



## **MEMORANDUM**

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

**FROM: DAVID McSWANE**

**DATE: JULY 21, 2018**

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

1) Overview of the 2018 Biennial Meeting Richmond, Virginia

By all accounts, the 2018 biennial meeting was a very successful event. There were 512 attendees compared to 449 in Boise and 439 in Orlando. In addition 259 registrants indicated they were first time attendees at the meeting. The Saturday workshop was attended by 362 people. The biennial meeting was a financial success due to the efforts of the Sponsorship Committee and the increased fee structure implemented prior to the meeting. Attendance was boosted by a small conference grant from the Food and Drug Administration. We are grateful for FDA's continued support of CFP and the Biennial Meeting.

The meeting was also successful in bringing together people from various geographic regions, backgrounds, and constituent groups to deliberate 94 issues with one goal, enhanced retail food safety. 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 collaborators.

I want to thank the Local Arrangements Committee for its efforts in serving as our local contacts, providing a great group of volunteers and for providing an enjoyable LAC reception. I also want to thank AFDO for allowing Krystal Reed and Patty Fitzgerald to help us prior to and during the Biennial Meeting. Their efforts were outstanding. Finally, I would like to thank Cliff Nutt and Aggie Hale for their efforts leading up to and throughout the biennial meeting.

## 2) Attendee Satisfaction Survey

A Satisfaction Survey was sent to all 2018 Biennial Meeting attendees. Two hundred and forty-three individuals responded to the survey. This is a 47% response rate which is very good for an unsolicited survey. A few highlights from the survey are provided below:

<b>Item to Rate or Respond to</b>	<b>Response</b>
I prefer the revised meeting schedule	96% agree or strongly agree
Workshop topics/speakers met or exceeded expectations	94%/96% agree or strongly agree (of those who attended the workshop)
Breakout sessions during the workshop met or exceeded expectations	88% agree or strongly agree (of those who attended the workshop)
The keynote address met or exceeded my expectations	89% agree or strongly agree (of those who attended this session)
The Committee Updates and Reports Session met or exceeded my expectations	95% agree or strongly agree (of those who attended the this session)
The Council Orientation and Parliamentary Procedures Session met or exceeded my expectations	91% agree or strongly agree (of those who attended this session)
Council meetings were well organized	88% agree or strongly agree
The Retail Food Program Standards Session met or exceeded expectations	91% agree or strongly agree (48% of respondents participated in this session)
The Biennial Meeting/Workshop was a good value for the price charged for registration	86%/92% agree or strongly agree
What 3 tools did you use most within the App?	Schedule – 33% CFP Issues – 29% Activity Stream – 24%
What 3 tools did you like least within the App?	About – 19% Twitter – 19% Sponsors – 18%
Other features you would like to see in the App.	Publicize the twitter capability in advance, Adopt and publish guidelines on how the App should be used, Twitter was a good idea but needed to be updated more real-time.
If you attended the Biennial Meeting for the first time did you attend the New Attendee Orientation?	Yes - 70% No – 30%
If you attended the New Attendee Orientation was the information presented during the session useful to you?	Yes - 64% No – 5% Did not attend - 32%
As a first time attendee was the Biennial	Yes - 94%

Meeting beneficial to you professionally?	
Did you have any problems understanding the CFP Process and how it worked at the Biennial Meeting?	Yes - 15% No – 85%
If you had problems understanding the CFP Process and how it worked at the BM, what elements did you find confusing?	<ul style="list-style-type: none"> <li>• It all made sense by the end of it; just was hectic.</li> <li>• While I thought that the meeting was overall quite well organized, I was surprised by how political the process is, and how widely backdoor deal making was officially encouraged. That can be workable, but to protect the integrity of the organization and its decision-making processes, I'd like CFP to consider adopting community guidelines or something similar (or better publicizing them if they already exist), so that expectations for interacting are clear for all members, both old and new. Without these clear guidelines for interactions outside of Council deliberations, the CFP process felt extremely exclusive and difficult to penetrate for a new member.</li> <li>• During the New Attendee orientation meeting it was stated that if presenting an issue just state your name and the council will ask questions of you. This was not true. It must be clearly stated to a new presenter that you must summarize your issue with passion and any details that were not contained in the submission.</li> <li>• It was not clear that council members must be lobbied well before the conference to gain support for the issue.</li> </ul>
What things do you think the planners for the 2020 Biennial Meeting can do to improve the event?	<ul style="list-style-type: none"> <li>• This was actually really good; I'm super excited to have attended it.</li> </ul>

	<ul style="list-style-type: none"> <li>• Better food for breakfast</li> <li>• More networking time - especially for newbies/1st timers. The retail caucus meeting wasn't very interesting... just mainly talking about whom to vote for to represent in the future. I think the time would have been better spent on actual retail issues.</li> <li>• Would recommend spreading out the Federal Agency reports as they were too long and each agency needs to have enough time to give report.</li> <li>• Add an orientation session that is specific for new presenters.</li> </ul>
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### 3) Correspondence Prompted by Activity at the Biennial Meeting

Letters were sent on behalf of Conference Chair David Lawrence to Dr. Susan Mayne, Director of the Center for Food Safety and Applied Nutrition at FDA and Ms. Roberta Wagner, Assistant Administrator in the Office of Policy and Program Development at USDA-FSIS. The letter to Dr. Mayne conveyed recommendations related to the current Food Code as well as other Issues that recommend FDA involvement. The letter to Ms. Wagner conveyed recommendation to USDA. In both cases the federal agencies are expected to respond to these letters within 60 days of receipt. Both letters have been posted on the CFP website. Finally, a letter was sent to NSF International regarding Issue 2018-I-005. This letter recommended that NSF do the following: 1) Initiate its consensus process to change "in place cleaning" to the more commonly used "Clean in Place (CIP)" which would also align with the Food Code, and 2) include the same specific exclusionary language: "CIP does not include the cleaning of equipment such as band saws, slicers, or mixers that are subjected to in-place manual cleaning without the use of a CIP system" used by the Food Code in its definition of CIP into the American National Standards Institute (ANSI) definition.

Respectfully submitted,

David Z. McSwane  
Executive Director

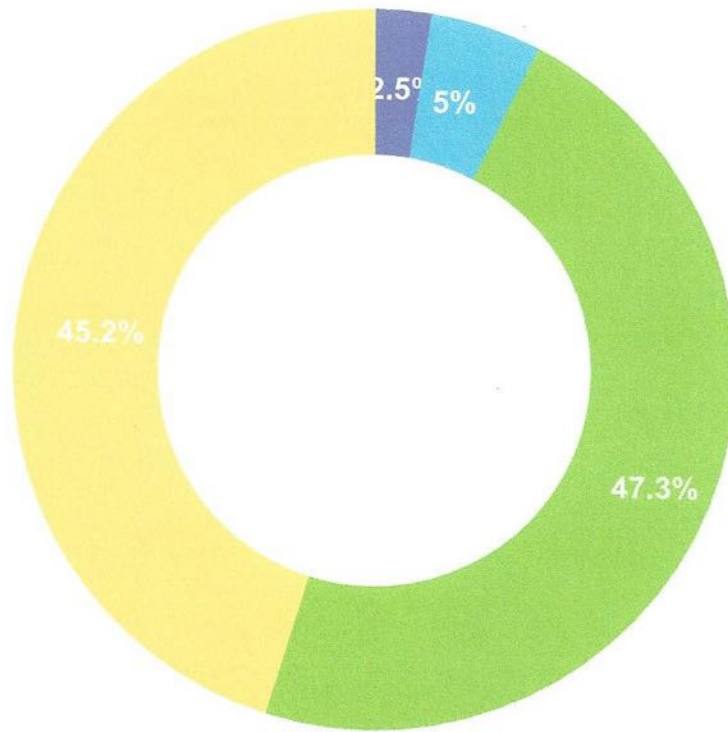
Q1

I prefer the new Monday to Friday meeting schedule.

