PROVENDER ALLIANCE

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41ST ANNUAL PROVENDER ALLIANCE EDUCATIONAL CONFERENCE

October 4, 5, 6, 2017
Hood River, Oregon

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PROVENDER ALLIANCE
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CONFERENCE OVERVIEW

WEDNESDAY, OCTOBER 4

7:30-10:00 AM &
1:00-8:00 PM. . . . . **CONFERENCE REGISTRATION**
8:00-9:00 AM . . . . . **BREAKFAST SERVED** *For Intensive attendees only*
9:00 AM-5:00 PM . . . . . **INTENSIVES** *(See page 4 and 5)*
12:30-1:30 PM . . . . . **LUNCH SERVED** *For Intensive attendees only*
12:45-6:00 PM . . . . . **HIKE WITH HALL** *(See page 4)*
4:00-6:00 PM . . . . . **MEET & GREET** *(See page 4)*
6:00-7:30 PM . . . . . **DINNER** *(Pizza, salads, wine, and beer)*
7:30-9:30 PM . . . . . **GAME NIGHT***(See page 5)*

THURSDAY, OCTOBER 5

7:30 AM-5:00 PM . . . . . **CONFERENCE REGISTRATION**
7:00-7:45 AM . . . . . **EARLY MORNING GROUP WALK or RUN**
7:30-9:00 AM . . . . . **BREAKFAST SERVED**
8:30-10:00 AM . . . . . **KEYNOTE EVENT** *(See page 6)*
Animating a Culture of Health | Valerie Segrest
10:30 AM-12:00 PM . . . . . **WORKSHOP SESSION 1** *(See page 6)*
- A Conversation with Valerie Segrest
- For the Love of Money: The Oregon Equal Pay Act and What It Means for Your Organization
- The Future of Farms and Agricultural Land: Effects on the Supply Chain, Farm Succession and Farm Land Loss
- Servant Leadership: Leading with Others in Mind
- Bring Back the Pollinators: How Your Business Can Save the Bees
- Distilling Plants with Juniper Ridge

12:00-1:30 PM . . . . . **LUNCH SERVED**
12:45-1:15 PM . . . . . **GENERAL MEMBERSHIP MEETING**
1:30-3:00 PM . . . . . **WORKSHOP SESSION 2** *(See page 7)*
- Lean Work Flow Simulation Game
- Local and Organic in the Prepared Foods Industry
- The Power of Authenticity in Customer Service
- Making Meetings Magic
- Carrots and the Fine Art of Sustainability Engagement

4:30-6:30 PM . . . . . **MEET YOUR MAKERS**
7:00-8:30 PM . . . . . **DINNER SERVED**
8:00-8:30 PM . . . . . **SILENT AUCTION BEGINS**
8:30-10:00 PM . . . . . **KEYNOTE EVENT** *(See page 8)*
J Names Improv Comedy

MEET & GREET
Meet us in the (in)famous Snack Room for a Meet & Greet with members of the Provender Board and tastings of a variety of fabulous food products from our generous donors. This is an informal, fun opportunity to make connections, settle into the conference and try samples that may be new to you. Come join us!

GENERAL MEMBERSHIP MEETING
Your Provender board will take the stage, with updates about their work throughout the year.
Vote for YOUR Provender Board! Ballots are mailed to members prior to the conference; on-site voting will continue until 2 PM Friday.

MEET YOUR MAKERS
Continuing our tradition of Meet Your Makers, this tabletop event is specifically designed for our manufacturer members to tell you their stories and sample their wares. We've expanded to enhance your networking experience!

NEW!
J NAMES
Join us as we welcome J Names, Portland's Comedy Improvisation Group making their Provender Conference debut. Hilarity and laughter guaranteed.

CONFERENCE OVERVIEW

FRIDAY, OCTOBER 6

7:00 AM-2:00 PM . . . . . **CONFERENCE REGISTRATION**
7:00-7:45 AM . . . . . **EARLY MORNING GROUP WALK or RUN**
7:30-9:00 AM . . . . . **BREAKFAST SERVED**
8:30-10:00 AM . . . . . **KEYNOTE EVENT** *(See page 8)*
Lunch Lessons: Changing the Way We Feed Our Children | Chef Ann Cooper
10:30 AM-12:00 PM . . . . . **WORKSHOP SESSION 3** *(See page 9)*

- A Conversation with Chef Ann Cooper
- If You Don't Fail, Then You FAILED
- Lean Culture
- Gossip in the Workplace
- Win-Win-Win Marketing
- CBD Oil: Therapeutic Benefits and Legal Considerations

12:00-1:30 PM **LUNCH SERVED**
1:30-3:00 PM . . . . . **WORKSHOP SESSION 4** *(See page 10)*

- Shedding Light on the Controversial Shopping Basket
- Striking Out On Your Own: Buying a Food Business
- Great Expectations
- Email Etiquette: Part 1
- What the Heck is a Broker Anyway?
- Fair Trade Labeling in the Movement for Food Justice

3:30-5:00 PM . . . . . **WORKSHOP SESSION 5** *(See page 11)*

- Spice It Up!
- Email Etiquette: Part 2
- DIY Herbal Products with Mountain Rose Herbs
- Climate Collaborative: What's New and Hot in this Increasingly Hot World
- Standards and Ethical Considerations in the Emerging Industrial Hemp and Marijuana Markets

5:30-6:30 PM . . . . . **POOL-SIDE CELEBRATION**
6:30-8:00 PM . . . . . **DINNER SERVED**
7:00-7:30 PM . . . . . **ANNUAL AWARDS**
7:30-8:00 PM . . . . . **SILENT AUCTION CLOSES**
8:00-8:30 PM . . . . . **LOGO ITEM RAFFLE**
8:30 PM-12:00 AM . . . . . **ROCK THE CONFERENCE**

SATURDAY, OCTOBER 7

9:00 AM. . . . . **CLOSING CIRCLE**
10:00-11:00 AM . . . . . **BOARD MEETING**

SPECIAL EVENT
9:30 AM-4:00 PM . . . . . **CO-OP CAFE**
Register separately at: www.cdsconsulting.coop/registration2017

Join us directly following the Provender conference for the Co-op Cafe. The Co-op Cafe provides a day of highly interactive and engaging strategic conversations designed to build shared understanding and alignment at your co-op and among co-ops. Cafe conversations focus on participation, and building community and meaningful relationships in our co-ops as essential elements of growing our co-ops. Breakfast will be served at 8:15 AM.

