



## **MEMORANDUM**

**TO: EXECUTIVE BOARD  
CONFERENCE FOR FOOD PROTECTION**

**FROM: JEFF LINEBERRY**

**DATE: AUGUST 10, 2008**

**SUBJECT: AUGUST BOARD MEETING  
EXECUTIVE DIRECTOR REPORT**

1) Overview of the 2010 Biennial Meeting Providence, Rhode Island

The 2010 biennial meeting was a success despite much higher costs (>\$40,000) than in 2008. The primary reason for the extra costs were meeting room rental and additional charges by the Rhode Island Convention Center, high food and beverage costs, and increased audio-visual costs. I wish to commend the Providence Local Arrangements Committee for doing an outstanding job. I also wish to recognize both Eric Pippert and Lisa Wright for their professional and dedicated work leading up to and throughout the biennial meeting, making my job much more manageable.

Attendance  
Sponsorship  
Last minute council membership changes  
Printed materials  
Meeting rooms  
Sleeping rooms  
Receptions  
Schedule

2) Crumbine Award

There were two applicants for the Crumbine Award. Dave Gifford served as the CFP representative on the jury. No award was given this year as the jury did not feel that the applications met the level of quality expected of a Crumbine award winner. No funds were requested from FPI for Crumbine activities.

FPI is working on revising and streamlining the application process and incorporating aspects of the National Voluntary Standards for Retail Food Safety Programs into the Crumline Award criteria. As a result, the opening of the Crumline Award Application period will be delayed until early 2011.

### 3) 2014 Biennial Meeting

We continue to have three contenders for the 2014 biennial meeting site, which will be held in the Southeast region. The Mobile Bay, Alabama convention and visitors bureau has submitted a proposal that includes meeting rooms in a convention center and adjacent hotel in Mobile Alabama.

Charlotte, North Carolina and Orlando, Florida are the other two contenders. I have not received any firm proposals.

The process will continue after the Executive Board makes a decision on whether to contract with ConferenceDirect (Terri Ribble) for meeting arrangements.

### 4) 1EightyDesign

Kevin Hamstra has been the CFP webmaster since 2008. CFP contracted with Kevin to re-design our website, program our online registration system, and implement the Issue submission process. Kevin completed the contract to our satisfaction. We now have the ability to add or edit content on our website ourselves without having to contact Kevin. Following the Providence meeting I asked Kevin to provide a cost estimate for the design of a webpage where sponsors could make their donation and register folks for the biennial meeting, apart from the regular online registration page. This would solve a significant problem trying to determine who is entitled to complementary registration, and who is not. Essentially, when a sponsor donates to CFP they will receive a password which allows them to log-in and register up to 3 persons without charge. These people would then be characterized in a database as sponsor exemptions. I have not received a cost estimate as yet.

Kevin, formerly CEO of Hamstra Media, has formed a new firm, 1EightyDesign. This new firm includes other services including graphic design. Kevin has submitted a proposal for webmaster services in the future. There are three packages available including a monthly subscription for one or more hours of programming time, or an as needed basis at the rate of \$75/hour. His proposal is attached to this report. Future needs for web services will depend on how registration is handled in the future. We will definitely need to hire Kevin for the 2012 Issue submission process, but development time should be much less than in the past.

5) IAFP

I attended the 2010 International Association for Food Protection meeting in Anaheim, California on August 1-3. Aside from meeting a number of old friends and attending several interesting sessions, I noticed a number of things that CFP might do to increase revenue and possibly attendance. These include sponsorship of meeting materials (tote bags, lanyards), breaks and receptions. IAFP also has established a fellows program where members who have made outstanding contributions over time are made a Fellow of IAFP

IAFP has a foundation devoted to the sponsoring of deserving students in the careers of food microbiology, food science and food technology. I suggest CFP make a donation to this worthy institution.

6) 2011 Executive Board Meetings

The next Executive Board meeting will be held at the Hyatt Regency Hotel in Indianapolis, Indiana. The dates of the meeting are Tuesday and Wednesday, April 5 and 6, 2011. Board members and standing committee chairs will receive instructions for making reservations. The convention rate is \$159 plus tax, while the government rate (subject to change for 2011) is currently \$94 plus tax.

The fall 2011 Executive Board meeting location and dates have not been determined.

Respectfully submitted,

Jeffrey C. Lineberry  
Executive Director