RATING

Answered  
**241**

Unanswered  
**2**

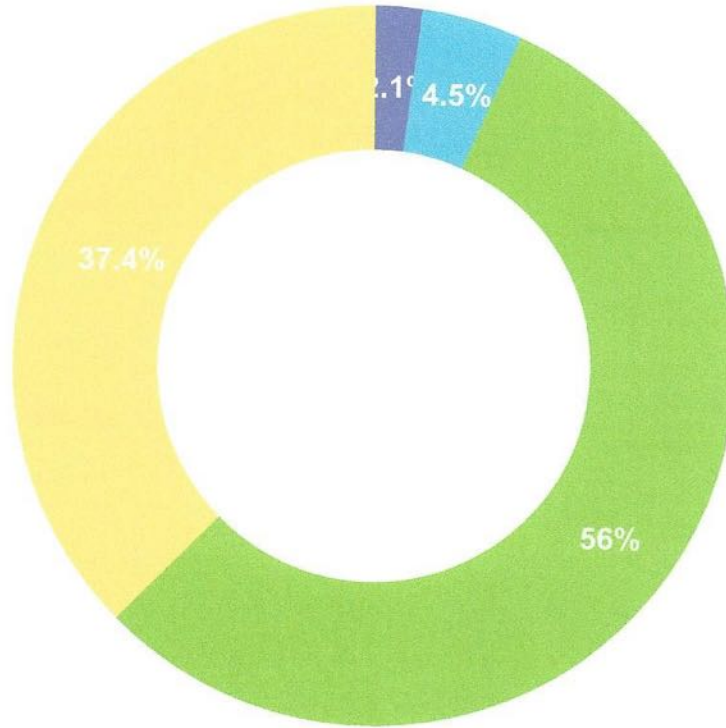


Choice	Total	Rating
1-Strongly Disagree	6	6
2-Disagree	12	24
4-Agree	114	456
5-Strongly agree	109	545



# Richmond, VA was a good host city for the 2018 Biennial Meeting.

RATING



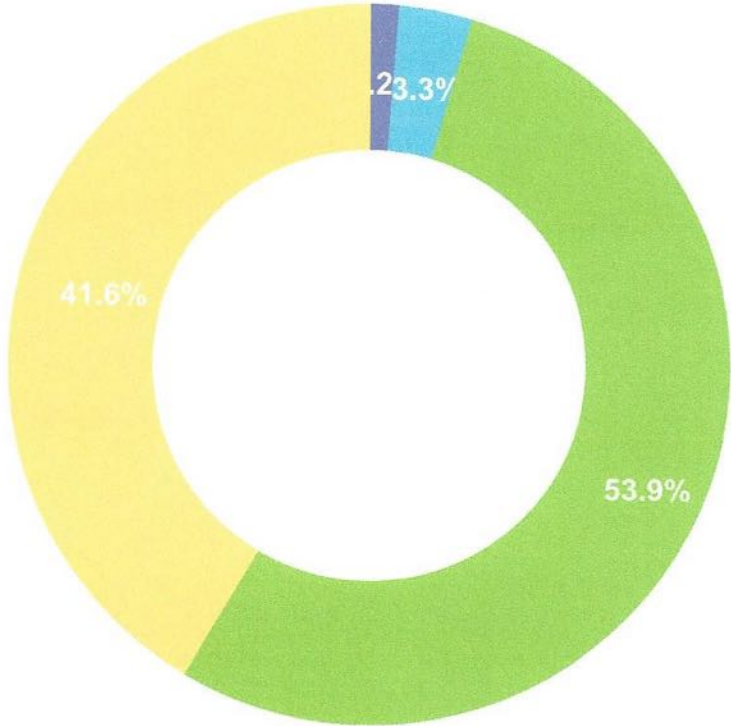
Answered  
**243**  
Unanswered  
**0**

Choice	Total	Rating
1-Strongly Disagree	5	5
2-Disagree	11	22
3-Agree	136	408
4-Strongly Agree	91	364



### The Marriott Hotel provided a good venue for the meeting

RATING



Answered  
**243**  
Unanswered  
**0**

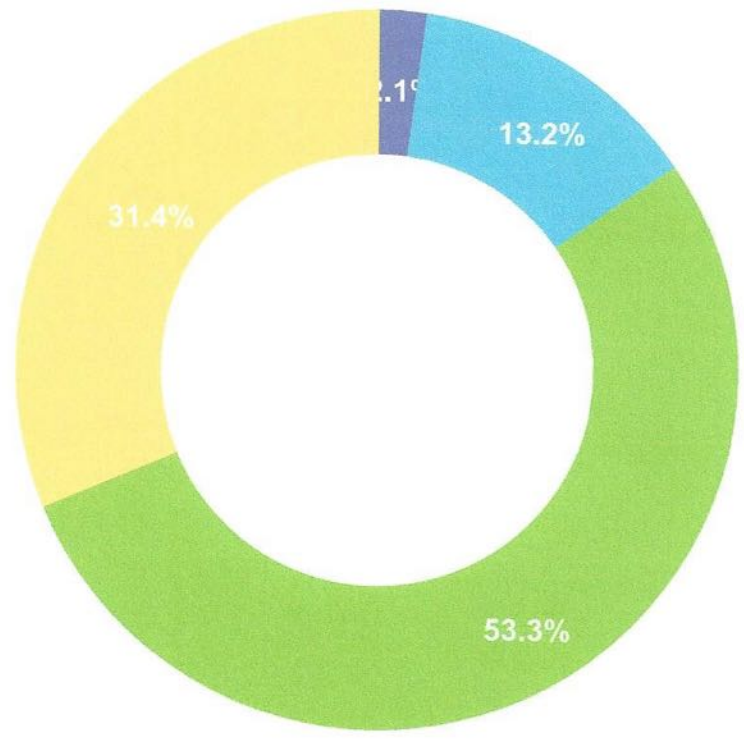
Choice	Total	Rating
1-Strongly Disagree	3	3
2-Disagree	8	16
3-Agree	131	393
4-Strongly Agree	101	404

Q4

Eating establishments in and near the Marriott met or exceeded my expectations.

RATING

Answered  
**242**  
Unanswered  
**1**



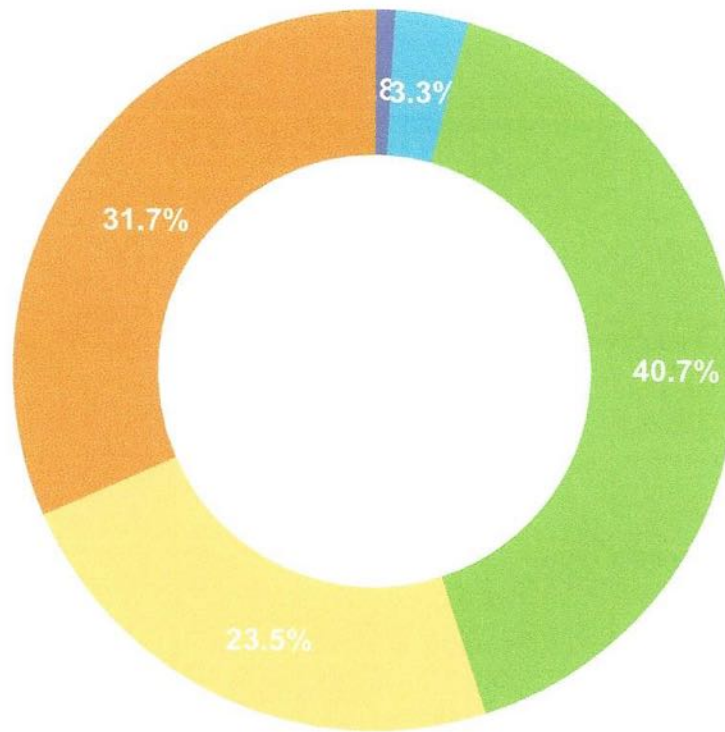
Choice	Total	Rating
1-Strongly Disagree	5	5
2-Disagree	32	64
3-Agree	129	387
4-Strongly Agree	76	304



Q5

### Workshop TOPICS met or exceeded my expectations

RATING



Answered

243

Unanswered

0

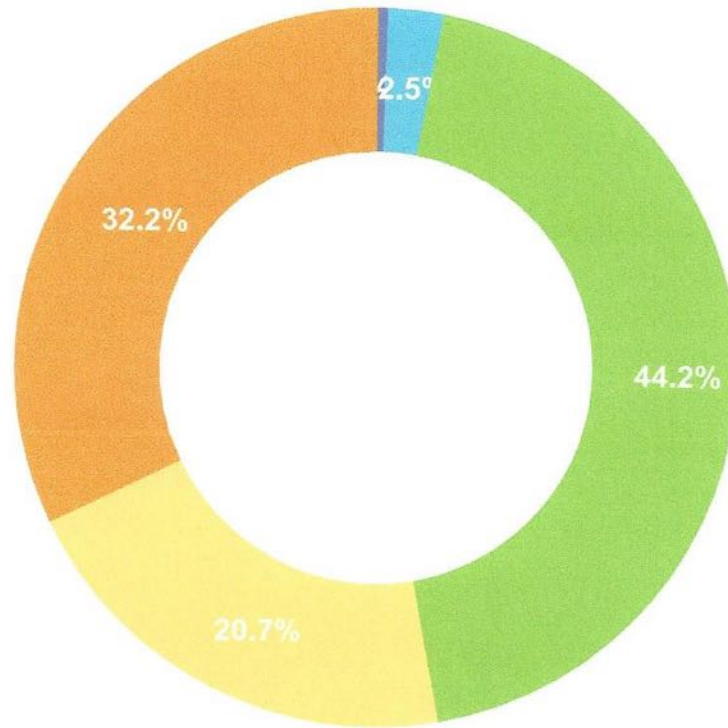
Choice	Total	Rating
1-Strongly Disagree	2	2
2-Disagree	8	16
3-Agree	99	297
4-Strongly Agree	57	228
5-I Did Not Attend the Workshop	77	385



**Q6**

Workshop SPEAKERS met or exceeded my expectations.

