

CONFERENCE FOR FOOD PROTECTION

Strategic Planning Committee Report

Executive Board Meeting
Bethesda North Marriott Hotel and Conference Center
Bethesda, Maryland
August 28 & 29, 2007
Cory Hedman, Committee Chair

Committee Charge:

- Development of a CFP Strategic Plan which includes better ways to market the Conference.
- Development of both short-range and long-range strategic issues using the mission and values of the Plan as guidance.

Committee Members:

Eils	Larry	NAMA
Frappier	Robert D.	Ahold USA
Gerzonich	Barbara	New York State Department of Health
Hedman	Cory	Hannaford Supermarkets
Roberson	Michael	Publix Super Markets, Inc.
Strayer	Lydia	Chemstar Corp
Wagner	Christine	Johnson and Wales University - Florida Campus

Committee Report:

The Committee has received the information from the past Committee Chair and has begun our review process. Attached is a message sent to Committee Members to review past Committee goals and actions as we begin to further design and develop future goals. It is worth noting that the Committee under Steve McAndrews developed and completed several goals under his leadership. As such, there is very little actual carryover from the last CFP of any existing goals with the exception of possible expanding and building upon past progress. Also attached is a copy of Chairman McAndrew's report before the last Conference.

One main area that has not been previously addressed is how to "better market the Conference." This is an area we will explore in great detail and we would also like to receive ideas, suggestions and guidance from the Board with respect to this very challenging issue.

Notes Update: