



CHANGING THE
FOOD ENVIRONMENT
making it happen ■
2010 NUTRITION SUMMIT

April 28, 2010

Hyatt Regency Washington on Capitol Hill
Washington, DC

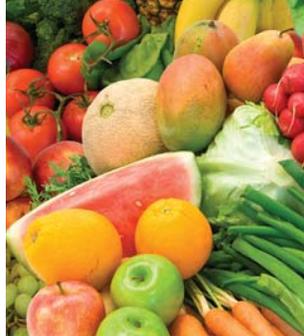
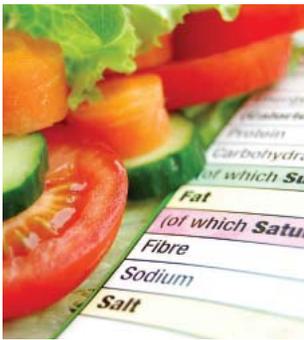


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Nutrition Summit Objectives

Reflecting the increasing awareness of the need to change our food environment, the federal government is augmenting its efforts to *Make it Happen*. The full day event will highlight federal initiatives that support healthy eating by changing the food environment to one that supports health and wellness. The summit is a call to action to heighten the country's focus on nutrition and to engage industry and government in improving access to and purchase of healthy foods. The event will include sessions on the access to healthy foods, healthy school practices, and promoting consumer information showcasing innovative state, local, and industry initiatives of changes in our food system and environment.

Changing the Food Environment: Making it Happen Federal agencies and industry can work together to promote an environment that encourages healthier eating. In partnership with industry, efforts by federal, state, local, and tribal governments and private organizations are promoting evidence-based interventions and promising practices to improve the diet of Americans including:

- Supporting the recent U.S. General Services Administration's Wellness and Sustainability Contract Requirements. HHS and USDA will provide guidance and tools of best practices for vendors to ensure the GSA requirements have the broadest reach and greatest impact. Healthy food and sustainability standards will specify criteria for vendors to serve as a model for other federal agencies as well as state and local governments, schools, families and organizations nationwide;
- Promoting manufacturers' reformulation of foods with lower sodium content;
- Reducing added trans fats in foods without substitution of other unhealthy fats;
- Developing guidance for front of pack labeling to provide clear, accessible nutritional information on packaged foods; and
- Promoting menu labeling with nutrition information.

Planning Committee

Changing the Food Environment: Making it Happen

US Department of Health and Human Services Centers for Disease Control & Prevention

Kristen Betts

Nicole Blair

Rosie Bretthauer-Mueller

William H. Dietz

Anne Haddix

Casey Hannan

Laura Kettel Khan

Keisha Smith

Food & Drug Administration

Leslye Fraser

Claudine Kavanaugh

Jessica Leighton

Sharon Natanblut

Barbara Schneeman

Health Resources & Services Administration

Amanda Cash

Assistant Secretary for Planning & Evaluation

Laina Bush

Kathleen Koehler

US Department of Agriculture

Office of the Secretary

David Lazarus

Office of the Chief Scientist

Molly Kretsch

Agricultural Research Service

Allison Yates

Economic Research Service

Laurian Unnevehr

Food Nutrition Consumer Service

Judy Wilson

**US Department of Health & Human Services and Department of Agriculture Nutrition Summit
Hyatt Regency Washington on Capitol Hill
400 New Jersey Avenue, NW
Washington, DC 20001**

8:30 - 9:45am

Regency A Ballroom

Federal Government Initiatives

Introduced by Ursula Bauer, PhD, MPH

*Director, National Center for Chronic Disease Prevention and Health Promotion,
Centers for Disease Control and Prevention*

Speakers

- Kathleen Sebelius, MPA
Secretary, U.S. Department of Health and Human Services
- Thomas Vilsack
Secretary, U.S. Department of Agriculture (pre-recorded comments provided by video)
- Janey Thornton, MS, PhD
Deputy Under Secretary, Food, Nutrition, and Consumer Services,
U.S. Department of Agriculture
- Thomas Frieden, MD, MPH
Director, Centers for Disease Control and Prevention
- Margaret Hamburg, MD
Commissioner, U.S. Food and Drug Administration

9:45 - 11:00am

Access to Healthy Foods

Facilitator – William H. Dietz, MD, PhD

*Director, Division of Nutrition, Physical Activity, and Obesity,
Centers for Disease Control and Prevention*