POOL-SIDE CELEBRATION
Get your beach ball--Join us for a pool party! The Hood River Inn pool cannot be beat, so we invite all Provender Conference attendees to gather for some down-time between workshops and our grand finale dinner. Swimming is not mandatory, though highly recommended, during this hour of Provender poolside chillaxing.

ANNUAL AWARDS
The 25th edition of our awards where we celebrate outstanding contributors to Provender and our trade.

SILENT AUCTION
The silent auction features items created or donated by Provender members as a fund-raiser for the One Person Can Make a Difference Scholarship Fund. Bring your submissions.

LOGO ITEM RAFFLE
Bring a logo item from your business to add to the drawing. Proceeds go to the 2017 worktrade fund. (You, or your proxy, must be present to win the raffle).

ROCK THE CONFERENCE
*SURPRISE! YOU are the lead singer, and this live band makes you a star! Back by popular demand, find out what we already know...that **Karaoke From Hell** is a blast!*

CLOSING CIRCLE
Meet on the patio by the river and say fond farewells to new and old friends.

BOARD MEETING
The new Provender board meets. Please attend...

INTENSIVES

WEDNESDAY, OCTOBER 4

LEAN: Creating a Culture of Continuous Improvement

9:00 AM-5:00 PM ***Please Note**: There is an additional fee for this event*

Whether you're a maker, baker, shaker or service provider, lean fundamentals will help you make the most of what you have while increasing efficiency, creativity, teamwork, and quality, and decreasing your waste.

Lean theory and tools are based on the idea of preserving (or increasing) value with less work. But at its root, lean is much more than a productivity model—it's really an employee engagement model. A lean culture is one of "no-blame, only opportunity," a culture of collaborators that work together to continuously improve the organization from the bottom up.

WHO SHOULD ATTEND:

- General Managers
- Owners
- Department Managers
- Team Leads
- Supervisors
- Workers who have considered becoming a supervisor or manager
- Anyone interested in increasing efficiency, creativity and teamwork

YOU WILL LEARN HOW LEAN CAN HELP YOU:

- Motivate employees by actively engaging them in a continuous process of improvement
- Eliminate wasted time and resources through increased efficiencies
- Reduce your carbon footprint and waste
- Breed creativity for you and your employees
- Embrace and encourage more productive teamwork
- Increase the quality of your work
- Decrease turnaround times
- Reduces your space, inventory, inboxes, to-do's, and time to the bare minimum needed

PRESENTERS:

• **Kjell van Zoen** is a lean business consultant focused on smaller (10-100 employee) companies that have both information as well as material flow. He adopted lean while running his manufacturing business (Plywerk) from 2006-2016. He also used lean to forward the company's' eco-conscious business practices.

• **Matt Horvat** is the Founder and Owner of Lean Portland, LLC. He started learning how to coach from thought leaders in management. He has deep expertise in project-based production system design. His message is about attitude and the responsibility we have for one another.

• **Justin Freeman** is the Owner of Bagel Sphere and Novella Cafe, a small food manufacturing and restaurant group in Eugene, Oregon. Previously, he served as the General Manager of Hummingbird Wholesale, an organic foods wholesaler and distributor that serves customers throughout the Pacific Northwest. He studied information systems, ecology and evolutionary biology in his undergraduate studies, and has a master's degree in finance and marketing from the University of Notre Dame.

SPECIAL EVENTS

Hike the Hills with Hall

***Please Note**: There is an additional fee for this event*

Join Hall Newbegin from Juniper Ridge on a half day hike and plant collecting adventure at the base of Mt. Hood. Hall will help you learn about the plants and how to responsibly collect them. You'll return to his van and distill your findings into something wonderful. We will meet in front of the hotel at 12:45pm. The van will leave promptly at 1pm and return at 6pm. Please wear appropriate hiking attire.

TRANSPORTATION IS INCLUDED IN THE REGISTRATION FEE

Provender Meet & Greet

If you find yourself arriving early to the conference, meet us in the (in)famous Snack Room for a Meet & Greet and taste your way through a variety of fabulous food products from our generous product donors. This is also a great opportunity to experience what a Meet & Greet is all about. This is an informal, fun opportunity to make connections, settle into the conference and sample some products that may be new to you. Bring your beverage of choice and join us as we celebrate our 41th conference!

INTENSIVES

WEDNESDAY, OCTOBER 4

A Taste of Deli Ops:
Increase Your Deli Sales by Doing More of What You Love

9:00 AM-5:00 PM ***Please Note**: There is an additional fee for this event*

Competition in the prepared foods industry is fierce and many operations struggle to earn sufficient margins, keep a lid on labor, and produce attractive products they're proud of. One solution is to do more of those enjoyable things that attracted you to work in prepared foods to begin with: creating new products, making things that please people, etc. -- and putting systems in place to see it all come together in running a successful business operation. During this fun and informative full-day intensive we'll show you how doing more of the things you love can grow sales -- and bring you and your store greater personal, professional and financial success.

1. Fresh Product Ideas & Trends

Is your prepared foods operation ripe for some fresh product ideas? We'll explore a variety of ideas and strategies for inspiring your product development plans, and send you home with some delicious and cost-effective recipes to help you quickly make exciting changes. You'll leave inspired and confident of being able to develop new high-margin products that add homemade flair and cross-merchandising pizazz!

2. Developing Successful New Products

Once you're inspired to create new products you'll appreciate having a system for ensuring that every last one of them is successful. From product idea to sales of the first perfected batch, we'll present a system and documents to streamline and improve your product development process.

3. Organizing Your Kitchen Brigade

Having a strong kitchen brigade ensures tasks are done in an organized and efficient manner, and guarantees production consistency. We'll explore a range of options for organizing responsibilities among leaders and staff to determine your operation's optimal, right-sized structure, and to make the most of your labor budget.

4. Financial Plans for Growing Sales

Working through a prepared foods case study we'll deepen your financial skills and share systems for effective margin pricing and improving labor productivity.

PRESENTERS:

• **Allen Seidner,** principal of Thought For Food Consulting, specializes in prepared foods department design and operations consulting for cooperative and independently owned natural foods retailers.

