PRODUCT SHOWCASE

2017 PRODUCT SHOWCASE
Connect with Industry!
A special display area will be set up for companies to showcase their products and services. Two breakfasts, lunch, the Grand Reception, and refreshment breaks will be served in the Product Showcase hall, allowing ample time to network with members. Attendees will interact with displayed products, pick up literature and company information, and enjoy raffles for exciting prizes. The showcasing companies will be provided with six-foot skirted tables, chairs, signage, and access to other services.

Indicate your participation when completing your meeting registration form.

SIGN UP NOW!

2018 PRODUCT SHOWCASE
Contract Prime Exhibit Space Now!
More than 250 industry professionals—manufacturers, sellers, green shippers, suppliers, and researchers—will attend the 2018 Product Showcase held in conjunction with next year’s Annual Meeting at The Hilton Nashville Downtown in Nashville, Tennessee. The exhibit floor plan will be on display this year in the Product Showcase hall, and PPI staff will assist interested exhibitors to pre-contract prime table space. Discounted rentals will be offered to those that sign contracts during this year’s Annual Meeting.
TUESDAY, OCTOBER 31
9 a.m. – Noon General Session – Product Showcase
9 – 9:45 a.m. In A Pickle: Nothing A National Marketing Campaign Can’t Solve
Sean Coeyn, Food Marketing, Saint Joseph’s University
This presentation will focus on previous national advertising campaigns for food products by highlighting their successes, failures, costs and consumer responses to the advertisements. An analysis into the opportunities for a national campaign for the pickle industry will be introduced with a strong focus on the possibilities and advantages of digital and social media.
9:45 – 10:15 a.m. Making America Great Again — Scorecard for Pickle Packers
Martin Hruby, Hipkins Lowery
Less than one year since the historic 2016 presidential election, Mr. Martin will score the new administration’s campaign promises to change Washington for the betterment of our citizens and prosperity of American businesses.

SUNDAY, NOVEMBER 1
9 – 9:45 a.m. In A Pickle: Nothing A National Marketing Campaign Can’t Solve
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WEDNESDAY, NOVEMBER 1
11 a.m. – 12 p.m. The Rise of Fake News & the Fall of Journalism — How Your Business Can Avoid the Same Fate
Bob Sellers, Managing Director, MessageMeMedia
Everywhere you turn there are charges of “fake news.” Sometimes it seems funny — the 2017 NFL Hall of Fame! Can you believe what you read online? How about what you see on the cable news networks? Mr. Sellers, former CNNB and Fox News anchor, and an Emmy-winning American broadcast journalist, looks at the rise of fake news and the steps journalists need to take to get their credibility back. He’ll also look at ways other businesses can avoid risking the same fate.

THURSDAY, NOVEMBER 2
8:30 – 9 a.m. Pickling Cucumber Improvement Committee
Dr. Mike Havey, Food Marketing, Michigan State University
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CONCURRENT TECHNICAL SESSIONS

THURSDAY, NOVEMBER 2

AGRICULTURAL RESEARCH & EDUCATION

9 – 9:30 a.m. U.S. Agricultural Outlook for 2018
Jim Hilker, MSU Dept. of Agricultural, Food & Resource Economics
This advanced 2018 agricultural outlook of grain markets may provide indicators about the cost of cucumbers and other specialty crops, as generally affected by land values and production inputs adjusted to the farm economy. World GDP growth, value of the dollar, energy prices, weather patterns, and other unknowns can always play a role.

9:30 – 10 a.m. Agricultural Workforce Politics, Actions, & Expectations
Frank Gasperini, National Council of Agricultural Employers
What changes or new legislation can we expect in the remaining 2017 Congressional session? Frank believes we can expect the introduction of mandatory e-verify — in which case Ag must stand together in opposition to the forcing of agricultural workforce provisions that intend to minimize impacts on an already insufficient labor supply.

10 – 10:45 a.m. Solving the Water/Food Challenge
Marty Sampson, Lindsay Corporation
This presentation will discuss innovations in irrigation scheduling technology. Utilizing real-time weather data, soil conditions and crop input information, irrigation scheduling software now allows farmers to optimize crop production while reducing water-use, energy and labor costs.