Speakers

- Ann Wright, BS
Deputy Under Secretary, Marketing and Regulatory Programs
U.S. Department of Agriculture
- Angela Glover Blackwell
Chief Executive Officer, Policy Link

- Patrick Burns
President and Chief Executive Officer, The Fresh Grocer
- Deborah Kane, BA, MS
Vice President, Food and Farm, Ecotrust

Questions & Discussion

11:00 - 11:15am Break

11:15 - 11:45am Lunch

11:45am - 12:30pm

Featured Speakers

*Introduced by Ursula Bauer, PhD, MPH
Director, National Center for Chronic Disease Prevention and Health Promotion,
Centers for Disease Control and Prevention*

Speakers

- Jane Henney, MD
Committee Chair, Institute of Medicine (IOM) - Strategies to Reduce Sodium Intake
- Thomas Farley, MD, MPH
Commissioner, New York City Department of Health and Mental Hygiene

12:30 - 12:45pm Break

12:45 - 2:00pm

Healthy Schools: Making Healthier Food Choices Easier for the Next Generation

*Facilitator – Julie Paradis, Administrator, Food and Nutrition Service,
U.S. Department of Agriculture*

Speakers

- Mary Kay Fox, MEd
Senior Researcher, Mathematica Policy Research, Inc.
Member, IOM Committee on Nutrition Standards for the National’s School Lunch
and Breakfast Programs
- Janey Thornton, MS
Deputy Under Secretary, Food, Nutrition, and Consumer Services,
U.S. Department of Agriculture
- Jean Ronnei, BS

Director, Nutrition and Commercial Services, St. Paul Public Schools

- Mark Bishop, MBA
Deputy Director, Healthy Schools Campaign

Questions & Discussion

2:00 - 3:15pm

Improving Food Labeling for Healthy Food Choices

*Facilitator – Mike Taylor, Deputy Commissioner, Office for Foods,
US Food and Drug Administration*

Speakers

- Mike Taylor, JD
Deputy Commissioner, Office for Foods,
U.S. Food and Drug Administration
- Pamela Bailey, BA
President and Chief Executive Officer, Grocery Manufacturers Association
- Michael F. Jacobson, PhD
Executive Director, Center for Science in the Public Interest
- Dawn Sweeney, MBA
Chief Executive Officer, National Restaurant Association

Questions & Discussion

3:15 - 3:30pm

Wrap Up and Adjourn

Speakers

- Ursula Bauer, PhD, MPH
Director of the National Center for Chronic Disease Prevention and Health Promotion,
Centers for Disease Control and Prevention
- Mike Taylor, JD
Deputy Commissioner, Office for Foods
U.S. Food and Drug Administration
- Janey Thornton, MS
Deputy Under Secretary, Food, Nutrition, and Consumer Services,
U.S. Department of Agriculture

Speaker Biographies

Pamela Bailey, BA

Pamela G. Bailey is president and CEO of the Grocery Manufacturers Association (GMA). GMA represents the world's leading food, beverage and consumer products companies. The association promotes sound public policy, champions initiatives that increase productivity and growth and helps to protect the safety and security of the food supply through scientific excellence. The GMA board of directors is comprised of chief executive officers from the association's member companies. The \$2.1 trillion food, beverage and consumer packaged goods industry employs 14 million workers, and contributes over \$1 trillion in added value to the nation's economy. Prior to joining GMA, Bailey was president and CEO of the Personal Care Products Council (formerly the Cosmetic, Toiletry, and Fragrance Association) from April 2005 to January 2009. She served as president and CEO of the Advanced Medical Technology Association (AdvaMed) from 1999 to 2005. When the Healthcare Leadership Council (HLC), an organization of more than 50 healthcare industry chief executives, was founded in 1988, Bailey was named its president and CEO, a post she held until 1999.

In the 1970's and '80's, Bailey served in the White House for three U.S. Presidents. She rose from a research assistant to the President to assistant director of the Domestic Council, with responsibilities for the President's health, welfare, and aging policies. In 1983 she served as special assistant to the President and deputy director of the White House Office of Public Affairs. At the White House she initiated the Office of Communications Planning and led it in 1984 and 1985.

Born and raised in Reading, Pennsylvania, she is a graduate of Mount Holyoke College (BA, 1970).

Ursula Bauer, PhD, MPH

Ursula Bauer, PhD, MPH, is the Director of the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), a position she assumed on January 4, 2010. Prior to becoming director of NCCDPHP, Dr. Bauer was Director of the Division of Chronic Disease and Injury Prevention in the New York State Department of Health. In that role, which she assumed in March 2008, she provided leadership, vision and direction to the state's chronic disease programs and efforts to integrate prevention activities into a focused set of strategies to reduce the burden of chronic disease, reduce health care costs and improve the health of New Yorkers.