• **Michelle O'Conner,** is the founder of Moxie Consulting and collaborates with Thought For Food Consulting to provide strategic and individually tailored deli operations planning and costing support to clients all over the US and in Canada.

Wednesday Evening Entertainment

7:30 TO 9:30 PM

Fun and Games and Networking, Too!

Meet up in the Columbia Room for some fun and games!

The conference is all about learning together, meeting new people, sharing interests and making great industry connections. We'll play a bunch of fun icebreaker and networking games to help you meet new friends and make connections early on. We promise you will laugh, have fun and not have to do anything too dorky (unless you want to). And, of course, there will be prizes! Let's get warmed up for the Conference!

WORKSHOPS AND EVENTS

THURSDAY, OCTOBER 5

Keynote Event

8:30 AM TO 10:00 AM

Animating a Culture of Health

Valerie Segrest | *Native Nutrition Educator Specializing in Local and Traditional Foods*

For Native People, our health or illness reflects the relationship with the world in which we inhabit. In our pursuits to change the landscape of food and health, we must continue to be vigilant guardians and work to change structures, institutions and ideologies that keep us mixed up in a toxic culture. This can be accomplished through revitalizing our connection to the land we dwell on, the foods we rely on, the traditional medicines that maintain our vitality and of course one another. Health is not just an individual outcome, it derives from the social fabric of the culture we animate and is held together by our community ties. In this way, our work becomes a powerful source of positive change, strengthening bonds across generations and promoting active citizenship.

••Workshop Session 1••

THURSDAY 10:30 AM TO 12:00 PM

A Conversation with Valerie Segrest

Valerie Segrest | *Native Nutrition Educator* Join Valerie Segrest to delve deeper into the issues she raised during her keynote presentation. This will be an interactive roundtable conversation where insightful people of the natural products community share ideas and join minds. Working together we can and will affect the future and we need to be sharp to keep on the cutting edge.

The Future of Farms and Agricultural Land: Effects on the Supply Chain, Farm Succession and Farm Land Loss

Nellie McAdams | *Farm Preservation Program Director, Rogue Farm Corp* • **Kimberlee Chambers |** *Supply Chain and Sustainability Program Manager, Organically Grown Company* • **Claire Feigener |** *Conservation Director, Greenbelt Landtrust* • **Jeff Fairchild |** *Produce Buyer, New Seasons*

In the next 20 years, 2/3 of Oregon farmland is expected to change hands, yet up to 80% of Oregon farmers and ranchers do not have a thorough succession plan. Without a plan, farms might sell all or part of their land, hamstringing the business and making agricultural land vulnerable to development and permanent loss. This panel will present research on trends in farm succession and farmland loss, the impacts this has on the supply chain from wholesale to retail, and tools to help farmers and ranchers pass on the business and preserve the valuable, non-renewable resource of agricultural land.

For the Love of Money: The Oregon Equal Pay Act and What It Means for Your Organization

Ryan Orr | *Consultant, Cascade Employers Association*

This summer, Oregon passed a ground-breaking Equal Pay Act that seeks to address, not only gender and racial pay inequality, but pay inequality based on all protected classes. While equal pay laws have been in place for some time at both the state and federal level, this new law has much more specific requirements that will affect the following:

- What you can ask applicants and candidates about compensation.
- How you structure your pay systems.
- How you document your pay decisions.
- The need for conducting pay equity analyses to find pay disparities based on protected classes.

We hope you can join us for this seminar that will help you make sense of one of Oregon's newest and most complex employment laws.

Servant Leadership: Leading with Others in Mind

Justin Freeman | *Owner, Bagel Sphere and Novella Cafe*.

Management within an organization or leadership on a team can be a challenge and a burden. Most of us intend to

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lead well and be good stewards of organizational resources. Good intentions only get us so far, though, especially when the leader does not think first of the needs of those being led. When we fail to intentionally develop and maintain an others-focused leadership practice, our efforts can quickly become uninspiring and ineffective, rendering us incapable and leaving us frustrated. Servant leadership "focuses primarily on the growth and well-being of people and the communities to which they belong. While traditional leadership generally involves the accumulation and exercise of power by one at the "top of the pyramid," servant leadership is different. The servant-leader shares power, puts the needs of others first and helps people develop and perform as highly as possible." Whether you are an experienced manager, a new team leader, or an individual contributor who seeks to lead one day, servant leadership provides a model that will help increase your personal effectiveness in guiding and developing others.

Bring Back the Pollinators:
How Your Business Can Save the Bees

Eric Mader | *Pollinator Program Co-Director, Xerces Society*

Pollinators are essential to our food system and to the survival of our plant. Unfortunately bees and other pollinators continue to decline at an unprecedented rate. This session will provide a primer on the ecology of these animals, and highlight opportunities for the natural food industry to lead in their recovery. Successful case studies will be highlighted, and emerging entry points for cause-marketing, sustainability, and supply chain initiatives will be discussed. Included in the conversation will be an overview of Bee Better Certified™, a new certification program launched by pollinator conservation leaders, the Xerces Society (Xerces.org).

Distilling Plants:
The Essence of Fragrance

Hall Newbegin | *Owner, Juniper Ridge*

Join Hall in the parking lot as he explains the process of distilling plants into hydrosol. The Field Lab Van has a mobil still in back so you'll see the process from start to finish. Learn about turning wild plants into fragrance and leave the workshop with a sample of the day's distillation. ***Please Note:*** *This workshop will take place outside in the parking lot.*

••Workshop Session 2••

THURSDAY 1:30 TO 3:00 PM

Lean Work Flow Simulation Game

Kjell van Zoen | *Consultant, van Zoen Consulting LLC*

Lean talks the talk… a lot. But can it, or in this case YOU, walk the walk?

Lean was developed in a machine shop and focused on just in time or single piece flow, meaning that you work on only one item before moving onto the next step in the production process. This simple, but often misunderstood, nugget of truth provides the backbone of the (as yet) greatest workflow management system ever created. It turns conventional western wisdom of batching and economies of scale on it's head and challenges our thinking around ANY kind of workflow, be it pushing paperwork, growing produce, making sandwiches, stocking shelves, or building products.