10:45 – 11:45 a.m. Biosurveillance of Cucurbits
Drs. Alamgir Rahman & Lina Quesada-Ocampo, NC State University
Downy Mildew: Early Detection & Monitoring Fungicide Efficacy
Drs. Mory Hausbeck, Michigan State University
Biosurveillance of epidemic plant pathogens is becoming a priority in preventing disease outbreaks and deploy successful control strategies. Information regarding pathogen presence or absence, amount of inoculum, crop risk, timing of fungicide applications, and effective fungicide use can significantly contribute to reducing losses due to cucurbit downy mildew. New research toward development of molecular diagnostic tools to detect pathogens and economically discriminate important pathogen traits will be discussed, and how to integrate these tools with current and future spore trap strategies.

9:30 – 10 a.m. FDA's New Nutrition Labeling Requirements for Pickled Vegetables
Martin Hahn, Hogan Lovells
Martin will attempt to clarify new labeling requirements, including the category of “added sugars” when enhancing production of lactic acid, as well as other ingredients used in fermentation such as potassium sorbate, acetic acid, vinegar, calcium chloride, emulsifiers, and others that may be used as processing aids.

10 – 10:30 a.m. Micro Fermenters Success Story
Dean Wilson, Trilogy Essential Ingredients, Inc
Founded in 2001 as an employee-owned cooperative, Real Pickles sells unpasteurized fermented products — including dill pickles, sauerkraut, and kimchi — using certified organic vegetables purchased from local farms. Discussion will include the benefits and challenges of sourcing local ingredients, start-up challenges, and acquisition of technical knowledge.

10:30 – 11 a.m. Steam vs. Hot Water Blanching
Dr. Fred Breidt and Suzanne Johanningsmeier, USDA-ARS Food Science Research Unit, Raleigh, NC
Brief blanching treatments (at 176 °F, for 15 sec) may be an effective alternative to using sanitizing agents for fresh cucumbers to reduce microbial load and improve safety without impacting product quality or shelf life. The potential application of this technology as relates to refrigerated pickles will be discussed.

MANUFACTURING & TECHNOLOGY

9 – 9:30 a.m. Micro Fermenters Success Story
Katie Korbey, Real Pickles Cooperative
Founded in 2001 as an employee-owned cooperative, Real Pickles sells unpasteurized fermented products — including dill pickles, sauerkraut, and kimchi — using certified organic vegetables purchased from local farms. Discussion will include the benefits and challenges of sourcing local ingredients, start-up challenges, and acquisition of technical knowledge.

11 – 11:45 a.m. Steam vs. Hot Water Blanching
Jack Danner, Lyco Manufacturing
Jack will detail the advantages of both steam and hot water blanching and how each can affect your products. He will compare utility requirements and how those can impact your operating costs, and share current application trends based on Lyco’s 50 years of experience in building blanchers, cookers and coolers.

MARKETING & BUSINESS MANAGEMENT

10 – 10:30 a.m. Revolutionizing Closure Technology for Improved Customer Brand Satisfaction
Jeffrey Stodd, Container Closure Technologies (CCT)
CCT is utilizing leading edge metal forming technology to provide consumers with a unique easy opening, economical and consumer friendly closure for glass containers of every size.

10:30 – 11 a.m. Overview of U.S. & Global Polymer Markets
Brad Ferguson, Letica Corporation
Global Polymer Markets
This presentation will provide an overview of the sourcing, processing, and analytical testing requirements important for providing natural flavors in pickles and pickled vegetable products.

11 – 11:45 a.m. Using Social Media to Boost Sales
Sean Coary, Food Marketing, Saint Joseph’s University
Relying solely on face-to-face interactions to build relationships and increase sales is no longer the most effective strategy. Combining offline interactions with an online, social media presence can lead to stronger customer relationships and increased sales. Sean will share specific social media strategies to advance your customers in the selling cycle and provide tips to discover new sales leads.