She joined the State Department of Health in 2001 as the Director of the Tobacco Control Program. In that role, Dr. Bauer transformed the program into a focused, effective exemplar of tobacco control strategy and practice. She doubled the program's funding from \$43 million to \$85 million and implemented key evidence-based policy strategies, including two cigarette excise tax increases and the statewide Clean Indoor

Air Act. Prior to that, Dr. Bauer worked as a chronic disease epidemiologist with the Florida Department of Health and, as a CDC epidemic intelligence service officer with the Louisiana Office of Public Health. She conducted public health surveillance, led evaluation and research programs, and designed and implemented systems and studies to monitor and demonstrate the impact of public health interventions. She was also an assistant professor at the University of South Florida's College of Public Health.

One of Dr. Bauer's sentinel publications was a 2000 JAMA article that documented a 40-percent reduction in smoking among Florida middle school students and an 18-percent drop among high school students in a two-year period following implementation of the Florida Pilot Program on Tobacco Control. Dr. Bauer received her PhD in epidemiology from Yale University, an MPH in family health from Columbia University, and a Master's degree in Political Science from Rutgers, The State University.

Mark Bishop, MBA

Mark Bishop's career has focused on advocacy and communication for environmental health and justice. Mark began working on school environmental health issues in 1995 at the American Lung Association of Eastern Missouri as director of Environmental Programs, where he directed state-wide environmental health education campaigns and policy initiatives. At HSC, Mark was instrumental in bringing the Green Clean Schools Act to Illinois, now the second state in the nation to require green cleaning in schools, and in national efforts to advocate for green cleaning in schools. Mark's work has been key in raising public awareness and building coalitions for successful advocacy on a range of policy issues related to environmental health and wellness, from school siting to energy efficiency and nutrition standards. He worked closely on the development of guidance documents such as HSC's Quick & Easy Guide to Green Cleaning in Schools and Resource Guide for Healthy, High-Performing Schools. Mark is also the father of three-year-old Henry, a frequent guest star in the Recipes and Healthy Snacks section of HSC's blog. Mark has a bachelor's degree in political science and environmental studies from the University of Michigan and a Master's degree from the University of Missouri.

Patrick J. Burns

Patrick J. Burns has over 25 years experience building a series of retail supermarkets and managing food service for restaurants and country clubs in the Greater Philadelphia area. As an accomplished corporate strategist and marketer, his vision and expertise in business performance have created notable enterprise growth of supermarkets in Philadelphia. He has had a significant impact on the growth of The Fresh Grocer Supermarkets, where, as President and CEO, he has grown the business by focusing on niche markets that are virtually untapped and many times where food deserts existed. He has opened eight stores in inner-city Philadelphia in the last nine

years, many times in areas where other supermarkets previously closed or had not existed in years. His achievements have received local and national media attention including coverage on MSNBC, CBS, FOX News, and print publications such as USA Today, The New York Times, The Washington Post, and The Philadelphia Inquirer.

William Dietz, MD, PhD

Dr. Dietz is the Director of the Division of Nutrition, Physical Activity, and Obesity in the Center for Chronic Disease Prevention and Health Promotion at the CDC. Prior to his appointment to the CDC, he was a Professor of Pediatrics at the Tuft's University School of Medicine, and Director of Clinical Nutrition at the Floating Hospital of New England Medical Center Hospitals. He received his BA from Wesleyan University in 1966 and his MD from the University of Pennsylvania in 1970. After the completion of his residency at Upstate Medical Center, he received a PhD in Nutritional Biochemistry from the Massachusetts Institute of Technology. He has been a councilor and past president of the American Society for Clinical Nutrition, and past president of the North American Association for the Study of Obesity. From 2001-2003 he served as a member of the Advisory Board to the Institute of Nutrition, Metabolism, and Diabetes of the Canadian Institutes for Health Research. In 1995, he received the John Stalker award from the American School Food Service Association for his efforts to improve school lunch. Dr. Dietz served on the 1995 Dietary Guidelines Advisory Committee. In 1997, Dr. Dietz received the Brock Medal of Excellence in Pediatrics from the New York Academy of Medicine. In 1998, Dr. Dietz was elected to the Institute of Medicine of the National Academy of Sciences. In 2000, he received the William G. Anderson Award from the American Alliance for Health, Physical Education, Recreation and Dance, and was recognized for excellence in his work and advocacy by the Association of State and Territorial Public Health Nutrition Directors. In 2002, he was made an honorary member of the American Dietetic Association, and received the Holroyd-Sherry award for his outstanding contributions to the field of children, adolescents and the media. In 2005, he received the George Bray Founders Award from the North American Association for the Study of Obesity. In 2006, he received the Nutrition Award from the American Academy of Pediatrics for outstanding research related to nutrition of infants and children. In 2008, he received the Oded Bar-Or award from the Obesity Society for excellence in pediatric obesity research. He is the author of over 200 publications in the scientific literature, and the editor of five books, including *Clinical Obesity in Adults and Children*, and *A Guide to Your Child's Nutrition*.