In this lean simulation game we'll mathematically prove why making one item a time is faster, easier, cheaper, less chaotic and ultimately leads to a better higher product than batching. This is a highly interactive workshop. A minimum of 10 people is required to make this really fun so bring your friends and co-workers!

Local and Organic in the Prepared Foods Industry: Where It Works, When It Doesn't and How to Fulfill Your Mission Statement Without Breaking the Bank

Michelle O'Conner | *Consultant, Moxie Consulting*

Many of us work at stores that strive to purchase organic and local whenever possible, but how realistic is that for a deli, or restaurant that is working hard to achieve a strong and profitable margin? This workshop will discuss this challenging aspect of running a food service department. We will discuss food costs and margins talk about strategies for creating programs that can support local and organic food, share systems for managing the much less structured world of ordering from local farmers and how get the most bang for your buck. Some time will be saved for your stories and advice so if you have been successful in this arena, please come and share your story.

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The Power of Authenticity in Customer Service

Carolee Colter | *Consultant, CDS Consulting Co-op* • **Mark Mulcahy** | *Consultant*

A leader's guide to listening, apologizing and choosing your language for authentic customer and staff interactions. You'll walk away with specific tools to support and inspire your front-line staff.

This workshop for anyone who provides customer service, especially leaders.

Making Meetings Magic

Tracy Parks | *Consultant, Think Productive*

Think of how many hours we all spend in meetings. Now, imagine how magnificent it would be if every single one was purposeful and powerful; sharing information, making decisions, identifying actions. While you're at it, imagine if there were fewer meetings or shorter meetings? Every meeting is a priceless opportunity to surprise ourselves with just how much we can achieve together.

In this facilitated workshop, we'll use the 9 Characteristics of the Productivity Ninja™ to inspire change in the meetings you coordinate, attend and or lead; identifying specific ways a team can implement each of them.

This session provides the opportunity to think about what makes effective, productive and fun meetings, and gives you the ideas and tools to make that happen.

The objective of this session is for you to participate in and experience how a team would come together to develop a "Meetings Manifesto" and take that experience back to your organization to improve meeting practices, culture and productivity, reduce stress and generate playful and productive momentum.

Carrots and the Fine Art of Sustainability Engagement

Lisa Spicka | *Associate Director, Sustainable Food Trade Association*

Any sustainability professional will tell you that a company's ability to implement a successful sustainability program is only as strong as the engagement of its employees and supply chain partners. More often than not, providing incentives (carrots) under the guise of various initiatives will provide a strong base for this engagement.

Carrots will examine best practices for positively engaging both employees and supply chain partners around sustainability. The employee engagement segment will review in-depth examples of how companies develop training programs, personal enrichment programs, and even competitions/challenges to encourage the incorporation of sustainability into their jobs and lifestyles. Supply chain engagement will include examples of co-packer education programs, marketing collaborations, and the implementation of integrity systems that lead to increased quality and yields from producers, better bottom-line financial results for co-packers, elevated market exposure, and quality-of-life benefits for key partners.

The session will conclude with breakout groups where participants can share best practices that they have found for increasing stakeholder engagement in their own businesses. Attend Carrots for some healthy discussion on how to elevate sustainability engagement in your company!

Keynote Event

8:30 PM TO 10:00 PM

Presenting J NAMES

J NAMES | *Comedy Improvisation Troupe*

If you were to make a top-ten list of the best Improvisors in Portland, coincidentally (or not so coincidentally) most of the names on that list are J Names. This group is made up of Michael Jordan's from every comedy theater in Portland. J Names came out as a record setter on the competitive show Friday Night Fights and has never slowed. Be prepared to laugh until it hurts!

••FRIDAY, OCTOBER 6••

Keynote Event

8:30 AM TO 10:00 AM

Lunch Lessons: Changing the Way We Feed Our Children

Chef Ann Cooper | *Founder, Chef Ann Foundation*

We all know that the health of America's children is our Nation's greatest assess, however we also know that our children's health is deteriorating. The CDC has stated that 1 in 3 children is overweight or obese and that the generation of children in elementary school today may be the first in our country's history to die at a younger age than their parents. Chef Ann Cooper's key-

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note will share why healthy school food is so important, best practices to make healthy school food a reality and showcase how making healthy school food a reality for every child in our country is truly possible.

••Workshop Session 3••

FRIDAY 10:30 AM TO 12:00 PM

A Conversation with Chef Ann

Chef Ann Cooper | *Founder of the Chef Ann Foundation*

Join Chef Ann to delve deeper into the ways in which we can help get healthy food into our schools. Learn more about her successes and how you can take action in your communities to make sure every kid has access to fresh, healthy food.

If You Don't Fail, Then You've FAILED

Jay Flewelling | *Master Improvisor, JNames, Portland Comedy Improvisation Group*

Fear of failure is huge. Fear of looking stupid, silly, or messing up holds us back in all arenas' of life, and especially in the work place. In the art form of Improvisational Comedy, there are many principals and exercises that improvisers use on stage that are exceedingly applicable to the world at large. Leadership, communication, clarity, group mind, flow, team work, and public speaking are what this on-your-feet professional development is going to look like as well as the joy of improv and play. Say "Yes And" with award winning film maker and master improviser Jay Flewelling who will be leading this applied improv workshop.

Lean Culture

Kjell van Zoen | *Consultant, van Zoen, LLC* **• David Hall |** *Professor of Psychology and Systems Science, PSU*

Many organizational initiatives never realize their full potential because cultural factors are not factored into the implementation process. Lean is often misunderstood as simply a set of tools for improved workflow. However, Lean is first and foremost an employee engagement program that requires a deeper embrace and integration into the organization's culture. A key cultural characteristic often lacking is true collaboration--collaboration across departments and between management and employees. Drawing upon science-based best practices, which at times might be mistaken by the untrained eye to be hippie wu-wu, this workshop aims to help participants:

•Understand the general concept of organizational culture;
•See organizational culture more clearly;
•Tips for creating a stronger culture of collaboration; and
•What it takes to be a better collaborator.

Gossip in the Workplace: What It Is and What We Can Do About It

Carolee Colter | *Consultant, CDS Consulting Co-op*

Two years ago at Provender Carolee led a workshop that identified the different "species"of gossip—confidentiality violations, privacy violations, rumor-mongering, triangulation and venting. Now based on the findings from that session, this year's session will focus on practical strategies for constructively handling these different types of gossip when they occur in the workplace. We'll explore strategies for managers and other staff in creating a culture of compassion, acceptance, discretion and professionalism.

