



## Class 17

## Seminar #3

### Theme

**Consumers, Public Speaking,  
Food Away From Home**



**Rochester Riverside Hotel  
120 East Main Street  
Rochester, NY 14604  
585-546-6400**

### **2017 – 2019 PROGRAM SPONSORS**

#### **Over \$25,000**

American Agriculturist Foundation Endowment Fund  
Dairy Farmers of America Charitable Foundation  
Northeast Agricultural Education Foundation, Inc.

#### **Over \$10,000**

Farm Credit Endowment Fund

#### **Over \$5,000**

Friends of Pro-Fac Fund  
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#### **Over \$2,500**

Northeast Ag Education Foundation Endowment Fund  
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National Grape Cooperative Endowment Fund  
Seneca Foods Endowment Fund

### **Seminar Goals:**

1. Challenge class member paradigms of "consumers"
2. Build knowledge of selected food service 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:** *(semi-final as of 10/19/17)*

Thursday, November 2, 2017: **(Dress is Business attire)**

**Facilitator:** *Jeannette Kreher*

- 11:45 **Arrive at Wegmans Headquarters**  
1885 Chili Ave., Rochester, NY 585-429-3623
- 12:00 **Lunch arranged by Wegmans**  
**Photos during lunch** – Terri
- 1:00 **Panel of speakers**
- 1:00 **Trish Kazacos, RDN – Nutrition and Health: What’s in Store?**
- 1:30 **Steve Strub, Mgr. Produce Food Safety – Produce Food Safety at Wegmans Local Grown Program**
- 2:00 **Cathy Gaffney, VP Specialty Cheese – Artisan Cheese in America**
- 2:30 **Amy Cimino, Regional Organic Partner Farm Merchant – Organic Near Our Store Procurement**
- 3:00 **Depart for Pittsford Store, 3195 Monroe Ave.**
- 3:30 **TBD – brief welcome presentation(s) in conference room**  
**Store tour (two groups; managers prepared for questions)**
- 5:30 **Move to Grinnells Restaurant for dinner 1696 Monroe Ave.**
- 6:00 **Dinner at Grinnells Restaurant (private room)**  
**Dining etiquette for leaders – Barbara Lang**
- 8:00 **Return to hotel, check in, hospitality suite (McQuaid Room, 3<sup>rd</sup> Floor)**  
– *(Batavia facilitators meet w/ Larry)*

Friday, November 3, 2017: **(Dress is Business Casual)**

**Facilitator:** *Natasha Thompson*

- 6:30 **Breakfast buffet** (vouchers for buffet at Legends restaurant)
  - 7:30 **Carpool to Foodlink 1999 Mt. Read Blvd.** (see carpool list provided by Larry)
  - 8:00 **Arrive at Foodlink; brief tour of facility**
  - 8:45 **Presentation and discussion – Mitch Gruber & Julia Tedesco**
  - 9:30 **Depart for mini-group tours – carpool to sites** (see roster from Larry)  
**Joseph Argento, Pennfield CSD (Larry)**  
**Ron Beck- Rochester Riverside Convention Center (Natasha)**  
**Andrea Maccarone, St. John Fisher College (Jean)**  
**Mike Lehmann, Mgr., Applebees, Gary Landers – Dist. Mgr. (John)**  
**Bob Brownyard, Linda McCoy – St. John’s Home (Jeanette)**
  - 11:30 **Depart for lunch at St. Peter’s (small groups to reconvene there)**
- Facilitator:** Jean Gallagher
- 12:00 **Lunch – St. Peter’s Soup Kitchen – Patty Lorenzen, Director**
  - 1:00 **Return to hotel**
  - 1:30 **Persuasive speaking training – Eliza VanCort (Frontier Hall)**
  - 3:30 **Break**

Friday, November 3, 2017 (cont’:

- 4:00 **VOICES workshop - Larry**
- 6:00 **Free time before dinner**
- 6:30 **Casual dinner in hotel (Silver Room), Small group reports to class**  
**“Taking the fear out of fundraising” – Stephanie Ohol King, Jeff Bagel**
- 8:00 **Hospitality suite (McQuaid Room, 3<sup>rd</sup> Floor) and alumni phone call sign-up** *(January facilitator meeting w/ Larry)*

Saturday, November 4, 2017: **(Dress is Casual)**

**Facilitator:** *John King*

- 7:00 **Breakfast buffet** (Frontier Hall) *(February facilitator meeting w/ Larry)*  
*(check out of your hotel room, leave bags in meeting room or car!)*
- 8:00 **Persuasive speaking training (cont.) – Eliza VanCort**
- 10:30 **Break**
- 10:45 **Debriefing; facilitator critique, etc. – facilitator team**
- 12:00 **Lunch at hotel** – housekeeping and peer coaching group meetings
- 1:30 **Optional Tour – Joe Costello, Palmer Food Service, 171 Weidner Rd.**