Thomas Farley, MD, MPH

Dr. Farley is Commissioner of the New York City Department of Health and Mental Hygiene. One of the world's oldest and largest public health bodies, the agency has an annual budget of \$1.6 billion and more than 6,000 staff. Its priorities include

a comprehensive tobacco control program, launched in 2002, that has resulted in 350,000 fewer smokers (a 25% decline among adults and 50% among children), preventing more than 100,000 premature deaths. New York City was the first in the U.S. to eliminate trans fat from restaurant food, rigorously monitor the diabetes epidemic, require chain restaurants to post calorie information prominently, and spearhead a national effort to reduce the salt content of processed foods. The City oversees the nation's largest community-based Electronic Health Record project, providing more than one million New Yorkers with improved and consistent preventive care. Under Dr. Farley's leadership, the Agency has introduced initiatives to change the social environment to help New Yorkers make healthier lifestyle choices. The City's Active Design Guidelines, for instance, promote physical activity and healthy eating through improved building, street, and neighborhood design. Prior to joining the agency, Dr. Farley was Chair of the Department of Community Health Sciences at the Tulane University School of Public Health and Tropical Medicine. He received his MD and Master of Public Health degrees from Tulane University. He trained as a pediatrician and served in the Centers for Disease Control's Epidemic Intelligence Service. He worked for the CDC and the Louisiana Office of Public Health from 1989 to 2000, most of that time directing control programs for various infectious diseases. He has conducted research and published articles on a wide range of topics, including Legionnaires' disease, prevention of HIV/STDs, youth violence, infant mortality, and obesity. He is coauthor with RAND Senior Scientist Deborah Cohen of *Prescription for a Healthy Nation* (Beacon Press). He served as Senior Adviser to New York City Health Commissioner Thomas Frieden in 2007-2008.

Mary Kay Fox, MEd

Mary Kay Fox is a senior researcher at Mathematica Policy Research and area leader for Nutrition Policy Research. Ms. Fox is a nationally recognized expert on child nutrition and the school meal programs. Ms. Fox is currently directing the fourth School Nutrition Dietary Assessment Study, a national study of the school meal programs that is collecting data from more than 900 schools. Ms. Fox served on an Institute of Medicine (IOM) committee to Review National School Lunch and School Breakfast Program Meal Patterns and Nutrition Standards and is currently serving on an IOM committee that is completing comparable work for the Child and Adult Care Food Program. Ms. Fox holds a Master's of Education with a concentration in nutrition from Tuft's University.

Thomas Frieden, MD, MPH

Thomas R. Frieden, MD, MPH, became Director of the Centers for Disease Control and Prevention (CDC) and Administrator of the Agency for Toxic Substances and Disease Registry (ATSDR) in June 2009. Previously, he served as Commissioner of the New

York City Department of Health and Mental Hygiene since January 2002. One of the world's oldest and largest public health agencies, the department has an annual budget of \$1.7 billion and more than 6,000 staff members. During his tenure, the number of smokers declined by 350,000, teen smoking decreased by half, and New York City became the first location in the United States to eliminate trans-fats from restaurants, rigorously monitor the diabetes epidemic and require certain restaurants to post calorie information prominently. Under Dr. Frieden's leadership, the department established the largest community electronic health records project in the country. Dr. Frieden also chairs the New York City Board of Health.

A physician with training in internal medicine, infectious diseases, public health and epidemiology, Dr. Frieden is especially known for his expertise in tuberculosis control. Dr. Frieden worked for CDC from 1990 until 2002. He began his career at CDC as an Epidemiologic Intelligence Service (EIS) Officer at the New York City Health Department. In that role, he led a program that rapidly reduced tuberculosis, including reducing cases of multidrug-resistant tuberculosis, by 80 percent. He then worked in India for five years where he assisted with national tuberculosis control efforts. The program in India has now treated more than 10 million patients and has saved more than one million lives. Dr. Frieden also served as Director of the Bureau of Tuberculosis Control and Assistant Commissioner for the New York City Health Department from 1992 to 1996.