Anyone who works in an organization with other people will have insights to gain and offer in this workshop. All are welcome.

Win, Win, Win Marketing

Moderated by Annie Hoy | *Outreach/Communications Manager, Ashland Food Co-op* **• Raychel Kolen,** *Mountain Rose Herbs*, **Other Panelists to be Announced**

Tired of the same old advertising models? Do you want some marketing ideas that don't necessarily cost a lot but provide benefit for not only your business but for your community and other like minded businesses. Our panel will discuss unusual marketing campaigns that have succeeded for them. Come get some new ideas for how to attract loyal customers and share your success stories with the group.

CBD Oil: Therapeutic Benefits and Legal Considerations

Joy Beckerman | *Principal Industrial Hemp Specialist, Hemp Ace International* **• Ricardo Behrens |** *Direrctor of International Business, CW Hemp*

Every day there seems to be more research proving the therapeutic benefits of Cannabidiol (CBD) from relief of pain, inflammation, seizures, PTSD and other anxiety disorders to promoting cardiovascular health, fighting cancer, lowering incidents of diabetes, and more. The U.S. government even has a patent on CBD as an antioxidant and neuroprotectant! This workshop will explore real life examples of CBD use and product manufacturing, provide credible resources for research and information, and will explore the curious legal status of CBD products. Is it legal in all 50 states, just some states, or technically not at all? Is CBD a "dietary supplement" or "new drug," and why does the DEA want to

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control this non-intoxicating substance? What does the FDA have to say about it? Many of these answers are couched in a gauntlet of changing, multi-agency policy. Attendees will be guided through the myriad of authority on which we have to rely as U.S. consumers and functional food and beverage manufacturers navigate their way through the promising waters of cannabinoids extracted from industrial hemp.

••Workshop Session 4••

FRIDAY 1:30 TO 3:00 PM

Shedding Light on the Controversial Shopping Basket

Nathaniel Lewis | *Farm Policy Director, Organic Trade Association* • **Gwendolyn Wyard |** *Vice President of Regulatory and Technical Affairs, Organic Trade Association*

Back by popular demand! This session will provide up-to-date and accurate information on various controversial organic issues (background and current status) including where the topic is at in the regulatory process and how shoppers can weigh in and make their voices heard. Featured products in the shopping basket will include (but not limited to):

- Hydroponically grown organic tomatoes
- Organic eggs
- Organic soybeans imported from Turkey
- Transitional breakfast cereal
- Soup in a can lined with Bisphenol A (BPA)
- Organic gummy bears with natural flavors and colors

Do you have specific questions? Bring your controversial product or label to the workshop and we'll answer your questions!

Striking Out on Your Own: Buying a Food Business

Justin Freeman | *Owner, Bagel Sphere and Novella Cafe*

Provender attendees often express the desire of one day owning their own food business. For most of us, achieving that goal is a long, multi-year process. If you are considering ownership as a future opportunity for yourself, come learn about a path not often pursued by many people. Business ownership doesn't always involve starting your own food business from scratch.

As many of the food businesses in our community grow and mature, their current owners and founders will look to sell their business and pass it along to the next generation of owners and innovators. Buying a business can be daunting, exhilarating, frustrating, and incredibly rewarding. In this session, we will discuss many of the things you will need to consider when thinking about buying a food business. We will talk about finding the right business, preparing yourself to run the company, and securing financing for the transaction. We will use real-world examples from ownership transitions in our region. Our speaker will provide a candid look at the challenges, failures, and successes in his own recent food business purchase.

Great Expectations: Creating the Department You've Always Wanted through Mutual Accountability

Mark Mulcahy | *Consultant*

Have you ever found yourself avoiding a surly staff member?

Does the thought of holding someone accountable give you a stomachache?

Have you ever wished things could just run smoothly and everyone would do their job?

You're not alone!

Come spent some time Mark Mulcahy from Organic Options Consulting and Leadership Company and learn how to create the department you want and deserve.

- Learn how to create clear expectations
- How to create a culture of peer to peer accountability
- How to create agreements that change the department, change your mind, and change the way your staff work together.

Be the leader your staff wants you to be!

Email Etiquette Part 1

Tracy Parks| *Consultant, Think Productive*

Email consumes an average of 41% of a person's working day.

It's a vital element of how we work, yet few of us have had best practice training on how to use it well as a tool for effective communication and collaboration. For many it has become something that disrupts and distracts us from our work.

We'll look at how email went wrong – and how we can make it magical again. This interactive workshop shares our Productivity Ninja™ approach to better email, and enables your team to consider how their email habits affect others, as well as discuss and commit to practical steps to improve the email culture around them.

WORKSHOPS

We'll help you discover the underlying culture of email use (or misuse!) in your organization, and equip you with the tools to help lead your organization to make email from bane to boon again.

The objective of this session is for you to participate in and experience how a team would come together to develop a "Email Manifesto" and take that experience back to your organization to improve email practices, culture and productivity, reduce stress and generate playful and productive momentum.

What the Heck is a Broker Anyway?

Joe Wade | *Broker, Impact Sales,* **Rachel Mitrani |** *Broker, Maitri Marketing,* **Colleen Haskell |** *Broker, Pacific Natural Sales*

Bringing a product from a manufacturer to a consumer in the natural products trade involves many transactions and handoffs. A product may move from one region to another, and may pass through several hands and stages of ownership as it makes its way into our homes. At each of these steps and stages, a broker is likely to play a part. This is an opportunity for you to hear from several brokers who have been in the trade in the NW for many years. Each of the panelists has a little different perspective, experience and area of expertise. Retailers can expect to learn some of the best ways to work with brokers to add value to your customers experience. Manufacturers can expect to learn something about the differences between brokers. Everyone can expect to hear some shaggy dog stories about how the trade has evolved and changed over the last several decades, and share ideas about where these changes are pointing us in the future.

Fair Trade Labeling in the Movement for Food Justice

Anna Canning | *Fair World Project*

Where does your coffee come from? Does your chocolate support child labor? Is your soap sustaining communities or deforesting them? Who picked your berries? There are so many questions that face conscious consumers in today's complex global economy—and there is an ever-expanding number of certification labels that aim to address those questions and give assurance in the crowded grocery store aisles.

Yet not all labels are created alike, especially as well-recognized labels move to certify domestic farming. This workshop will give you the tools to look behind the labels and understand what each means both on a product and in the broader movement for food justice.

From there we will look beyond the label for actionable tips to avoid "fairwashing," so you know that each purchase you make really is casting a vote for a better food system—and a healthier planet.

••Workshop Session 5••

FRIDAY 3:30 TO 5:00 PM

Spice it Up!

Michelle O'Conner | *Consultant, Moxie Consulting*

In this fun, hands on workshop we will explore the origins of spice blends from all over the world and how to use them in your kitchen. We'll discuss the cost savings you can achieve from making your own blends and how making house blends can give your food service department and home kitchen the upper hand. Then we'll create our own spice blends tailored specifically to personal tastes, noses and color preferences. Participants will take home their own blends to wow and delight their friends and families. This class and will be full of strong smells and tasting is encouraged!

Email Etiquette Part 2

Tracy Parks | *Consultant, Think Productive*

This is the second part of a two part workshop on creating productive email culture in your organization. See page ??? for details on Part 1

DIY Herbal Products with Mountain Rose Herbs

Leslie Apker | *Store Accounts Manager, Mountain Rose Herbs*

Start warming up for winter by creating some favorite herbal creations! Join us for an enjoyable afternoon of light learning and crafting. We'll be making: elderberry elixir, dream pillows and sachets, herbal honey, muscle rub, and fresh citrus cleaning powder. Learn the basics for making herbal extracts, herbal oils, combining herbs, and using essential oils. Recipes and supplies provided.

Climate Collaborative: What's New and Hot in this Increasingly Hot World

Lisa Spicka | *Associate Director, Sustainable Food Trade Association,* **Cecil Wright |** *Farmer, Board President, Maple Valley Co-op* **• Additional participants to be announced.**

As climate change poses ever-increasing dangers to our supply chains and quality of life on this planet we call home, the

WORKSHOPS

natural products industry is again stepping up to meet a new challenge. Launched at the 2017 Natural Products Expo West in Anaheim, the Climate Collaborative leverages the power of the natural products industry to reverse climate change. This workshop will go over the genesis of the Climate Collaborative, its purpose, initial results, and how to participate. The nine areas where companies can make the most impact on climate change will also be outlined.

After this introduction, attendees will learn about innovative practices and products that companies participating in the Climate Collaborative have implemented to make a difference. Maple Valley Cooperative will highlight how their maple syrup benefits climate through afforestation and processing efforts. Additional speakers will highlight how companies leverage their regional and global supply chains to implement the use of regenerative agriculture and implement renewable energy across a continent.

Standards and Ethical Considerations in the Emerging Industrial Hemp and Marijuana Markets

Joy Beckerman | *Principal Industrial Hemp Specialist, Hemp Ace International* • **Ashley Preece |** *Executive Director, Cannabis Certification Counsel*

Cannabis in all of its forms is on the rise in the U.S. and around the world - from the non-intoxicating, versatile oilseed and fiber industrial hemp crop to the medical and adult use of the resinous marijuana crop - but how are these markets being regulated for standards, ethics, food safety and quality assurance? Is anyone minding the shop? This workshop explores the unique, Technicolor spectrum of issues surrounding the emerging markets of both crops and the myriad products made with them. The days of oversimplifying hemp and marijuana are gone, and now it's time for all manner of awareness and critical thinking. Learn how to be well-informed entrepreneurs and consumers at this workshop taught by renowned experts in their respective fields.

REGISTRATION INFORMATION PART 1

Please fill out and return all requested information to Provender Alliance. You can also register on-line at:
https://provenderalliance.wildapricot.org/event-2512803

Business Name _____ Contact Person _____

Mailing Address _____

City, State/Province, Zip _____ Phone _____

E-mail _____

Provender Conference Attendance Plans

Plan		Members-Early Registration	Non-Members-Early Registration	Members (after 8/25)	Non-Members (after 8/25)
A	Thursday and Friday Conference (*includes all meals*)	$ 425.00	$ 525.00	$ 490.00	$ 600.00
B1	Lean Business Intensive (*includes Breakfast and lunch*)	$ 300.00	$ 350.00	$ 350.00	$ 400.00
B2	A Taste of Deli Ops Intensive (*includes Breakfast and lunch*)	$ 425.00	$ 525.00	$ 490.00	$ 600.00
C1	Lean Intensive + Thursday and Friday Conference	$ 625.00	$ 725.00	$ 720.00	$ 830.00
C2	A Taste of Deli Ops + Thursday and Friday Conference	$ 725.00	$ 900.00	$ 830.00	$ 1,020.00
D	Thursday Conference (*includes all meals*)	$ 215.00	$ 315.00	$ 250.00	$ 360.00
E	Friday Conference (*includes all meals*)	$ 215.00	$ 315.00	$ 250.00	$ 360.00
F	Keynote Only (*please indicate which keynote*)	$ 10.00	$ 10.00	$ 10.00	$ 10.00
G	Wednesday Dinner	$ 22.00	$ 22.00	$ 22.00	$ 22.00
H	Hike the Hills with Hall (*Wednesday afternoon*)	$ 40.00	$ 40.00	$ 40.00	$ 40.00

SENDING MORE THAN ONE PERSON?
TAKE $25 OFF REGISTRATION PACKAGES A THRU E FOR EACH ADDITIONAL REGISTRANT.

Special Offer for Co-ops:
Planning to attend the Saturday Co-op Café? Want to experience more of the conference?
Not a member of Provender? Attend the Friday conference (Plan D) at the member price ($100 off).

Mail To:

Conference Registration
Provender Alliance
308 Tamarack Ln.
Sagle, ID 83860 USA

Register On-Line at https://provenderalliance.wildapricot.org/event-2512803
or
Registration Forms must be postmarked by September 20.

WORK TRADE APPLICANTS: Please **DO NOT** send payment until we determine how much we can discount your registration fees. (see page ??? for more information about Work Trade)

- NO REFUNDS after September 12.
- Make checks payable to Provender Alliance.
- If paying by credit card: Scan both sides of this form and email to info@provender.org

Hotel Reservations

MAKE YOUR RESERVATIONS DIRECTLY WITH THE HOOD RIVER INN BY SEPTEMBER 15.

