

# Schedule of Events

## WEDNESDAY – JUNE 18, 2014

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8:00 AM – 4:00 PM Pre-Convention Workshop – Bus Tour

2:00 PM – 7:00 PM Convention Registration – Exhibit Hall 301A Foyer,  
Wisconsin Convention Center

6:00 PM – 8:00 PM President's Reception – Crystal Ballroom, Hilton  
Milwaukee City Center

## THURSDAY – JUNE 19, 2014

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8:45 AM – 10:15 AM Welcoming Session – Be Valuable: Engage the Heart –  
Chris Salm

10:30 AM – 11:30 AM How to Setup an Allergen Program – Jay Hall,  
Excalibur Seasoning & Dr. Joseph Cordray, Iowa State University

10:30 AM – 11:30 AM: How to Keep a Multi-Generational Company Thriving  
– Fritz Usinger, Darla Dewig, Mike and Tom Eickman

11:45 AM – 12:45 PM: Meat Myth Crushers – Janet Riley, American Meat  
Institute

11:45 AM – 12:45 PM: How Your Marketing Can Cost Less and Deliver More  
– Chad Ritterbusch, The Ritterbusch Group

1:00 PM – 4:30 PM: Exhibit Hall Open – Exhibit Hall 301 A, 3rd Floor,  
Wisconsin Center

6:00 PM – 9:00 PM: Welcome Reception – Harley Davidson Museum,  
Milwaukee

## FRIDAY – JUNE 20, 2014

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8:00 AM – 9:30 AM Value Added Products Made Simple Demonstration –  
Jake Sailer, Randy Alewel and Randy Ream

9:30 AM – 12:30 PM: Exhibit Hall Open – Exhibit Hall 301 A, 3rd Floor,  
Wisconsin Center

12:30 PM – 3:30 PM: Shelf Stable Vs. Shelf Life Demonstration – Jason  
Jennings, Doug Hankes, Rick Reams, Kevin Western, Dr. Jay Wenther

## SATURDAY – JUNE 21, 2014

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7:30 AM – 9:00 AM: APMC Awards Ceremony – Room 203, 2nd Floor,  
Wisconsin Center

11:00 AM – 12:00 PM: Product Costing – Jon Christensen

11:00 AM – 12:00 PM: Energy Saving Tips

12:30 PM – 3:30 PM: Exhibit Hall Open – Exhibit Hall 301A, 3rd Floor,  
Wisconsin Center

5:00 PM – 6:00 PM: Cocktail Reception – Regency Ballroom, Hilton  
Milwaukee City Center

6:00 PM – 9:00 PM: Closing Social – Crystal Ballroom, Hilton Milwaukee  
City Center