RATING



Answered  
**242**  
Unanswered  
**1**

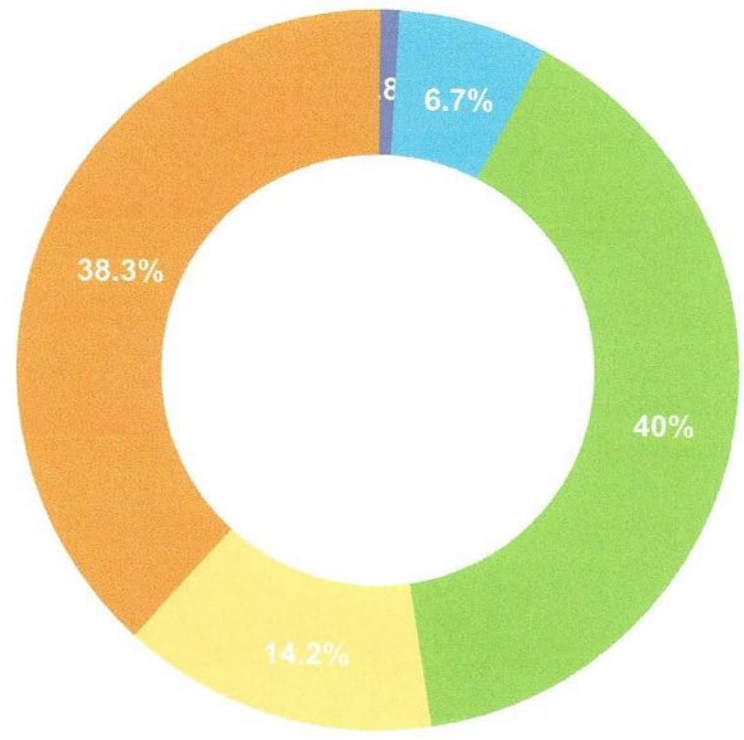
Choice	Total	Rating
1-Strongly Disagree	1	1
2-Disagree	6	12
3-Agree	107	321
4-Strongly agree	50	200
5-I Did Not Attend the Workshop	78	390

**Q7**

The Breakout Sessions during the workshop met or exceeded my expectations.

RATING

Answered  
**240**  
Unanswered  
**3**



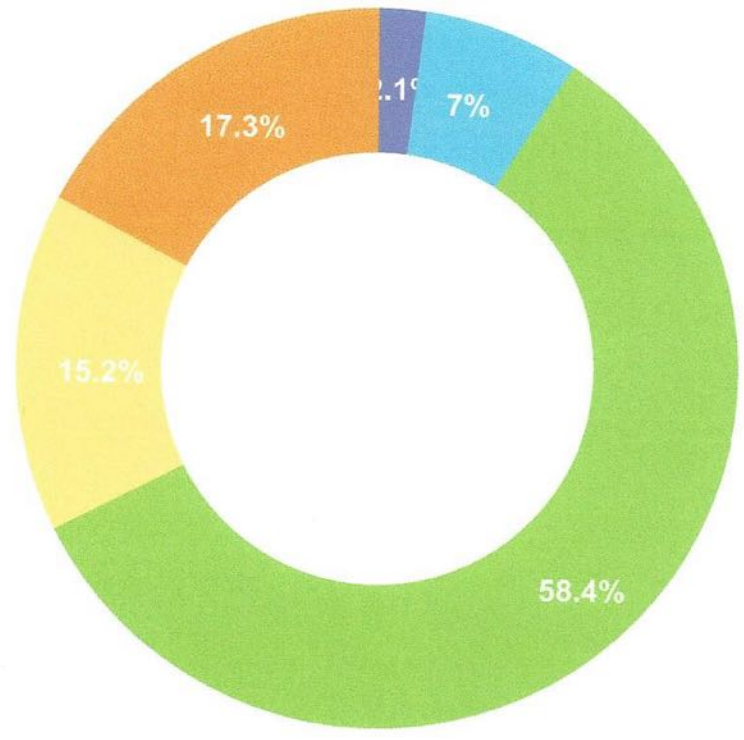
Choice	Total	Rating
1-Strongly Disagree	2	2
2-Disagree	16	32
3-Agree	96	288
4-Strongly Agree	34	136
5-I Did Not Attend the Breakout Sessions	92	460

Q8

The Keynote Address during the Opening Session met or exceeded my expectations.

RATING

Answered  
**243**  
Unanswered  
**0**

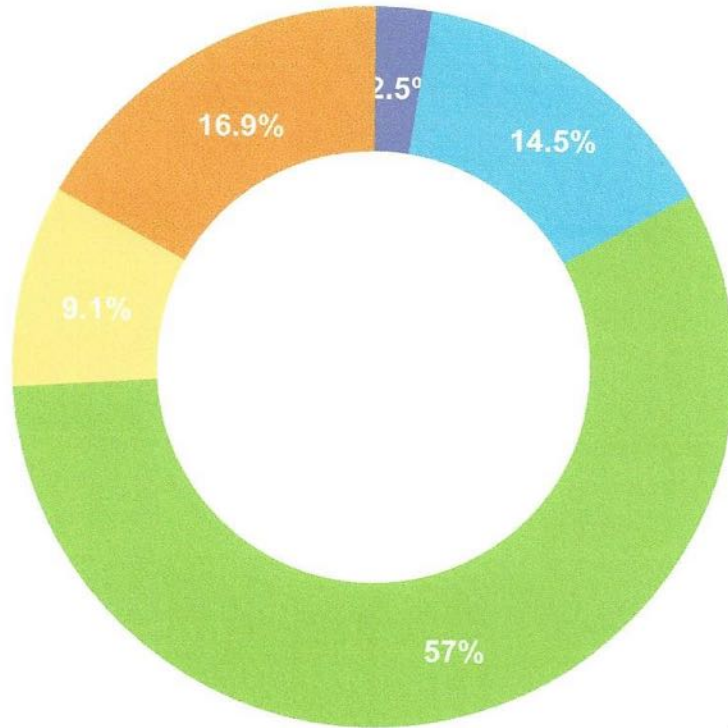


Choice	Total	Rating
1-Strongly Disagree	5	5
2-Disagree	17	34
3- Agree	142	426
4-Strongly Agree	37	148
5-I Did Not Attend the Opening Session	42	210



The Federal Agency Reports during the Opening Session met or exceeded my expectations.

RATING



Answered  
**242**

Unanswered  
**1**

Choice	Total	Rating
1-Strongly Disagree	6	6
2-Disagree	35	70
3-Agree	138	414
4-Strongly Agree	22	88
5-I Did Not Attend the Opening Session	41	205

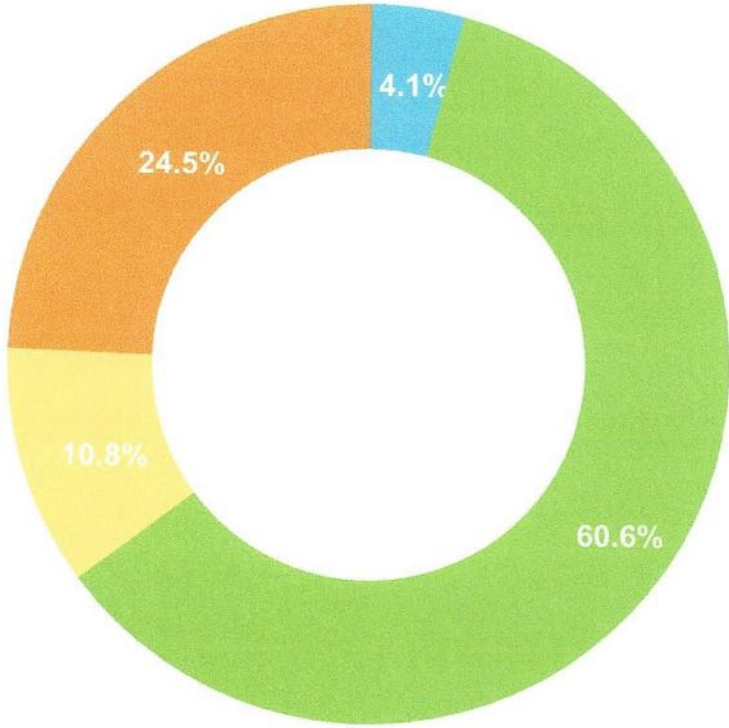
Q10

The Committee Reports and Updates Session on Tuesday morning met or exceeded my expectations.

RATING

Answered  
**241**

Unanswered  
**2**



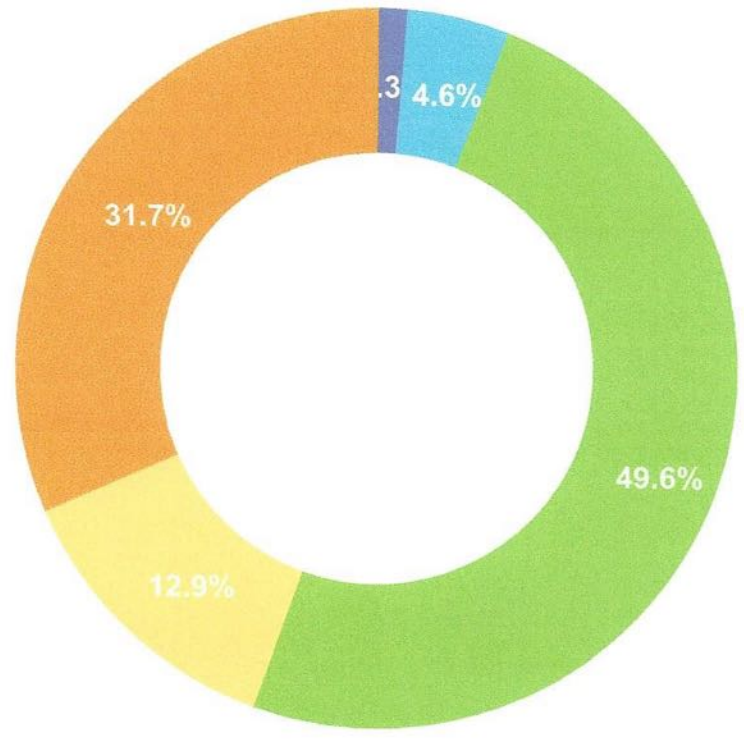
Choice	Total	Rating
1-Strongly Disagree	0	0
2-Disagree	10	20
3-Agree	146	438
4-Strongly Agree	26	104
5-I Did Not Attend This Session	59	295



Q11

The Council Orientation and Parliamentary Procedures Session met or exceeded my expectations.

