



Apple Processors Association
ANNUAL MEETING AGENDA
JUNE 20-22, 2021

SUNDAY, JUNE 20, 2021

- 4:00 PM—6:00 PM **REGISTRATION**
- 6:30 PM—7:30 PM **WELCOME RECEPTION**
- 7:30 PM—9:00 PM **DINNER AT THE GREENBRIER**

MONDAY, JUNE 21, 2021

- 7:00 - 8:45 AM **BOARD OF DIRECTORS' BREAKFAST**
- 9:00 - 9:15 AM **WELCOME & GENERAL SESSION**
Malfred Shaw, APA Chairman
Andrea Ball, APA President
Paul Weller, APA President Emeritus
- 9:15 - 10:15 AM **Communication after COVID - Post-Pandemic Marketing: How COVID Changed Communication**
Sandy Dubay, Platinum PR
In Mid-March of 2020, life as we knew it staggered to a sudden halt. In-person communication moved online, and we hid our faces behind masks as we traversed into the unknown. As the world pivoted, so did marketing and communication practices. Now that organizations and states are beginning to re-open, gatherings are starting to happen and we're adjusting to the next normal. Discover how COVID altered marketing for the foreseeable future. With over 20 years of marketing expertise, Sandy will explore successful marketing tactics and communication strategies that are here to stay.
Speakers Sponsored by Atlas Pacific
- 10:15 - 10:30 AM **COFFEE/JUICE BREAK SPONSORED BY WINPAK**
- 10:30 - 11:30 AM **Food and Nutrition Industry Update**
Maggie Gentile, MS, RD, Food Directions
Maggie Gentile is a Partner and the Vice President of Food and Nutrition Policy at Food Directions LLC. Gentile joined Food Directions in 2011 and in her current role she manages day to day client needs, executes client projects, participates in food industry coalitions, and monitors all activities in the food space. She previously has worked in public relations for Edelman and GolinHarris as well as for the National Restaurant Association where she maintained issue expertise for their Food and Healthy Living program and communicated the Association's position on emerging nutrition public policy issues to key stakeholders. Gentile earned a registered dietitian credential and master's from Loyola University in Chicago and an undergraduate degree in Dietetics from Miami University. Gentile lives on Capitol Hill in DC with her husband and two daughters.

12:30 - 5:00 PM

APA GOLF TOURNAMENT
Sponsored by H.S. Crocker

6:30 - 9:30 PM

HOWARD'S CREEK LODGE COOKOUT & CARICATURIST

Join us for a buffet BBQ and have your portrait drawn by caricature artist, Debbie Schafer, (www.artgirl.com) for a fun take home memento.

TUESDAY, JUNE 22, 2021

8:00 - 9:00 AM

SUPPLIERS' BREAKFAST

9:00 – 9:15 AM

WELCOME AND ANNOUNCEMENTS

9:15 – 10:15 AM

Business Compliance and Ethics for a Dollar a Day... Manufacturing Edition
Joe Murphy, CCEP, JD

For 40 years, Joe Murphy, CCEP, has been a tireless champion of compliance and ethics in organizations and has done work in this field on six continents. Joe has published over 100 articles and given over 200 presentations in 17 countries. Joe is author of 501 Ideas for Your Compliance & Ethics Program and A Compliance & Ethics Program on a Dollar a Day. He is a Certified Compliance & Ethics Professional and a member of the board of the Society of Corporate Compliance & Ethics. Joe was named one of The National Law Journal's 50 Governance, Risk and Compliance Trailblazers and Pioneers 2014. Joe has advised governments, companies, non-governmental organizations, and universities around the world about the nuances of implementing an effective compliance and ethics program. Compliance techniques that he wrote about as early as the 1980s are now accepted best practices. Joe is an international proponent of the compliance and ethics field, one of the few careers left where, as he puts it, "you can do well and do good at the same time."

Speakers Sponsored by Atlas Pacific

10:15 - 10:30 AM

COFFEE/JUICE BREAK SPONSORED BY PRINTPAK

10:30-11:30 AM

The Role of Artificial Intelligence in Consumer Insight Generation
Joe Spencer, Consumer Insight Specialist

Forward thinking companies have introduced Artificial Intelligence systems into most areas of their business and those who have not are missing valuable insight and operational benefits. AI is powering producers, buyers, logistics, and forecasts, and we are getting better at it every day. One of the last holdouts, however, is the task of generating insights and predictions about the consumer mind. Enabling machines to understand the complexities and apparent irrationality inside of our heads requires new mindsets and skillsets for our data scientists. We'll explore these challenges and the tools being developed to address them as well as strategies for bringing these capabilities into your organization.

Speakers Sponsored by Atlas Pacific

6:30 – 10:00 PM

APA CHAIRMAN'S RECEPTION & GALA DINNER

Join us for dinner and dancing at the APA gala! Music provided by Ray and the Kool Kats Lite and the APA will have its annual photo booth to create convention memories.

Chairman's Dinner Sponsored by Can Corporation

APA Photo Booth Sponsored by Silgan