Dr. Frieden graduated from Oberlin College. He received both his medical degree and Master's of Public Health degree from Columbia University, and completed infectious disease training at Yale University. He has received numerous awards and honors and has published roughly 200 scientific articles.

Angela Glover Blackwell

Angela Glover Blackwell, Founder and CEO, started PolicyLink in 1999 and continues to drive its mission of advancing economic and social equity. Under her leadership, PolicyLink has become a leading voice in the movement to use public policy to improve access and opportunity for all low-income people and communities of color, particularly in the areas of health, housing, transportation, education, and infrastructure. Prior to founding PolicyLink, Blackwell served as Senior Vice President at the Rockefeller Foundation, where she oversaw the foundation's Domestic and Cultural divisions. A lawyer by training, she gained national recognition as founder of the Oakland (CA) Urban Strategies Council, where she pioneered new approaches to neighborhood revitalization. From 1977 to 1987, Blackwell was a partner at Public Advocates, a nationally known public interest law firm.

Blackwell is the co-author of the forthcoming *Uncommon Common Ground: Race*

and *America's Future* (W.W. Norton & Co., 2010), and contributed to *Ending Poverty in America: How to Restore the American Dream* (The New Press, 2007) and *The Covenant with Black America* (Third World Press, 2006). Blackwell earned a Bachelor's degree from Howard University, and a law degree from the University of California at Berkeley. She is also the advisory board chair of the Robert Wood Johnson Foundation Center to Prevent Childhood.

Margaret Hamburg, MD

Margaret A. Hamburg became the 21st commissioner of food and drugs on May 18, 2009. The second woman to be nominated for this position, she is an experienced medical doctor, scientist, and public health executive.

As the top official of the Food and Drug Administration (FDA), Dr. Hamburg is committed to strengthening programs and policies that enable the agency to carry out its mission to protect and promote the public health. "Strengthening FDA's programs and policies will help us protect the safety of the food supply, give the public access to safe and effective medical products, find novel ways to prevent illness and promote health, and be transparent in explaining our decision-making," says Dr. Hamburg. "A strong FDA is an agency that the American public can count on."

Dr. Hamburg graduated from Harvard Medical School and completed her residency in internal medicine at what is now New York–Presbyterian Hospital/Weill Cornell Medical Center. She conducted research on neuroscience at Rockefeller University, studied neuropharmacology at the National Institute of Mental Health, and later focused on AIDS research as assistant director of the National Institute of Allergy and Infectious Diseases. From 2005 to 2009, Dr. Hamburg was the senior scientist at the Nuclear Threat Initiative, a foundation dedicated to reducing the threat to public safety from nuclear, chemical, and biological weapons. From 2001 to 2005, as the foundation's vice president for biological programs, she advocated for broad reforms to confront the dangers of modern bioterrorism as well as the threats of naturally occurring infectious diseases such as pandemic flu. In 1997, Dr. Hamburg accepted the position of assistant secretary for policy and evaluation in the U.S. Department of Health and Human Services. In 1994, she was elected to the membership in the Institute of Medicine, one of the youngest persons to be so honored.

From 1991 to 1997, Dr. Hamburg served as commissioner of the New York City Department of Health and Mental Hygiene. In this position, she improved services for women and children, promoted needle-exchange programs to reduce the spread of HIV, and initiated the nation's first public health bioterrorism defense program. Her most celebrated achievement was curbing the spread of tuberculosis, which resurged as a major public health threat in the 1990's. As a result of Dr. Hamburg's reforms, New

York City's TB rate fell significantly over a five-year span. Her innovative approach, which included sending health care workers to patients' homes to make sure they completed the drug regimen, is now a model for health departments worldwide.

