pm-3:15pm: **Innovating with the Menu Adoption Cycle**
Jack Li, Datassential
Datassential reviews the life cycle of new food and flavor trends at restaurants, which you can then adapt for the at-home consumer. This session also includes a strategic look at how to think about trends -- and how the trend life cycle is changing.
- 3:15pm-3:30pm: **Coffee Break**
- 3:30pm-4:15pm: **Emerging Opportunities in Food Service**
Bill Kuecker, Mead Westvaco
The food service marketplace includes convenience stores, quick service restaurants, schools, prisons, etc. Speed and convenience are increasingly important factors of these segments. What's driving the future in this business?
- 4:15pm-4:45pm: **Q & A with Afternoon Presenters**
- 6:00pm-8:00pm: **Group Dinner**
Location: Downtown Cleveland Restaurant
\$50 fee; includes dinner, dessert and non alcoholic beverages

Thursday, October 23, 2014

8:30am – 9:00am: **Coffee & Continental Breakfast**

9:00am – 9:45am: **New Product Innovation and Personal Best Practices**

Ricky Singh, PhD, R&D Vice President (formerly with Diageo PLC and ConAgra Foods)

Ricky Singh offers his personal compilation of best practices in new product innovation providing numerous examples, as Singh draws upon his nearly 20 years of product experience with such manufacturers as Diageo, ConAgra Foods, Schwan's and Nestle Purina.

9:45am-10:30am: **The Power of Packaging to Change Perception**

Ben Harris and Jessie McGuire, Elmwood

In their discussion Elmwood will be exploring some of the fundamental principles behind creating successful packaging design. Ben and Jessie will explain how these simple principles can deliver packaging that cuts through in a crowded category, communicates brand personality and creates consumer preference. Additionally they will be exploring some of the latest trends in packaging and how these can apply to microwave foods of the future.

10:30am-11:00am: **Coffee Break**

11:00am-11:45am: **Packaging Matters**

Bill Kuecker, Mead Westvaco

How are we doing today in satisfying the needs and wants of the American consumer? Bill will share the latest research and insights from consumers.

11:45am-12:00pm: **Q & A with Morning Presenters**

12:00pm-1:00pm: **Networking Luncheon**

1:00pm-2:45pm: **RF and Industrial Mw Applications,**

Bob Schiffmann, R.F. Schiffmann Associates Inc.

Glenn Blaker, PSC Inc.

Microwave and Radio Frequency (RF) energy have been employed for industrial processing for over 60 years. What are their differences, how are they generated and used? Each offers specific benefits that will influence the choice of frequency. Their combinations with other heat forms may offer unique benefits and opportunities.

2:45pm: **Closing Remarks**

Bob Schiffmann, IMPI President

Registration: At www.impi.org – click on Online Store tab then select “Fall 2014 Short Course.” Registration fees include all lectures, Welcome Reception on Tuesday, October 21st, continental breakfast, coffee breaks and lunches on Wednesday, October 22nd and Thursday, October 23rd. Copies of the presentations will be available online via a secure link to all conference participants.

Hotel Rooms: Hotel rooms are available at the special group rate of \$149 through September 30, 2014.

Short Course Fees:		<u>Member</u>	<u>Non-Member</u>
	Regular Registration	\$575	\$675
	Pre-Short Course Fee	\$150	\$150

Pre-Short Course: Microwaves 101

Tuesday, October 21st

8am-12pm

Cost: \$150 with paid registration of Short Course

Developing innovative microwavable products requires an understanding of microwave oven technology. This course will cover the spectrum from the fundamental principles microwave heating and microwave physics through an in-depth discussion of the microwave oven itself. You will learn:

- How microwaves heat foods
- Which properties of foods influence their heating
- Microwave oven construction and design
- Measuring microwave leakage
- Basic concepts for developing microwavable foods and selecting microwave packaging.

Who should attend this pre-short course? Everyone who's involved in the development, testing, and validation of new microwavable products,

Bob Schiffmann: IMPI president with over 50 years of experience in microwave R&D and the creation of many consumer microwavable products and industrial microwave processing systems. He has been teaching microwave technology courses for 40 years.