



## **MEMORANDUM**

**TO: EXECUTIVE BOARD  
CONFERENCE FOR FOOD PROTECTION**

**FROM: JEFF LINEBERRY**

**DATE: AUGUST 7, 2012**

**SUBJECT: AUGUST BOARD MEETING  
EXECUTIVE DIRECTOR REPORT**

1) Overview of the 2012 Biennial Meeting Indianapolis, Indiana

The 2012 biennial meeting results were somewhat mixed, disappointing in terms of attendance compared to the past three biennial meetings, but successful financially because of a grant from the US Food and Drug Administration, increased sponsorship, and record workshop attendance. The meeting was, however, very successful in bringing together people from disparate geographic regions, backgrounds, and employers to deliberate more than 100 issues with one goal, increased food safety. Once again, ideas were shared both inside and outside the council rooms that changed perspectives, informed decisions, and broke down barriers among attendees who may have come to the meeting with opposing points of view but left as colleagues.

There were 370 registered attendees this year compared to 410 in Providence in 2010. This suggests that state and local public health agencies continue to restrict travel amid reduced budgets. Future efforts should focus on increasing participation by State and Local regulatory representatives. Notably, some long-term stalwarts of CFP, including California, Oregon Agriculture, and Florida health and regulatory services were not able to send delegates in 2012.

I wish to commend the Indianapolis Local Arrangements Committee for doing an outstanding job. I also wish to recognize both Eric Pippert and Lisa Wright for their professional and dedicated work leading up to and throughout the biennial meeting, making my job much more manageable.

The Hyatt Regency Indianapolis was a pleasure to work with. All contractual obligations for room occupancy and catering were met.

The contracted food and beverage minimum was \$35,000. The total food and beverage costs were approximately \$44,000, but that included the costs of the Sunday brunch and beer and wine corkage that brought the CFP cost down to about \$36,000. Comments from attendees on the quality and quantity of food and beverage were universally positive.

Contract concessions for complimentary rooms resulted in 18 free room nights, which were applied to CFP administrative staff accommodations.

An experiment funded by the LAC to bring real-time wifi to the council members in council II had mixed results. The intent was for council members to view scribe edits to Issues on their laptops as they occurred. However, limited bandwidth caused time delays that made it difficult to follow the debate since the laptop image lagged behind the image projected on the screens in the council room. Most council members commented that they used the wifi capability for internet access during deliberations, referring to the large screens for reference to Issue edits.

Audio/Visual costs were increased because of charges (more than \$1,000) for internet access in the CFP office and A/V price increases generally.

The use of Eventbrite to process registrations was generally successful, although it did not result in as much labor savings as was first anticipated. Lisa Wright may have comments on future registration options. The use of Eventbrite to process sponsorships was successful in that sponsor exemptees were processed accurately. Lisa Wright devised a method whereby sponsors were able to enroll through Eventbrite, while CFP avoided expensive credit card interchange fees. Although somewhat cumbersome and labor intensive, this method resulted in significant cost savings to CFP. Using Eventbrite also allowed CFP to discontinue in-house credit card processing, saving monthly fees and reducing potential liability for security breaches.

Unfortunately, web posting of daily council actions was not feasible. Issue recommendations were posted to the website shortly after council deliberations ended on Tuesday. This was partly due to Lisa Wright's illness and early departure, and partly because of the way Issues are recorded daily by the scribes. If daily posting is required in the future, some changes may need to be made to the current system.

Printed Issue recommendations were provided at no charge to all delegates and made available to those who pre-ordered. This system seemed to work well. A significant number of printed issue recommendation packets remained unclaimed.

## 2) Crumbine Award

### 3) 2016 Biennial Meeting

Seattle, Washington and Boise, Idaho are potential sites for the 2016 biennial meeting. As was reported to you earlier, San Diego removed themselves from the running shortly after the April meeting.

### 4) 2013 Executive Board Meetings

The next Executive Board meeting will be held at the Buena Vista Palace in Lake Buena Vista, Florida. The dates of the meeting are May 14-15, 2013. The cut-off date for reservations is April 13, 2013. The rate for all board members is \$111 (the current GSA per diem rate) per night plus 12.5% tax. Board members and standing committee chairs will receive instructions for making reservations.

The fall 2013 Executive Board meeting location and dates have not been determined.

### 5) New Executive Director

Congratulations to Dr. David McSwane on being selected to be the next Executive Director. I have complete confidence that Dr. McSwane will provide excellent guidance and administration to the Conference and the Board. It has been an honor for me to serve as your executive director since 2007. The organization has continued to grow in stature and support from the industry and regulatory community. The current membership level following the biennial meeting, about 500, is very healthy as is the CFP bank account. Most importantly, however, is the very significant contributions to food safety made by CFP members and the continued adoption of the Food Code by regulatory jurisdictions and retail food operators throughout the country. I am very proud to have played a part in that.

Respectfully submitted,

Jeffrey C. Lineberry  
Executive Director