Jane Henney, MD

Jane E. Henney, MD is a professor of medicine at the University of Cincinnati, College of Medicine. Previously, she was senior vice president and provost of Health Affairs at the University of Cincinnati. Her experience and expertise lie in managing complex organizations that provide direct health services, regulate science-based products, educate the next generation of health professionals, and conduct biomedical research. She has served in a series of senior health policy leadership positions including commissioner of the U.S. Food and Drug Administration (1999-2001); deputy director of the National Cancer Institute; vice chancellor, Health Programs, of Kansas Medical Center; interim dean of the University of Kansas School of Medicine; and vice president for Health Sciences at the University of New Mexico. Dr. Henney currently serves on several not-for-profit boards including the Commonwealth Foundation, the China Medical Board, and her alma mater, Manchester College. She is also a member of the board of three for-profit companies: AmerisourceBergen Corp., AstraZeneca Ltd., and Cigna Corp.

She served on several Institute of Medicine (IOM) committees including the Planning Committee for The IOM Drug Safety Report: Resource Implications (A Workshop), the Committee on Improving Mammography Quality Standards, and the IOM Membership Committee, and she is currently serving as IOM Membership Section 12 chair. Dr. Henney received her undergraduate degree from Manchester College and her medical degree from Indiana University; she completed her subspecialty training in medical oncology at the M.D. Anderson Hospital and Tumor Institute and the National Cancer Institute. She is an IOM member.

Michael Jacobson, PhD

Michael F. Jacobson, who holds a PhD in microbiology from the Massachusetts Institute of Technology, is co-founder and executive director of the Center for Science in the Public Interest (CSPI), a nonprofit health advocacy organization supported largely by its 850,000 members. CSPI focuses on nutrition and food safety. It publishes Nutrition Action Healthletter, the largest-circulation health newsletter in the world, as well as numerous studies and reports, including "Salt: the Forgotten Killer" and "Liquid Candy: How Soft Drinks are Harming Americans' Health." CSPI is a key player in the ongoing battle to prevent diet-related chronic diseases in America and food-borne illnesses. CSPI both educates consumers and encourages government and corporations to take steps to protect the public's health.

Jacobson is the recipient of the Food and Drug Administration's Commissioner's Special Citation and Harvey W. Wiley Medal and the Food Marketing Institute's Esther Peterson Consumer Service Award.

Deborah Kane, MS

Deborah currently serves as vice president of Food and Farms at Ecotrust, a Northwest-based social entrepreneurial organization whose mission is to inspire fresh thinking that creates economic opportunity, social equity and environmental well-being. Under Deborah's leadership, Ecotrust works in collaboration with a diverse coalition of partners to build market opportunities for regional producers so that the region's citizens have daily access to the region's bounty. Key Food and Farms initiatives include FoodHub, an online directory and marketplace for regional food, and Edible Portland, a quarterly publication dedicated to celebrating the region's bounty season by delicious season. In addition, Ecotrust serves as the Western Regional Lead Agency for the National Farm to School Network and places special focus on children and the schools that feed them, advocating for policy changes that make it easier to bring regionally produced food into school food settings. In addition to her responsibilities at Ecotrust, Deborah is a past recipient of a WK Kellogg Foundation Food and Society Policy Fellowship.

Jean Ronnei, BS

Jean Ronnei is the Director of Nutrition and Commercial Services for the Saint Paul Public Schools (SPPS) in Minnesota. She has worked for the district for 20 years. The SPPS is a very diverse urban district with 38,500 students. 73% of students are eligible for free or reduced-price meals; and over 70 languages and dialects are spoken. Nutrition Services annual budget is \$21 million. In addition to Ms. Ronnei's responsibilities for Nutrition Services, she also oversees the district print center, storehouse and distribution operations. Ms. Ronnei received her BS from Iowa State University in Hotel and Restaurant Management.

Kathleen Sebelius, MPA

Kathleen Sebelius was sworn in as the 21st Secretary of the Department of Health and Human Services (HHS) on April 28, 2009. As Secretary, she leads the principal agency charged with keeping Americans healthy, ensuring they get the health care they need, and providing children, families, and seniors with the essential human services they depend on. She also oversees one of the largest civilian departments in the federal government, with nearly 80,000 employees. Since taking office, Secretary Sebelius has been a leader on some of the Obama administration's top priorities. As the country's highest-ranking health official, she has been a powerful voice for reforming our health

insurance system. She has also been charged by the President with coordinating the response to the 2009 H1N1 flu virus. Under her leadership, HHS has provided a wide range of services from health care to child care to energy assistance to help families weather the worst economic crisis since the Great Depression.

Secretary Sebelius has answered President Obama's call to form partnerships across government to improve the lives of Americans. She is the Co-Chair, with Secretary Vilsack, of the President's Food Safety Working Group. With Attorney General Holder, she chairs the new Health Care Fraud Prevention and Action Team (HEAT). She has teamed up with Secretary Duncan to improve early childhood education. And as part of President Obama's "Year of Community Living," she is working with Housing and Urban Development Secretary Donovan to improve the lives of seniors and people with disabilities who wish to live at home.