RATING



Answered  
**240**  
Unanswered  
**3**

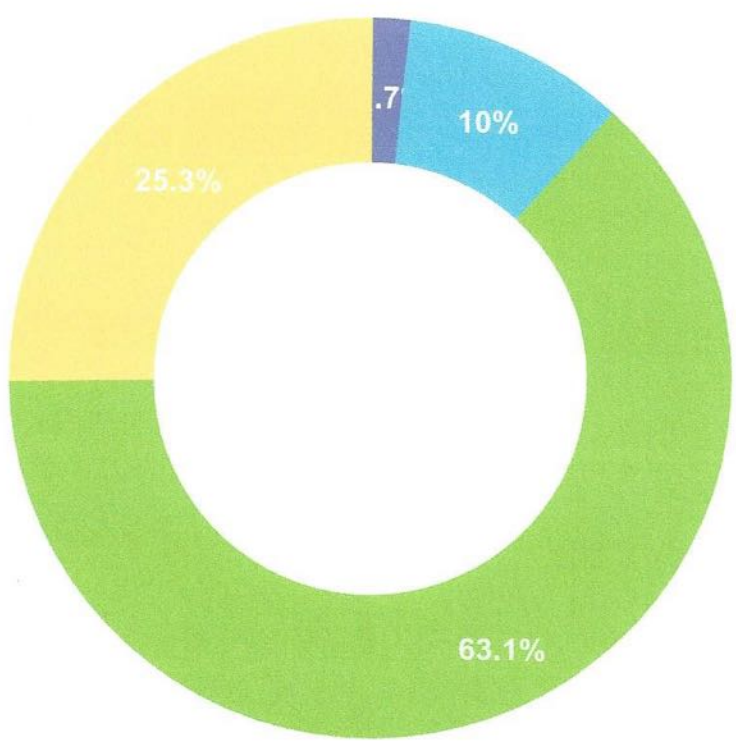
Choice	Total	Rating
1-Strongly Disagree	3	3
2-Disagree	11	22
3-Agree	119	357
4-Strongly Agree	31	124
5-I Did Not Attend This Session	76	380



Q12

The Council Meetings were well organized.

RATING



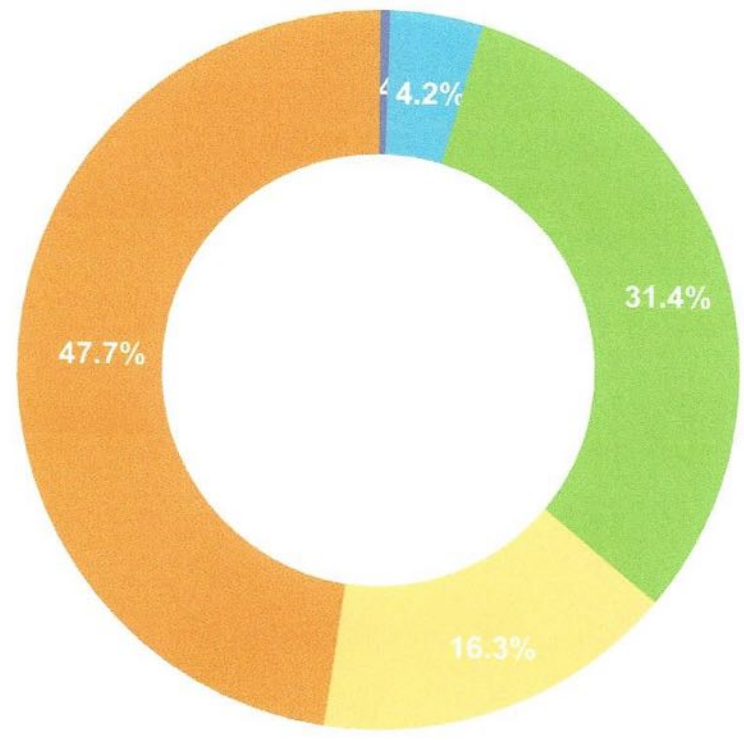
Answered  
**241**  
Unanswered  
**2**

Choice	Total	Rating
1-Strongly Disagree	4	4
2-Disagree	24	48
3-Agree	152	456
4-Strongly Agree	61	244

Q13

The Retail Food Program Standards session on Thursday afternoon met or exceeded my expectations.

RATING



Answered  
**239**  
Unanswered  
**4**

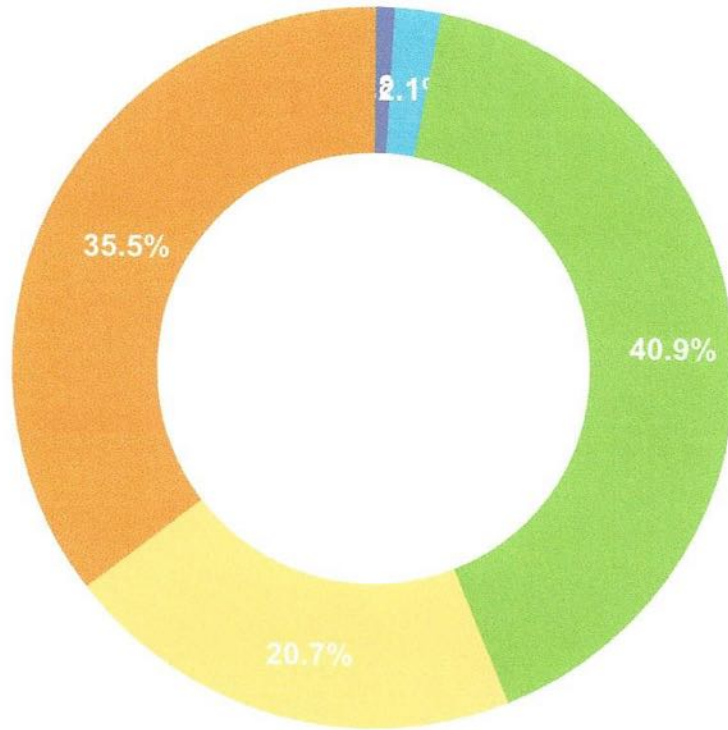
Choice	Total	Rating
1-Strongly Disagree	1	1
2-Disagree	10	20
3-Agree	75	225
4-Strongly Agree	39	156
5-I Did Not Attend This Session	114	570

**Q14**

The Assembly of Delegates meeting on the last day met or exceeded my expectation.

RATING

Answered  
**242**  
Unanswered  
**1**

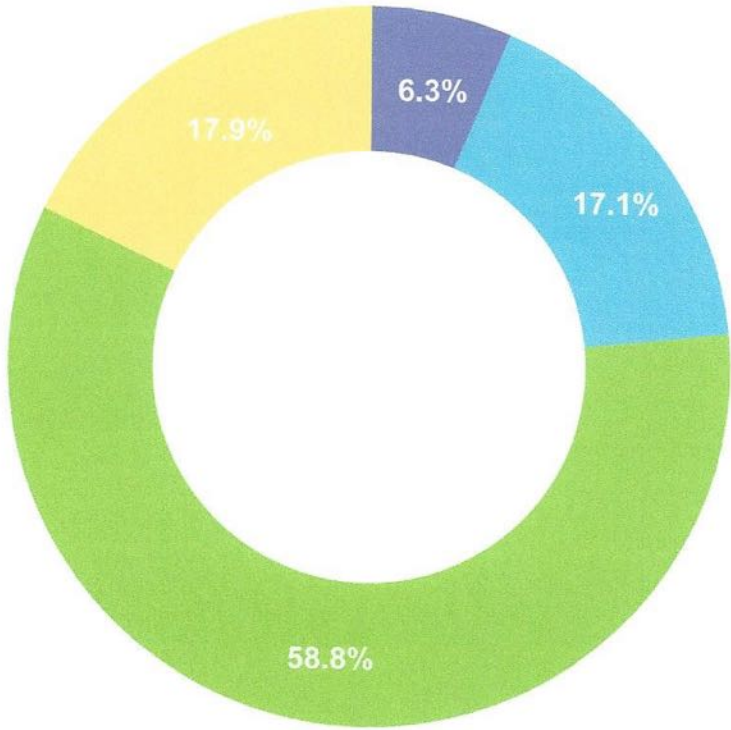


Choice	Total	Rating
1-Strongly Disagree	2	2
2-Disagree	5	10
3-Agree	99	297
4-Strongly Agree	50	200
5-I Did Not Attend This Session	86	430

**Q15**

The TYPE of food and beverages provided at food events met or exceeded my expectations.

