

Conference for Food Protection – Committee Periodic Report

Template approved: 04/20/2016

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COMMITTEE NAME: **Sponsorship Committee**

DATE OF REPORT: Initial fall progress report Spring progress report Second fall progress report

Date submitted: 3/24/2017

Date amended (if applicable): [Click here to enter a date.](#)

Date accepted by Executive Board: [Click here to enter a date.](#)

COMMITTEE ASSIGNMENT: Council I Council II Council III Executive Board

REPORT SUBMITTED BY:

COMMITTEE CHARGE(S):

Issue # N/A

- 1.
- 2.

Issue # N/A

- 1.
- 2.

COMMITTEE WORK PLAN AND TIMELINE:

DISCUSS SPONSORSHIP NOTIFICATIONS BY 3/1. *DONE*

SEND THANK YOU EMAILS TO PRIOR SPONSORS. *DONE*

PROVIDE SPONSORSHIP INFORMATION TO ATTENDING MEMBERS WHO WERE NOT SPONSORS DURING THE 2014-2016 CONFERENCE. *DONE*

SEND OUT FINAL SPONSORSHIP REMINDER PRIOR TO 2016-2018 CONFERENCE. *NOT DONE*

DRAFT ISSUE REGARDING SUSTAINING MEMBER BY 9/2017. *NOT DONE*

SUBMIT ISSUE TO CFP BY 1/2018. *NOT DONE*

COMMITTEE ACTIVITIES: **Dates of committee meetings or conference calls: 2/6/2017 Conference call**

1. **Overview of committee activities:**

The committee has convened one conference call in 2017. Six of eight committee members were able to make the call.

The committee discussed at length options for a food service sector replacement for Becky Stevens-Grobbelaar (retired). David had previously submitted Larry Lynch with the National Registry of Food Safety Professionals for consideration. Janice attempted connecting with Larry unsuccessfully several times. Members urged that we try to find someone specifically from the food service sector but not exclude Larry for consideration. Dave indicated he would send out the lists of CFP members with their constituency identified so that committee members could use the list to advance the names of individuals they felt would be suitable food service sector representatives on the committee.

The committee then engaged in discussion regarding best methodology for follow up with general attendees of the 2016 conference as well as prior sponsors. Late last fall the Committee Chair asked Dave to send out thank you emails to all prior sponsors and informational emails to all general attendees providing some details about sponsorship and its importance to the success of the Conference. Dave sent out both toward the end of 2016. It was expressed that those communications may have been ill timed as most companies had already set their 2017 budgets by the time communications were received and more importantly the communications may have been overlooked with all the end of year business transactions that were underway at the time.

The committee members felt very strongly that we should not make "follow up" calls to anyone as the calls could be perceived as hard sell tactics and have the opposite affect than we desired in making the calls.

The committee did agree that an email follow up should ensue again either early spring or early summer to prior sponsors (excluding those who have already affirmed continued support) and companies for members not already sponsors.

The Sponsorship committee received notification of intent to continue sponsoring the Conference from several companies and has already received full sponsorship payments from two companies (IAFP and NSF) and partial sponsorship payments from one company (HEB). Acknowledgement and a note of gratitude for continued support of the Conference was sent to all.

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2. Charges COMPLETED and the rationale for each specific recommendation:

- a.
- b.

3. Status of charges still PENDING and activities yet to be completed:

- a.

COMMITTEE REQUESTED ACTION FOR EXECUTIVE BOARD: No requested action at this time

ATTACHMENTS:

1. Content Documents:

a. **Committee Member Roster:** See changes noted above under “requested action” No changes to previously approved roster
“Committee Members Template” (Excel) available at: www.foodprotect.org/work/ Committee roster to be submitted as a PDF attachment to this report.

b. **Committee Generated Content Documents (OPTIONAL):** No draft content documents submitted at this time

2. **Supporting Attachments (OPTIONAL):** Not applicable

Committee Name:

Committee Name: SPONSORSHIP

Last Name	First Name	Position (Chair/Member)	Constituency	Employer	City	State	Telephone	Email
Buchanon	Janice	Chair	Food Industry Support	Steritech	Charlotte	NC	704-971-6565	janice.buchanon@steritech.com
Hedman	Cory	Member	Retail Food Industry	Meijer	Grand Rapids	MI	616-735-8462	cory.hedman@meijer.com
Johnson	Adam	Member	Food Industry Support	Ecolab	Greensboro	NC	479-418-3235	adam.johnson2@ecolab.com
Kramer (Nicholson)	Gina	Member	Food Industry Support	Savour Food Safety International, Inc	Columbus	OH	614-507-5105	gina@savourfoodsafety.com
Mitchell	Jeff	Member	Food Industry Support	Chemstar	Lithia Springs	GA	800-327-0777	jmitchell@chemstarcorp.com
Henderson	Julie	Member	State Regulator / LAC	Virginia Department of Health	Richmond	VA	804-864-7455	julie.henderson@vdh.virginia.gov
McSwane	David	Member	Ex-Officio Non Voting	CFP Executive Director	Martinsville	IN	317-696-0573	dmcswane.cfp@gmail.com
Hale	Aggie	Member	Ex-Officio Non Voting	CFP Executive Assistant	Tallahassee	FL	850-459-0284	halea.cfp@gmail.com