Secretary Sebelius holds a Master of Public Administration degree from the University of Kansas and a Bachelor of Arts degree from Trinity Washington University.

Dawn Sweeney, MBA

As president and CEO of the National Restaurant Association, Dawn Sweeney leads the chief business association for the restaurant industry. One of the nation's most powerful trade organizations, the National Restaurant Association represents all types of restaurant and foodservice concepts, including quick service, fast casual, managed foodservice, casual and fine dining, along with manufacturers, suppliers and distributors for an industry of nearly one million restaurant and foodservice outlets and 13 million employees. The organization's mission is to help its members – the cornerstones of their communities – build customer loyalty, rewarding careers and financial success. She also serves as the CEO of the National Restaurant Association's Educational Foundation, a philanthropic foundation dedicated to enhancing the industry's service to the public.

A native of Maine, Sweeney has a Master's degree in Business Administration from The George Washington University and a Bachelor of Arts degree in government from Colby College.

Michael Taylor, JD

Michael R. Taylor, JD, was named Deputy Commissioner for Foods at the U.S. Food and Drug Administration, on January 13, 2010. He is the first individual to hold the position, which was created along with a new Office of Foods in August 2009 to elevate the leadership and management FDA's Foods Program. Mr. Taylor is a nationally recognized food safety expert, having served in high-level positions at FDA and USDA, as a research professor in academia, and on several National Academy of Sciences expert committees.

As Deputy Commissioner for Foods, Taylor will provide leadership and direction to all food programs in the Agency, including those managed by the Center for Food Safety and Applied Nutrition (CFSAN) and the Center for Veterinary Medicine (CVM), and the foods-related programs of FDA's inspection and compliance arm, the Office of Regulatory Affairs (ORA). Mr. Taylor returned to FDA in July 2009 as Senior Advisor to the Commissioner. Before that, he served as Research Professor, School of Public Health and Health Services, The George Washington University. His research agenda focused on policy, resource and institutional issues that affect the success of public health agencies in carrying out their prevention-related missions. Mr. Taylor received his law degree from the University of Virginia and his B.A. degree in political science from Davidson College.

Janey Thornton, MS, PhD

Janey Thornton was appointed by President Obama as USDA Deputy Under Secretary for Food, Nutrition and Consumer Services (FNCS) on April 1, 2009. As Deputy Under Secretary, Dr. Thornton is responsible for improving the health and well-being of Americans by developing and promoting science-based dietary guidance and administering USDA's 15 nutrition assistance programs. FNCS programs work to end hunger in the United States and provide nutrition assistance, dietary guidance, nutrition policy coordination, and nutrition education. Dr. Thornton previously served as School Nutrition Director for Hardin County Schools in Elizabethtown, Kentucky, worked with the Kentucky Department of Education and taught vocational home economics. Dr. Thornton has been active in the 55,000-member School Nutrition Association (SNA) and served as president during the 2006-2007 school year. She has also served as President of the School Nutrition Foundation and as an active member of the Global Child Nutrition Foundation.

A native of Kentucky, Dr. Thornton received her Bachelor of Science degree in Home Economics from Western Kentucky University, a Master of Science degree in Vocational Education and School Administration from the University of Kentucky and she received her Doctorate from Iowa State University in 2007.

Thomas Vilsack

Thomas Vilsack became Secretary of the U.S. Department of Agriculture in January 2009. USDA supported struggling farmers and ranchers and provided food aid to one in five Americans during the tough economic times of 2009. Secretary Vilsack shares President Obama's commitment to strengthening rural America, which is why USDA is helping create economic opportunities in America's rural communities by expanding broadband access, promoting renewable energy, increasing agricultural exports, taking advantage of ecosystem markets, capitalizing on outdoor recreation, and linking

local farm production to local consumption. USDA is also revitalizing rural America by investing in critical infrastructure such as homes, fire stations, water systems, and health clinics that will create jobs and improve the quality of life for rural residents.

As USDA Secretary, Vilsack is working to improve the health of America's children, targeting child hunger and obesity by encouraging balanced meals, nutritious eating, and increased physical activity. He also has ordered a top-to-bottom review of USDA's food safety standards and has begun implementing policy changes to ensure the safety of the food supply. Secretary Vilsack has worked to make the Department more efficient, transparent and effective. He has instituted reforms at USDA that will save taxpayers more than \$50 million. He has also made civil rights a top priority, taking definitive action to improve the Department's record and to move USDA into a new era as a model employer and premier service provider.