RATING



Answered  
**240**

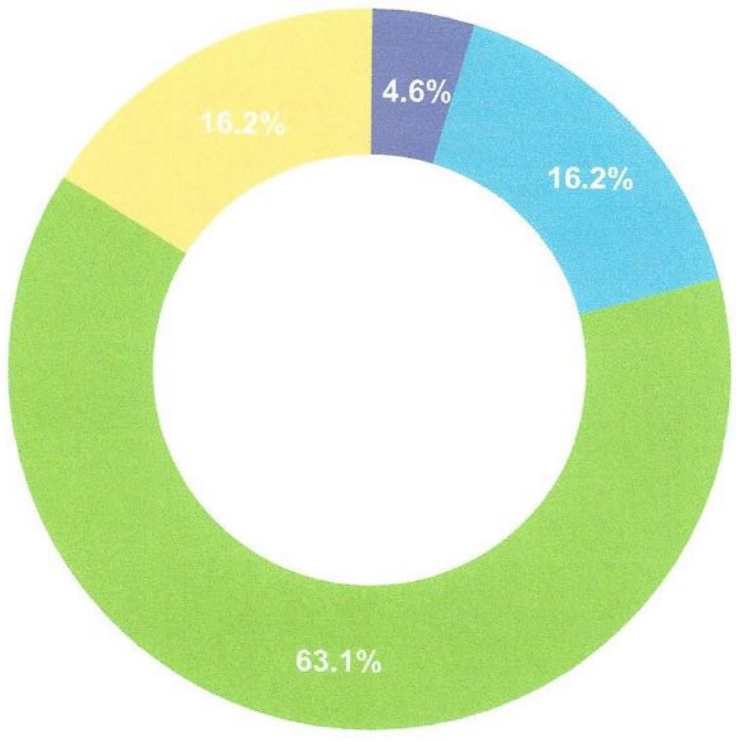
Unanswered  
**3**

Choice	Total	Rating
● 1-Strongly Disagree	15	15
● 2-Disagree	41	82
● 3-Agree	141	423
● 4-Strongly Agree	43	172

**Q16**

The QUANTITY of food and beverages provided at food events met or exceeded my expectations.

RATING



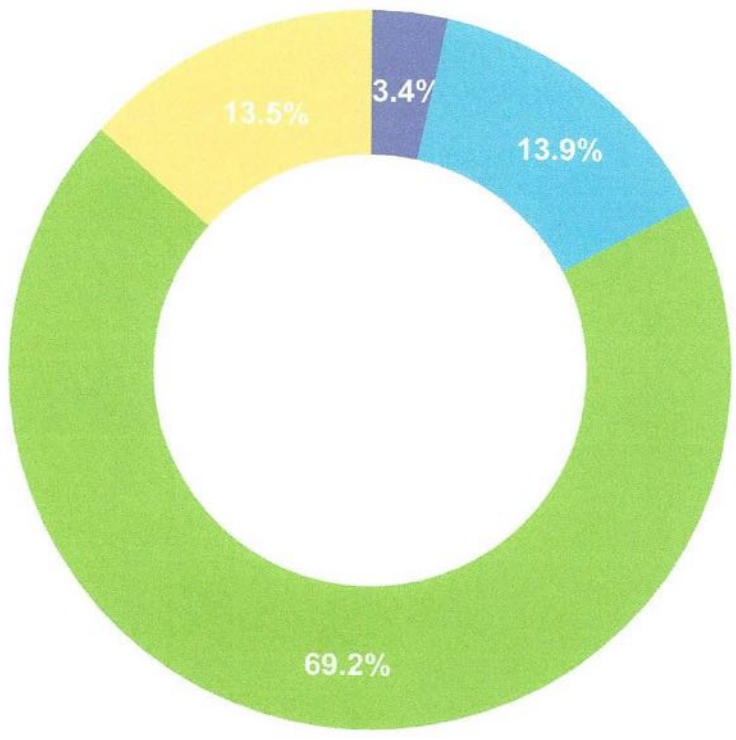
Answered  
**241**  
Unanswered  
**2**

Choice	Total	Rating
● 1-Strongly Disagree	11	11
● 2-Disagree	39	78
● 3-Agree	152	456
● 4-Strongly Agree	39	156

Q17

The number of events at which food was served met or exceeded my expectations.

RATING



Answered  
**237**  
Unanswered  
**6**

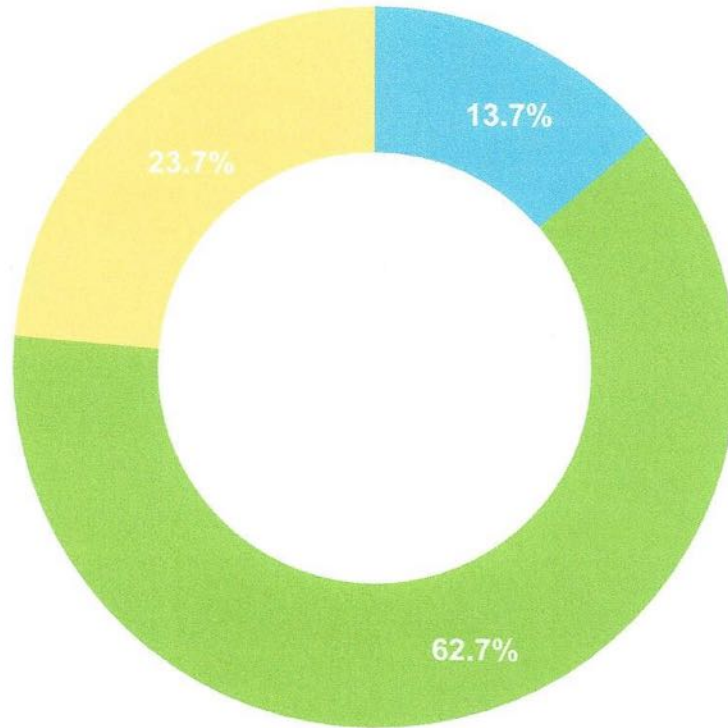
Choice	Total	Rating
1-Strongly Disagree	8	8
2-Disagree	33	66
3-Agree	164	492
4-Strongly Agree	32	128



Q18

The Biennial Meeting was a good value for the price charged for registration.

RATING



Answered  
**241**  
Unanswered  
**2**

Choice	Total	Rating
1-Strongly Disagree	0	0
2-Disagree	33	66
3-Agree	151	453
4-Strongly Agree	57	228

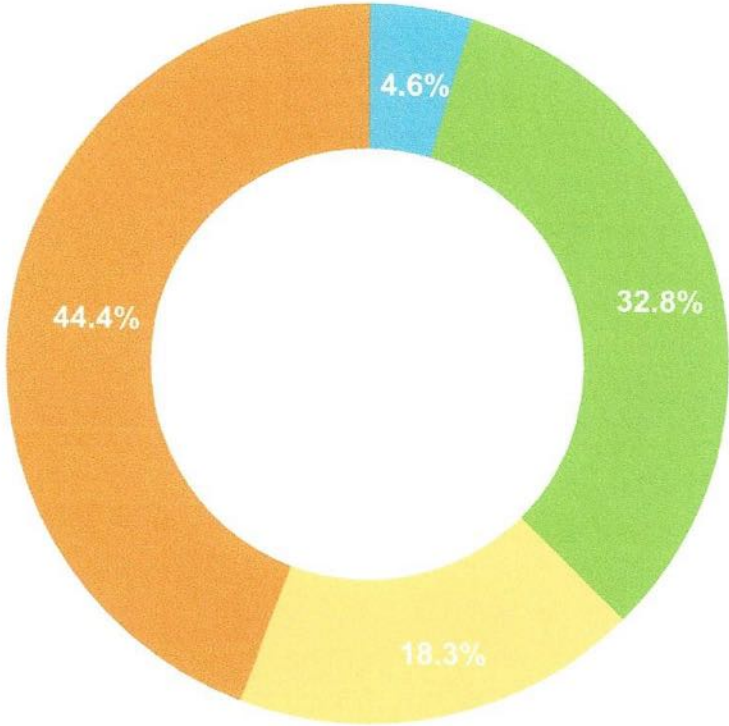
Q19

The Pre-Conference Workshop at the Biennial Meeting was a good value for the price charged for registration.

RATING

Answered  
**241**

Unanswered  
**2**



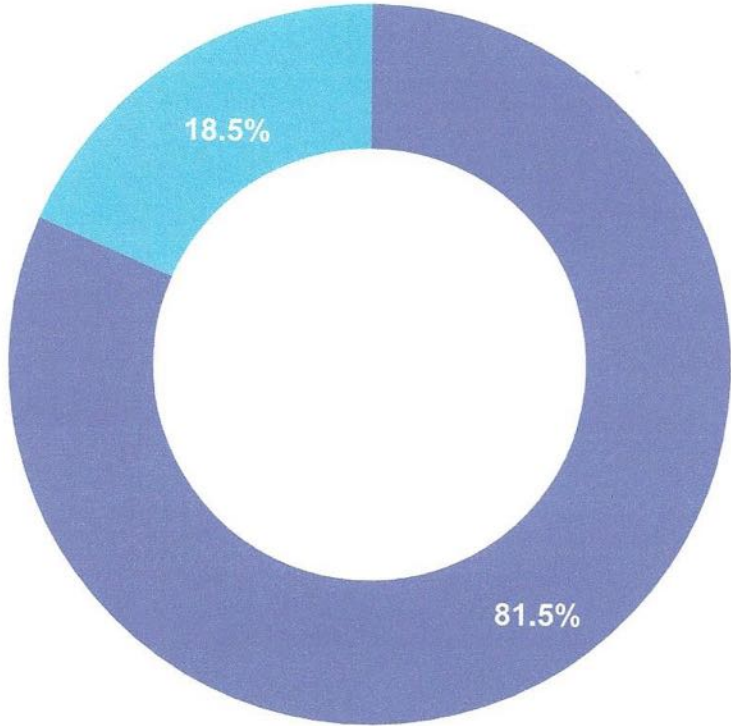
Choice	Total	Rating
1-Strongly Disagree	0	0
2-Disagree	11	22
3-Agree	79	237
4-Strongly Agree	44	176
5-I Did Not Attend This Event	107	535



**Q20**

Did you stay at one of the hotels that was blocked by CFP for the meeting?

