LEAD New York Class 15

Session 3: Consumers, Public Speaking, Food Away From Home

Rochester Plaza Hotel
70 State Street
Rochester, NY 14614
Phone: (585) 546-3450
http://www.rochesterplaza.com/

November 7 - 9, 2013

Program Team: Brenda Avedisian, Brad Bliss, Rob Cross, Wade Heineman

Session Sponsors: Colby Family, Wegmans, Midstate Mutual, Walnut Ridge Dairy

Goals:
1. Challenge class member paradigms of “consumers”
2. Build knowledge of food safety (e.g. HACCP) and nutrition issues
3. Observe and discuss food retail trends
4. Learn about food distribution to other public segments
5. Learn about public speaking skills
6. Receive and process feedback from the 360 Assessment
7. Improve business etiquette

Agenda: (final as of 10/28/13)

Thursday, November 7, 2013: (Dress is Business attire)
Facilitator: Brenda Avedisian

11:45 Arrive at Wegmans Headquarters
1885 Chili Ave., Rochester, NY 585-429-3623
12:00 Lunch arranged by Wegmans
12:30 Panel of speakers – approx. 20 min. ea. with a break mid-way
12:30 Kevin Ussia, HACCP Basics
1:00 Bill Pool, GAP’s and Produce Safety
1:30 Jason Wadsworth, Safety in Store Design
2:00 Break
2:15 Trish Kazacos, Consumer Trends
2:45 Naomi Peco, Wegmans Brand
3:15 Tour QA/Development Lab (as time allows)
Facilitator: Wade Heineman
3:30 Depart for Pittsford Store, 3195 Monroe Ave.
3:45 Self-guided store tour (small groups; managers prepared for questions)
5:00 Travel to hotel; check in, freshen up (stay in business attire)
6:00 Dinner at hotel (River Room, cash bar)
   Barbara Lang – “Dining Etiquette for LEADers”
8:00 Directory photos (in River Room)
   Hospitality suite - (December Batavia facilitators meet w/ Larry)
Friday, November 8, 2013: (Dress is Business Casual)
Facilitator: Brad Bliss
7:00 Carpool to Foodlink 1999 Mt. Read Blvd. (see carpool list provided by Larry)
7:30 Arrive at Foodlink; brief tour of facility
8:15 Breakfast (sponsored by Foodlink)
8:45 Presentation and discussion – Tom Ferraro, Jeanette Batiste
9:30 Depart for mini-group tours – carpool to sites (see roster from Larry)
   Tina Kaplun, Aquinas Institute (Larry, Larry)
   Ron Beck- Rochester Riverside Convention Center (Brenda Avedisian, )
   Paul Hermle - Strong Memorial Hospital (Wade Heineman, )
   Mike Lehmann, Mgr.,Applebees, Gary Landers – Dist. Mgr. (Brad Bliss, )
   Scott Sheets – St. John’s Home (Rob Cross, )
11:30 Depart for lunch at St. Peter’s (small groups to reconvene there)
Facilitator: Wade Heineman
12:00 Lunch – St. Peter’s Soup Kitchen – Patty Lorenzen, Director
1:30 Return to hotel
2:00 DLI 360 introductory workshop – Larry Van De Valk
2:30 Break
3:00 360 feedback and interpretation – Larry Van De Valk
4:30 Megan Mills-Hoffman – “Taking the fear out of fundraising”
5:30 Travel to dinner location (carpool)
6:00 Dinner – Banba Bistro, 282 Alexander St.
8:00 Return to hotel; Hospitality suite and alumni phone call sign-up
   (January facilitator meeting w/ Larry)

Saturday, November 9, 2013: (Dress is Casual)
Facilitator: Rob Cross
7:00 Breakfast buffet (River Room)
   (check out of your hotel room, leave bags in meeting room or car!)
8:00 Persuasive speaking training – Brian Earle, Lecturer, Communications
   “Guinea Pigs”: Judy Littrell, Dan Welch, Mary Beth LaMay, Steve Ammerman,
   Jenny Lundberg
10:00 Break
10:30 Small group reports to class; housekeeping items: facilitator critique, etc.
12:00 Lunch – Box lunch provided at hotel
1:00 Optional Tour – Colby Homestead Farms, Bob Colby, 263 Colby St.,
   Spencerport (15 minutes from hotel)