

## Workshop – April 10, 2010

### *“Behavior-based Food Safety”*

#### ***Morning Session:***



7:30 a.m. – 8:00 a.m.

Registration



8:00 a.m. – 8:10 a.m.

Introduction to program/first three speaker introductions –  
Brian Nummer, Program Chair

8:10 a.m. – 8:45 a.m.

Overview of Behavior Science  
Mark Alovarious (University of Nevada, Reno)

8:45 a.m. – 9:30 a.m.

Foodborne Illness Risk Factors and Employee Behavior  
John Marcello, US Food and Drug Administration

9:30 a.m. – 10:00 a.m.

Insight into the disconnect between knowledge and behavior  
Laura Green (Centers for Disease Control and Prevention)



10:00 a.m. – 10:25 a.m.

Morning Break

10:25 a.m. – 10:30 a.m.

Reconvene

10:30 a.m. – 11:00 a.m.

Multicultural Employees – Alan Tart, US Food and Drug Administration



11:00 a.m. – 11:30 a.m.

Understanding/Motivating Foodservice Employees  
Hudson Riehle, Senior Vice President,  
Research and Knowledge Group, National Restaurant Association

11:30 a.m. – 12:00 p.m.

Motivating Employee behavior – Grocery  
Michael Roberson, Publix Super Markets, Inc.

12:00 p.m. – 1:25 p.m.

Lunch Break

#### ***Afternoon Session:***



1:25 p.m. – 1:30 p.m.

Afternoon welcome back

1:30 p.m. – 2:00 p.m.

Bridging HACCP and Behavior Based Food Safety  
Jorge Hernandez, US Foodservice

2:00 p.m. – 2:30 p.m.

Mandatory Manager Certification, the relationship between know-  
ledge and behavior – Ernie Julian, Rhode Island Health Department



2:30 p.m. – 3:15 p.m.

Tying It All Together – A Food Safety Culture  
Frank Yiannas, Wal-Mart

3:15 p.m.

Meeting Adjourned

CEU Credit will be available