RATING



Answered  
**238**

Unanswered  
**5**

Choice	Total	Rating
● 1-Yes	194	194
● 2-No	44	88

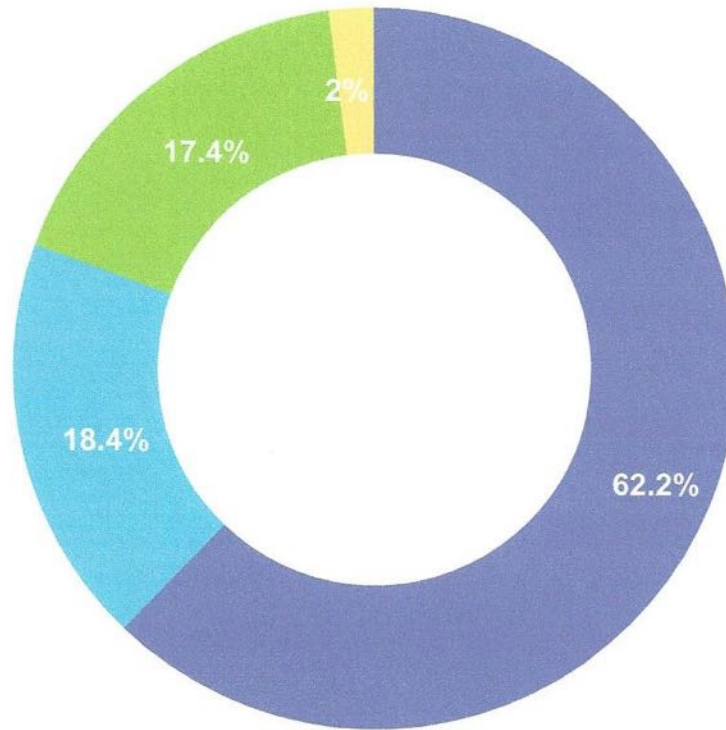
Q21

If you stayed at a CFP blocked hotel, which one did you stay at?

RATING

Answered  
**201**

Unanswered  
**42**



Choice	Total	Rating
1-Marriott	125	125
2-Hilton	37	74
3-Hampton Inn and Suites	35	105
4-Holiday Inn Express	4	16

Q22

If you didn't stay at one of the CFP blocked hotels, please indicate where you stayed and why you chose an alternate hotel.

ESSAY

May 29, 2018 5:04 PM

No openings

May 29, 2018 2:44 PM

Best Western- Other blocks filled

May 29, 2018 1:39 PM

The Burkley Hotel. Booked on Hotwire as other hotels' room blocks were booked and rooms left were high.

May 29, 2018 1:01 PM

I stayed at home. I was a Richmond Resident

May 15, 2018 8:42 PM

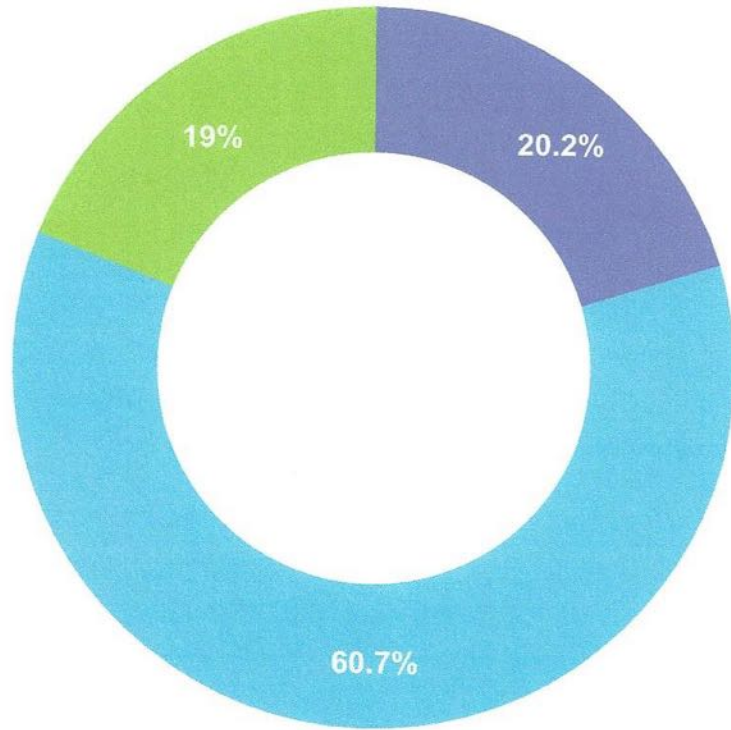
Marriott

Q23

When did you download the App for your mobile device?

RATING

Answered  
**242**  
Unanswered  
**1**



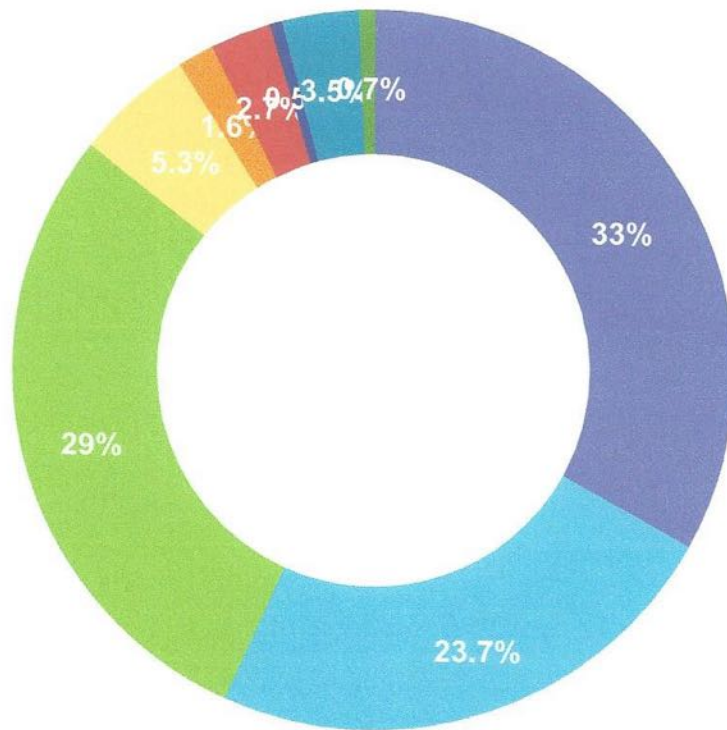
Choice	Total	Rating
● 1-Prior to arrival at the Biennial Meeting	49	49
● 2-At the Biennial Meeting	147	294
● 3-Didn't download the App.	46	138

Q24

What **three** tools did you like MOST within the App?

MULTIPLE CHOICE

Answered  
**193**  
Unanswered  
**50**



Choice	Total
Schedule	181
Activity Stream	130
CFP Issues	159
Twitter	29
Interactive Map	9
Speakers	15

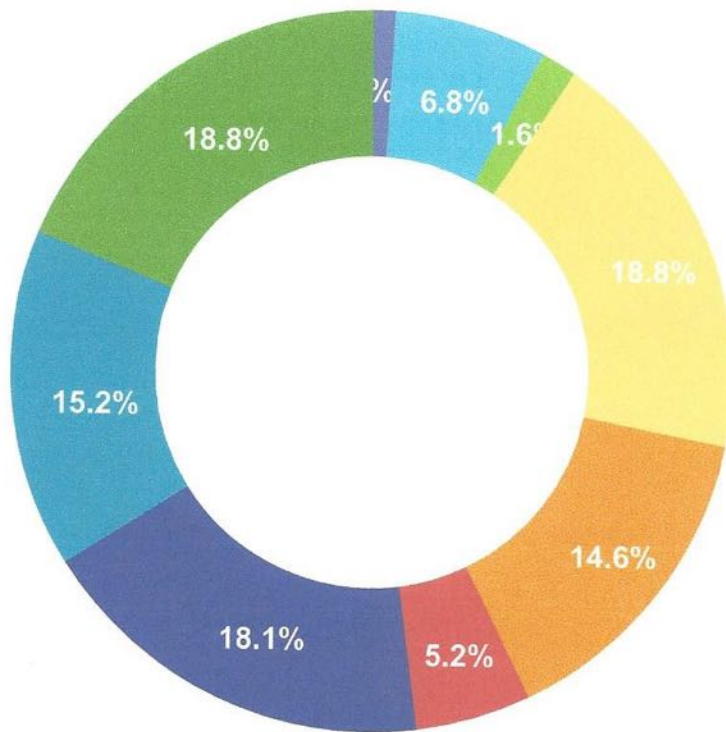
● Sponsors	3
● Map	19
● About	4

Q25

What **three** tools did you like LEAST within the App?