For reservations call: 800.828.7873

We have reserved a block of rooms and negotiated room rates. When making your reservation, identify yourself as a Provender attendee. Rates start at $146.00 + tax

Anyone from your business need to be picked up at the Portland airport? Contact us for shuttle referrals

Please note:

Attendees of the conference are considered to have given permission to have their photos taken. The photos may be published in conjunction with the Provender Alliance Annual Educational Conference and other Provender materials.

REGISTRATION INFORMATION PART 2

Please indicate attendance plans for each person registering for the conference.

Indicate a meal preference for each person. (**V** = vegan, **O** = regular vegetarian, **M** = omnivore, **GF** = gluten-free)
Also, please indicate any dietary limitations.

PLEASE PRINT	Check if you are a first time attendee	Want to volunteer? (Y or N)	Plan(s) (see Part I)	Applying for Work-trade (Y or N)	Meals (V,O,M)	Cost (see Part I)
First and Last Name						
E-mail address		**Title**				
First and Last Name						
E-mail address		**Title**				
First and Last Name						
E-mail address		**Title**				
First and Last Name						
E-mail address		**Title**				

Copy this page if you need more room.

Payment

Total from registrations above . . . . . $ _____

Work trade Donation (each dollar entitles you to a free raffle ticket) . . . . . $ _____

Scholarship Donation . . . . . $ _____

TOTAL DUE . . . . . $ _____

Pay by credit card (VISA or Mastercard only) ☐ VISA ☐ MC

Name (as it appears on the card) _____ Exp. Date _____

Card # _____ 3-digit Secret Code _____

Would you like a list of people attending the conference sent to you? ☐ yes ☐ no

Questions?

Contact Vicki Reich, Interim Executive Director, at 888.352.7431 or 208.596.0740, or vicki@provender.org.
Please keep a copy of this form for your records.

Thank you for supporting Provender Alliance!

KEYNOTE SPEAKERS AND EVENTS

Valerie Segrest

Valerie Segrest, (Muckleshoot) is a native nutrition educator who specializes in local and traditional foods. As an enrolled member of the Muckleshoot Indian Tribe, she serves her community as the coordinator of the Muckleshoot Food Sovereignty Project and also works as the Traditional Foods and Medicines Program Manager. In 2010, she co-authored the book "Feeding the People, Feeding the Spirit: Revitalizing Northwest Coastal Indian Food Culture". Valerie received a Bachelor of Science in Nutrition from Bastyr University in 2009 and a Masters Degree in Environment and Community from Antioch University. She is a fellow for the Institute of Agriculture and Trade Policy and a PhD student at the University of Washington's College of Built Environment. Valerie aims to inspire and enlighten others about the importance of a nutrient-dense diet through a culturally appropriate, common sense approach to eating. http://www.tedxrainier.com/speakers/valerie-segrest/widely in a variety of scientific journals.

Chef Ann Cooper

Chef Ann Cooper is a celebrated author, chef, educator and enduring advocate for better food for all children. A graduate of the Culinary Institute of America, Ann has been a chef for more than 30 years, over 15 of those in school food programs. She currently serves as the director of nutrition services for the Boulder Valley School District. Known as the Renegade Lunch Lady, Ann has been honored by The National Resources Defense Council, selected as a Kellogg Food and Society Policy Fellow, and awarded an honorary doctorate from SUNY Cobleskill for her work on sustainable agriculture. In 2009, Ann founded the nonprofit Chef Ann Foundation to focus on solutions to the school food crisis. CAF's pivotal project is The Lunch Box – a web portal that provides free and accessible tools, recipes and resources to support schools transitioning to scratch-cooked meals made with whole, healthy food..

JNames

If you were to make a top-ten list of the best Improvisors in Portland, coincidentally (or not so coincidentally) most of the names on that list are J Names. This group is made up of Michael Jordan's from every comedy theater in Portland. J Names came out as a record setter on the competitive show Friday Night Fights and has never slowed: Vancouver International Improv Festival, San Diego Improv Festival, Seattle Festival of Improvised Theater, etc… emoting fun, happiness and well-being through laughter.

Karaoke From Hell

Back by popular demand!! If you've always wanted to be a rock star, now's your chance. This Portland based band will back you up and make you look like a pro. There's no better way to end a fabulous conference than dancing the night away while new and old friends sing their hearts out. Start practicing now. Their extensive songlist is available on their website: karaokefromhell.com

ABOUT PROVENDER ALLIANCE & THE CONFERENCE

PROVENDER & THE CONFERENCE

Provender Alliance, established in 1977, is a non-profit organization providing networking, outreach, and education to natural products businesses doing business primarily in the Pacific Northwest. Members represent retailers, manufacturers, brokers, distributors, consultants, and individuals throughout the region. Now celebrating our 41th year, the Annual Educational Conference provides a fun, cooperative atmosphere for members to teach and learn from each other and to network about the heart & soul and nuts & bolts of natural products business in a nontrade show setting.

ALCOHOL

Alcohol consumption must be limited to designated times and locations. Please respect the alcohol policy as well as other guests staying at the Hood River Inn.

SMOKING

The Hood River Inn is a non-smoking facility. No smoking of any kind is allowed in the rooms. There are several covered areas outside designated as smoking areas.

COSTS AND WORK TRADES

There are work trades available. Don't be shy about asking. Applications are available on the conference page of our web site. Send your application with your registration by the early registration deadline. Please **DO NOT** send payment until we determine how much we can offer you. Please contact the office for more information.

We strongly encourage you to apply.

VOLUNTEERING

There are numerous opportunities to volunteer at the conference. We are always looking for an extra pair of hands for a variety of miscellaneous tasks. Please indicate on the registration form if you are willing to be a volunteer.

ACCOMMODATIONS

Sending an odd number of people from your business but still want to share a room? Let us know and we can help find you an appropriate roommate.

FAMILY ACCOMMODATIONS

The rooms have either one or two queen beds or one king bed. Children under 13 can stay in adult's room at no charge. There are some suites at the hotel. Call the hotel for availability.

OTHER ACCOMMODATIONS

If you would like other sleeping accommodations, there are several comfortable bed & breakfasts, motels and hotels available. You will need to make your own reservations.