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HISTORIC LANDMARKS, INCLUDING:

- Michigan Avenue Bridge: Trump Tower, Wrigley Building, boat tours
- Millennium Park: Cloud Gate (The Bean), Field Museum of Natural History, Buckingham Fountain, Orchestra Hall, Hancock Center, Water Tower, River North, Willis Tower & Observation Deck
- The Magnificent Mile
- Navy Pier
- Art Institute: Grant Park, Millennium Park, Grant Park, Orchestra Hall
- Buckingham Fountain
- Field Museum of Natural History
- Navy Pier
- The Magnificent Mile
- Hancock Center
- Water Tower
- River North
- Willis Tower & Observation Deck

SPOUSE PROGRAM – BREAKFAST & PRIVATE TROLLEY TOUR

Whether you’re a first-time visitor to Chicago or lifelong resident, this highlights tour is the perfect way to see the Windy City. You’ll begin with breakfast at Yolk — a fresh and creative approach to breakfast in an urban, upscale setting. Then, tour the city via a climate-controlled trolley, capped with a trip to the Observation Deck at Willis Tower (formerly Sears Tower). This entertaining and informative tour passes by Chicago’s historic landmarks, including:

- Millennium Park: Cloud Gate (The Bean), the Park Shop
- Michigan Avenue Bridge: Trump Tower, Wrigley Building, boat tours

The spouse fee is $160, priced to defray the cost of meals (registration is required to attend all meeting and social functions and to participate in the spouse program). University researchers who attend all three days of the event are requested to register and pay the same low fee as spouses. Students may register at no charge.

After October 16, fees increase $50 in each category — $745 for association members (single party), $645 for member company groups of two to seven, $345 of member company groups of eight or more, $1,250 for non-members, and $210 for spouses and university staff.

HOTEL RESERVATIONS

The Drake Hotel has long boasted its prominence within Chicago’s history, becoming known as high-society’s first choice in opulence and luxury. Listed in the National Register of Historic Places, The Drake is located at 140 E. Walton Place, Chicago, IL 60611, on the corner of the Magnificent Mile (N. Michigan Ave.) and Lake Shore Drive.

Please make your reservations directly by calling 800-55-DRAKE and mention PPI to receive the preferred room rate of $249 plus tax for single/double, or use the reservation link http://bit.ly/PPIAnnualHotel. Guaranteed reservations are refundable if canceled 72 hours prior to check-in.

IMPORTANT: The cutoff date for making discounted reservations is October 9. After this date, PPI’s room block will be released and reservations will be accepted based on availability.

DRESS CODE

The conference dress code is business casual (ties not required).

REGISTRATION

Please take advantage of advanced registration discounts! Fees for registrations received by October 16 are $695 for PPI members and $1,200 for non-members. Additional registrations from the same company are discounted — the more that register, the larger the discount. A group of two to seven will receive a discount after the first registrant for a fee of $595 per person. What’s more, a special discount is available for eight or more registrants from the same company for $295 each after the seventh registrant, adding to the overall networking experience. To register, please complete and return the enclosed form. Members can register online by logging into www.ilovepickles.org.

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AIRPORT & GROUND TRANSPORTATION

Downtown Chicago is serviced by O’Hare and Midway Airports. Taxi service is approximately 35-50 and 25-45 minutes from either airport. Rates can vary considerably depending on traffic.

Public Transportation: The Chicago “L” train is a convenient way to get to downtown Chicago from either airport. Visit www.TransitChicago.com.

Shuttles: Go Airport Shuttle services both airports. Reservations are not required; fare is approximately $40 round trip. Visit www.AirportExpress.com

MUCH TO SEE & DO

Chicago’s great magic lies in its mix: sophisticated yet friendly, with bustling city streets adjacent to long stretches of green parks. Chicago is more walkable than most global cities, and visitors of all ages enjoy the proximity of such attractions as Navy Pier, Millennium Park, the Art Institute of Chicago, and other treasures. The city’s explosive performance art scene delivers audience-thrilling theatre, music, and dance in historic venues — and, of course, an endless assortment of restaurants, shopping, and nightlife are all at your fingertips.

For more information on all that Chicago offers, visit www.ChooseChicago.com.

SPONSORSHIP OPPORTUNITIES AVAILABLE

Companies interested in added exposure during this and all association events are encouraged to show their support via sponsorships. Special recognition will be given to each contributor during the meeting. Contact Brian Bursiek, PPI Executive Vice President (202-331-2465), for sponsorship details matching your company’s needs.

NAME BADGE REQUIRED

Registrants will receive a name badge which must be worn for entry into all speaking sessions, meals and social functions.

ADDITIONAL INFORMATION

Contact Samantha Lee at slee@ilovepickles.org or by phone (202-331-2452) if you have questions or need assistance with registration.