MULTIPLE CHOICE

Answered  
**130**  
Unanswered  
**113**



Choice	Total
Schedule	3
Activity Stream	21
CFP Issues	5
Twitter	58
Interactive Map	45
Speakers	16

● Sponsors	56
● Map	47
● About	58



Q26

Describe any other features (tools) you would like to see in the App in the future.

ESSAY

May 31, 2018 4:43 PM

Honestly, this was one of the best designed apps. Having that activity stream is the best :)

May 30, 2018 9:51 PM

The Twitter capability was good, but it would help to publicize it more widely in advance. For example, the hashtag for CFP Eats was a great idea and would have been helpful for aggregating restaurant recommendations--and, most importantly, getting them out of the activity stream, which was extremely cluttered.

Related to this, I would strongly recommend adopting and publishing user/community guidelines before the next Biennial Meeting. How do members want the app, and various parts of the app, to be used? The activity stream was crowded with all kinds of content: photos of socks, complaints about Council proceedings, photos of individuals hanging out in the foyer, lobbying messages, etc. With clearer expectations for appropriate use, the app should prove to be a very powerful and welcome tool.

May 29, 2018 3:14 PM

I think the Twitter feed idea was a good one. It just needed to be updated more real-time.

May 29, 2018 1:05 PM

At times the app wasn't up to date or wasn't working properly. Thought the app was great otherwise

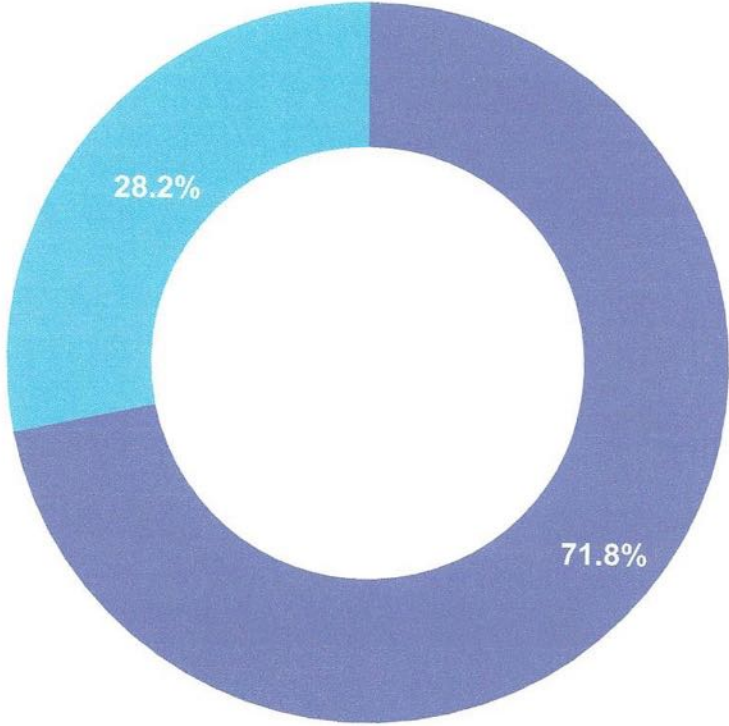
May 21, 2018 5:50 PM

Really, only used the schedule.

**Q27**

If you attended the Biennial Meeting for the first time, were you assigned a Navigator?

RATING



Answered  
**131**

Unanswered  
**112**

Choice	Total	Rating
● 1-Yes	94	94
● 2-No	37	74

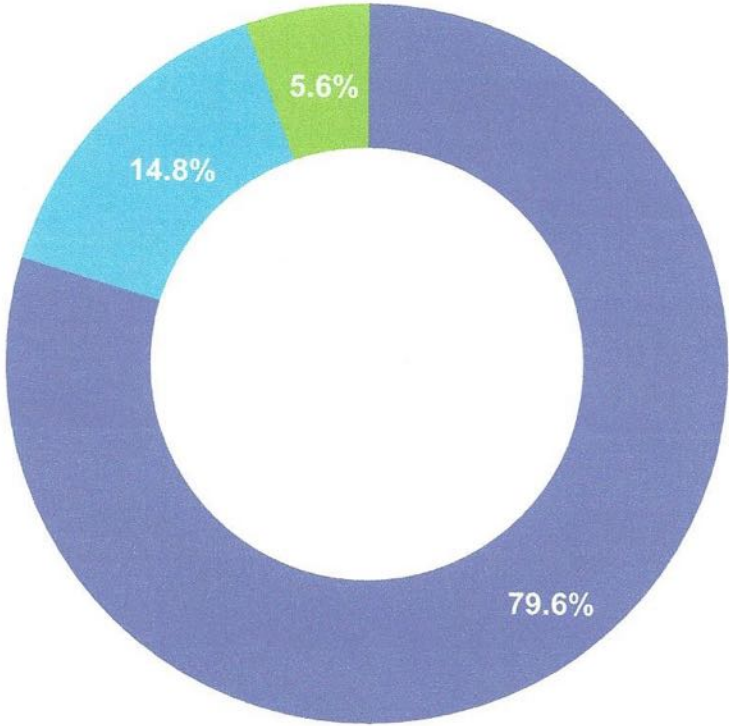
Q28

If you were assigned a Navigator, did that person contact you before the start of the Biennial Meeting?

RATING

Answered  
**108**

Unanswered  
**135**

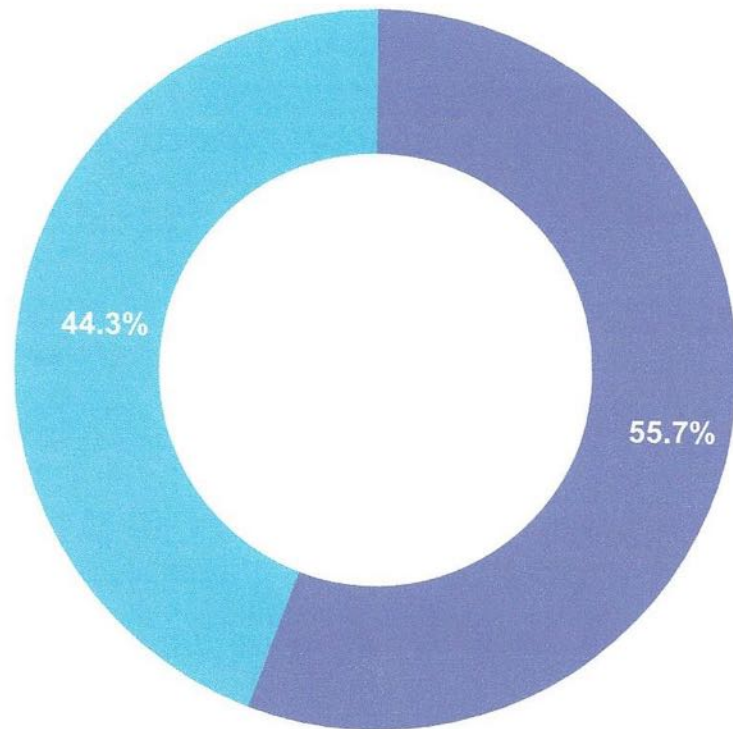


Choice	Total	Rating
1-Yes	86	86
2-No	16	32
3-Don't recall	6	18

**Q29**

Did you meet with your Navigator during the "Meet and Greet" session on Monday between the end of the Workshop and the start of the Opening Session.

RATING



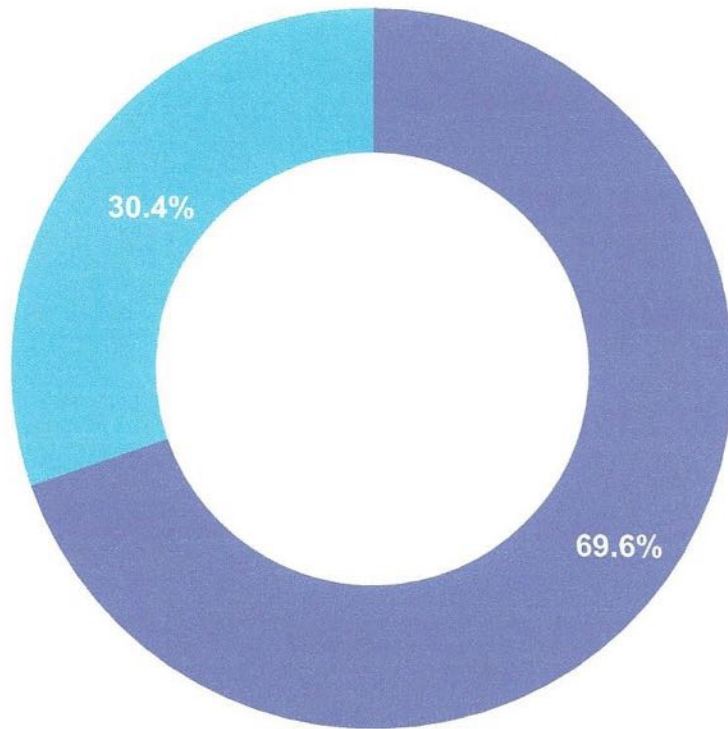
Answered  
**115**  
Unanswered  
**128**