RECYCLING

All of our publications and handouts are printed on 100% post-consumer waste recycled paper using soy based inks. There will be recycling boxes for paper and name tag holders. We will also have containers available throughout the hotel for other recylable items.

SNACKS AND BEVERAGES

All snacks are donated to the conference. **Royal Blue Organics** will offer coffee plus an espresso cart. Proceeds from coffee beverages and specialty drinks go to the worktrade fund. Bring your own mug!

AIRPORT PICKUP AND DROPOFF

Shuttle service is available to and from the Portland airport. There are several options. Please contact the Provender office if you'd like suggestions. There are also numerous car rental options available at the airport.

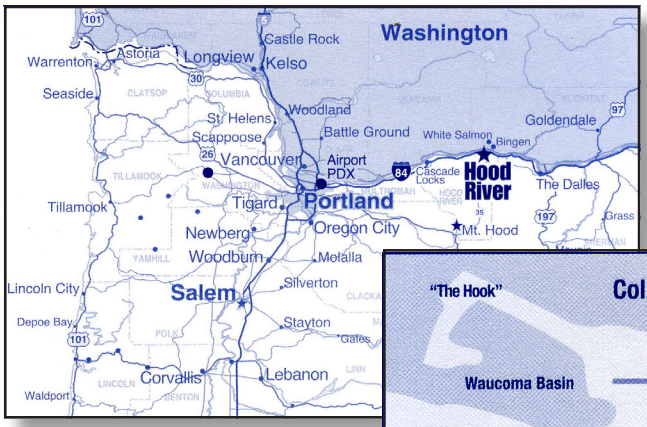
WHAT TO BRING

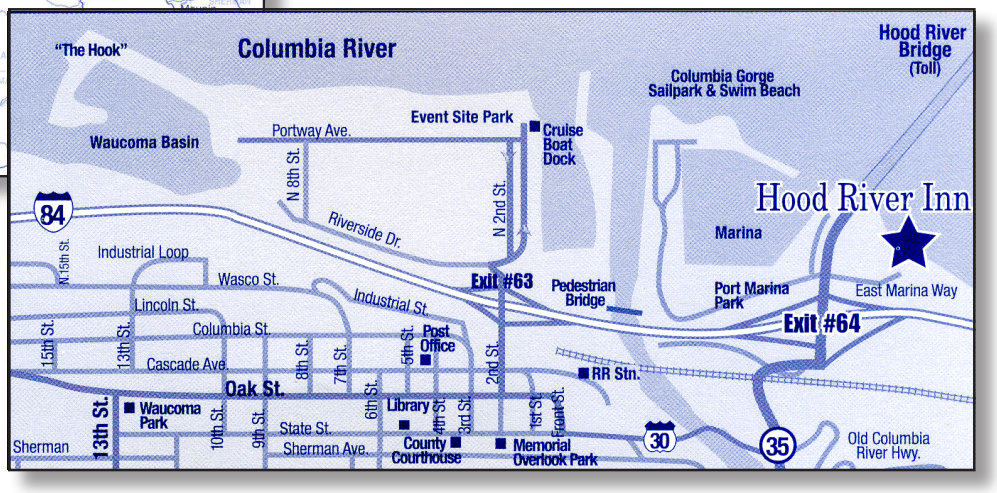
Suggestions: Swimsuits for the pool (it's a salt water pool and will still be open), water bottle, coffee/tea mug, cold weather/rain clothing, sensible footwear, money to buy souvenir Provender logo items or to bid on silent auction items, paper for notes (writing implement provided). Also bring anything you want to put on the "Free Literature" tables, hats and/or costumes for Meet Your Makers and the dance party. Remember to bring an item with your company's logo for the raffle.

CONFERENCE PROGRAM

The Annual Provender Conference Program, given to every Conference participant, contains the final conference schedule and advertising from businesses that support Provender Alliance. **The ad deadline for artwork is September 10.** Please call the office if you are interested in advertising and for current advertising rates. Ad sizes range from business card to full page. Advertising is an excellent way for you to show your support of Provender.

HOW TO FIND US





Conference Location

Hood River Inn
1108 East Marina Way • Hood River, OR 97031
800.828.7873 *(Reservations only)*
541.386.2200 *(Direct line)*

Estimated distances to Hood River:

Ashland, OR	355 miles
Bellingham, WA	318 miles
Eugene, OR	175 miles
Moscow, ID	298 miles
Olympia, WA	169 miles
Portland, OR	63 miles
Port Townsend, WA	264 miles
Salem, OR	111 miles
Santa Rosa, CA	650 miles
Seattle, WA	229 miles
Vancouver, B.C.	369 miles

Provender Alliance 2017 Annual Dues

Dues are paid on an annual basis and expire one year after payment is received. Contact the Provender office if you have questions about your dues status or becoming a member. Provender's dues structure for 2017:

Individual	$ 55
Under $100,000	$ 70
$100,001–$500,000	$ 100
$500,001–$1,000,000	$ 160
$1,000,001-$3,000,000	$ 265
$3,000,001-$5,000,000	$ 290
$5,000,000+	$ 425
Contributor *(includes dues)*	$ 525
Supporter *(includes dues)*	$ 800
Golden Carrot *(includes dues)*	$1600

Directions from the East

Take I-84 West to Exit #64.
At the stop sign turn right.
At the next stop sign (flashing red light) turn right (don't go over the bridge).

The Hood River Inn is directly ahead.

Directions from the North

Take I-5 south and merge onto I-205 (Exit #7).
Travel I-205 to I-84 East (Exit #22) toward The Dalles.
Travel I-84 East to Exit #64.
At the stop sign, turn left under the freeway.
At the stop sign (flashing red light) turn right (don't go over the bridge).

The Hood River Inn is directly ahead.

Directions from the South

Take I-5 north and merge onto I-205 (Exit #288).
Travel I-205 to I-84 East (Exit #22) toward The Dalles.
Travel I-84 East to Exit #64.
At the stop sign, turn left under the freeway.
At the stop sign (flashing red light) turn right (don't go over the bridge).

The Hood River Inn is directly ahead.

PROVENDER
ALLIANCE
NOURISH • EDUCATE • INSPIRE

308 Tamarack Ln • Sagle, ID 83860
www.provender.org/conference

Registration and information inside and online.
Earlybird Registration ends on August 25th.