Prior to his appointment as USDA Secretary, Vilsack served two terms as Governor of Iowa. He has also served as an Iowa state senator and as the mayor of Mt. Pleasant, Iowa, where he practiced law. A native of Pittsburgh, Pennsylvania, Vilsack received a bachelor's degree from Iowa's Hamilton College and earned his law degree from New York's Albany Law School.

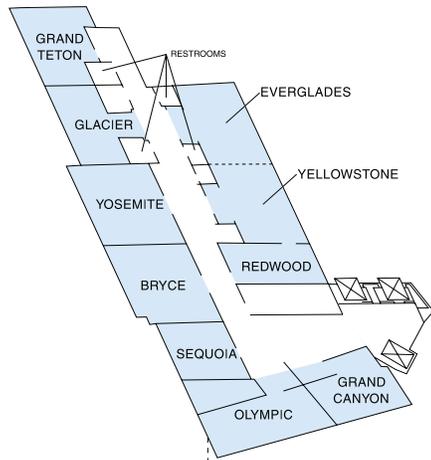
Ann Wright, BS

Ann Wright is Deputy Under Secretary for Marketing and Regulatory Programs at the U.S. Department of Agriculture. Most recently, she served as Senior Policy Advisor to Majority Leader Harry Reid on Agriculture Committee matters. Previously she worked with farmers and non-profit organizations at the Sustainable Agriculture Coalition in Washington, D.C. and served as a policy advisor on agriculture issues for Senator Paul Wellstone of Minnesota and Senator Paul Simon of Illinois. She is from central Illinois and earned her Bachelors Degree in Political Science from Illinois State University.

Hotel Map

Changing the FOOD ENVIRONMENT: Making it Happen.

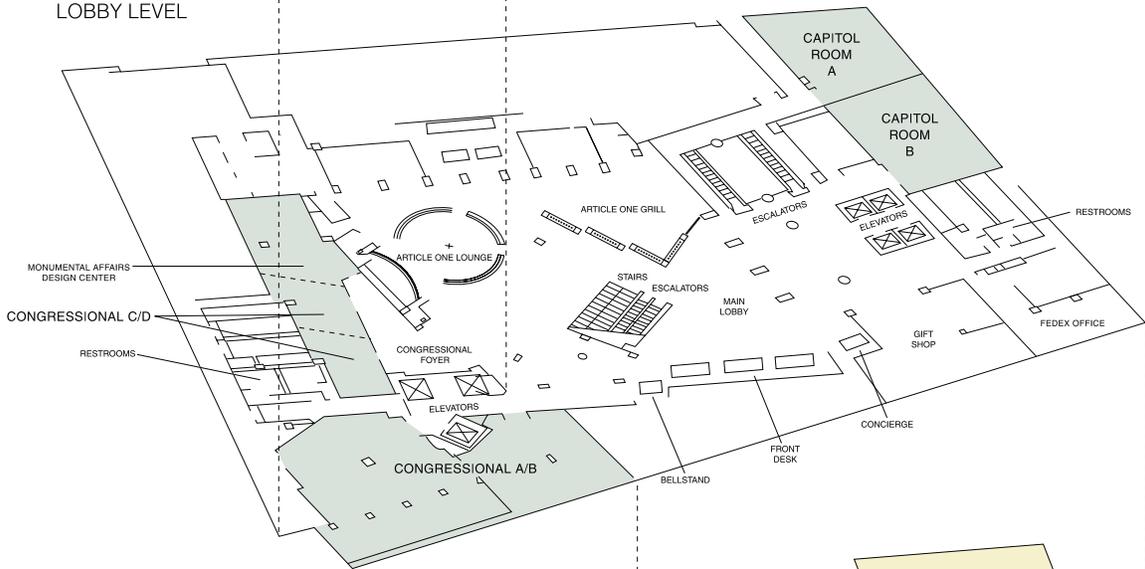
CONFERENCE LEVEL 2ND FLOOR



Room Assignment Listing

Assignment	Room
Plenary Room	Regency Ballroom A
Press Conference	Columbia A
Press Office	Congressional C & D
FDA Office	Glacier
DESA Office	Redwood
USDA Office	Grand Teton
CDC Office	Yosemite

LOBBY LEVEL



BALLROOM LEVEL