Choice	Total	Rating
● 1-Yes	64	64
● 2-No	51	102

**Q30**

### Did you attend the New Attendee Orientation?

RATING



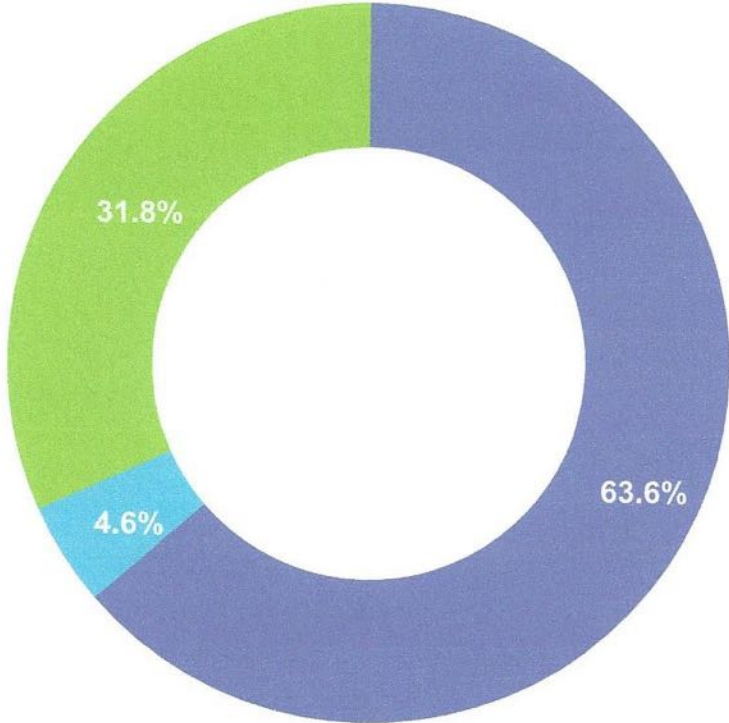
Answered  
**148**  
Unanswered  
**95**

Choice	Total	Rating
● 1-Yes	103	103
● 2-No	45	90

Q31

If you attended the New Attendee Orientation, was the information presented during the session useful to you?

RATING



Answered  
**151**  
Unanswered  
**92**

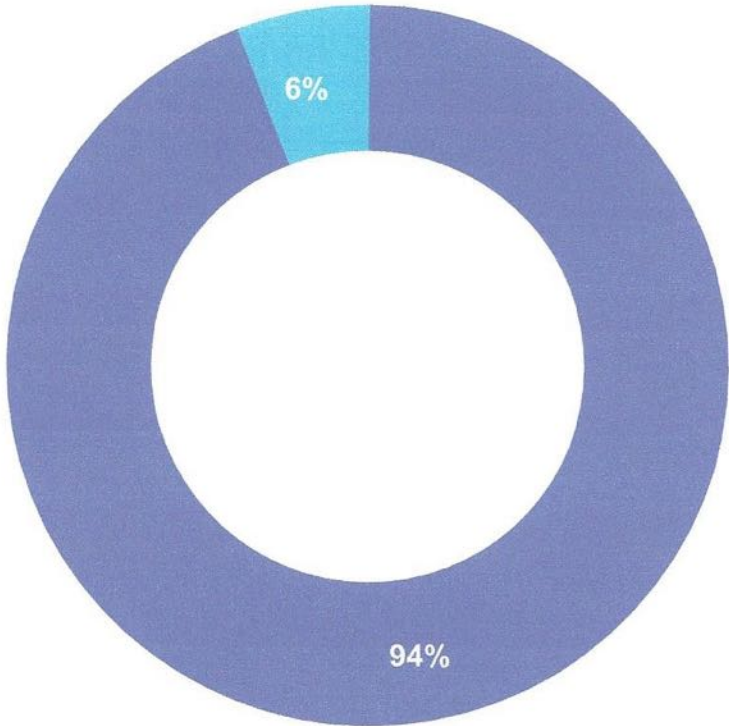
Choice	Total	Rating
1-Yes	96	96
2-No	7	14
3-I Did Not Attend This Session	48	144



**Q32**

As a first time attendee, was the Biennial Meeting beneficial to you professionally?

RATING



Answered  
**117**

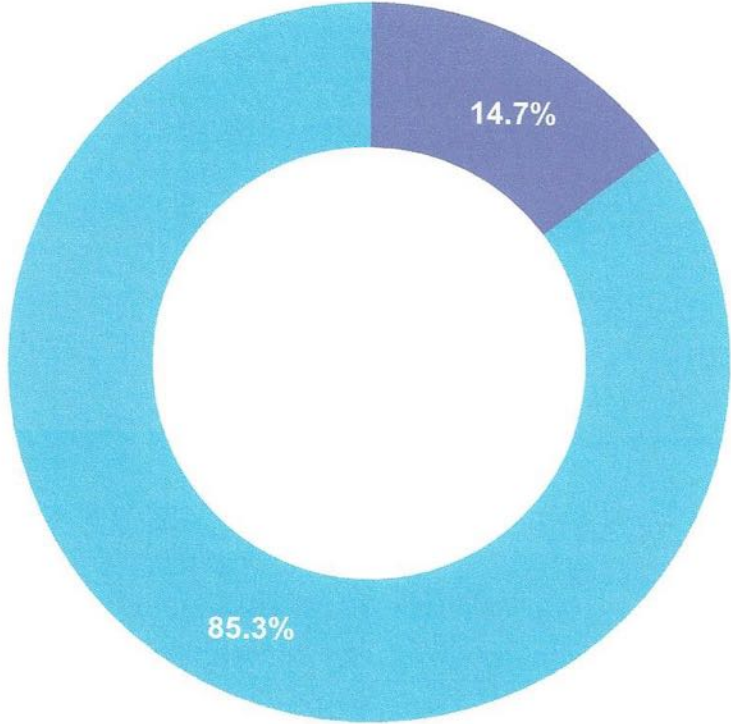
Unanswered  
**126**

Choice	Total	Rating
● 1-Yes	110	110
● 2-No	7	14

**Q33**

Did you have any problems understanding the CFP Process and how it worked at the Biennial Meeting?

RATING



Answered  
**163**

Unanswered  
**80**

Choice	Total	Rating
● 1-Yes	24	24
● 2-No	139	278



Q34

If you had problems understanding the CFP process and how it worked at the Biennial meeting, what elements did you find confusing?

ESSAY

May 31, 2018 4:43 PM

It all made sense by the end of it; just was hectic.

May 30, 2018 9:51 PM

While I thought that the meeting was overall quite well organized, I was surprised by how political the process is, and how widely backdoor dealmaking was officially encouraged. That can be workable, but to protect the integrity of the organization and its decision-making processes, I'd like CFP to consider adopting community guidelines or something similar (or better publicizing them if they already exist), so that expectations for interacting are clear for all members, both old and new. Without these clear guidelines for interactions outside of Council deliberations, the CFP process felt extremely exclusive and difficult to penetrate for a new member.

May 29, 2018 10:22 PM

I was identified as a first time attendee, but had attended two conferences previously in Milwaukee and San Antonio.

May 29, 2018 3:14 PM

I had a "Council Member" ribbon in my bag, even though I wasn't on a council. I figured we're all members of the council - council for food protection - so by choosing "council member" I didn't understand that meant to be one of the people to discuss/deliberate the issues.

May 29, 2018 1:39 PM

1. During the New Attendee orientation meeting it was stated that if presenting an issue just state your name and the council will ask questions of you. This was not true. It must be clearly stated to a new presenter that you must summarize your issue with passion and any details that were not contained in the submission.
2. It was not clear that council members must be lobbied well before the conference to gain support for the issue.

Q35

## What things do you think the planners for the 2020 Biennial Meeting can do to improve the event?

ESSAY

May 31, 2018 4:43 PM

This was actually really good; I'm super excited to have attended it.

May 29, 2018 5:04 PM

Better food for breakfast

May 29, 2018 3:14 PM

More networking time - especially for newbies/1st timers. The retail caucus meeting wasn't very interesting... just mainly talking about who to vote for to represent in the future. I think the time would have been better spent on actual retail issues.

May 29, 2018 1:39 PM

Would recommend spreading out the Federal Agency reports as they were too long and each agency needs to have enough time to give report.

May 29, 2018 1:39 PM

Add an orientation session that is specific for new presenters.

Q36

Please identify anything you think might prevent you from attending the 2020 Biennial Meeting in Denver, CO.

ESSAY

May 31, 2018 4:43 PM

I will no longer be a student (I was able to go this time because I'm a student, it was local, and there was student pricing); I worry that this will be price heavy - but this is really definitely necessary.

May 29, 2018 10:22 PM

State's budget limitations

May 29, 2018 3:14 PM

Budget and time restraints. Weather! My flight was cancelled and the next day's flight was delayed due to weather... that was really unfortunate since I missed the workshop and opening session. Being in the retail sector, I'd love to learn more about retail issues and network with other retail folks.

May 29, 2018 1:39 PM

Nothing, looking forward to it!

May 29, 2018 1:05 PM

Money. Hopefully there will be scholarships available again for Denver meeting.