

APA Virtual Washington Seminar Schedule

November 10, 2020 - Zoom Call

Thursday, November 10, 2020

12:00 Noon - 2:00 PM **APA Board Meeting** Zoom Call

12:00 Noon - 12:15 PM **APA Welcome**
Malfred Shaw, APA Chairman

12:15 PM - 12:45 PM **APA's Regulatory and Legislative Challenges**
Maggie Gentile, MS, RD, LD, Vice President, Food Directions LLC

Maggie Gentile brings nearly a decade of food industry policy and public relations expertise to Food Directions where she is Vice President. Gentile manages day to day client needs, executes client projects, participates in food industry coalitions, and monitors all activities in the food space. Additionally, Gentile has vast agency and trade association experience holding roles at Edelman, the National Restaurant Association, and GolinHarris. Gentile is a member of the Academy of Nutrition & Dietetics and the Institute of Food Technologists. From 2012-2015 Gentile served as the Public Policy Coordinator for the D.C. Metro Area Dietetic Association (DCMADA) and participates as an Advisory Council member for Common Threads. Gentile holds a BS in health and sports studies at Miami University (Ohio) and earned a MS in the Dietetic program at Loyola University Chicago. Gentile lives in the Capitol Hill neighborhood of Washington, D.C with her husband, Brad and daughter, Summer.

12:45 PM - 1:30 PM **APA's Regulatory and Legislative Challenges**
Brad Gentile, Hill East Group

Brad Gentile has spent nearly a decade in public service and has developed strong relationships throughout Washington on both sides of the political aisle. Most recently, Brad served as Chief of Staff for Rep. John Katko, a member of U.S. House of Representatives. While Brad was Chief of Staff, Rep. Katko was recognized as the most productive first term legislator in 27 years. Prior to that, Brad served as Deputy Chief of Staff and Legislative Director to U.S. Rep. Chris Gibson, and as a Legislative Assistant to former House Speaker John Boehner. Throughout his time in Washington, Brad has served as a policy and political advisor to members of Congress where he crafted, negotiated, and helped pass numerous policy initiatives. Brad has extensive experience working with the private sector, including industry groups, trade associations and advocacy groups. Brad has worked with and overseen some of the most competitive and successful congressional campaigns in the country, building a reputation for his ability to protect incumbent candidates in targeted races. He worked closely with the National Republican Congressional Campaign Committee. Brad has extensive experience in overseeing content, media training, strategic communications, speech writing, and media relations. Brad is married to Maggie Gentile, a Registered Dietitian and food policy consultant. They reside with their daughter, Summer, on Capitol Hill, in Washington, D.C.

1:30 PM – 2:00 PM **Questions, Final Comments and Adjournment**