


Welcome to the 2016 Global Sustainability Summit!

Dear Summit Attendees:

We are looking forward to seeing you at the 2016 FMI/GMA Global Sustainability Summit at the New Orleans Marriott in New Orleans, August 10-12, 2016. Before you pack your bags and head off to Louisiana, here are a few important things you may want to know before you arrive. We hope the following information will be helpful in preparing you for what promises to be a fantastic experience! Please contact us if you have additional questions or concerns:

Housing, Logistics and General Questions – [Leah Voors](#)
General Sessions, Program and General Questions – [Meghan Stasz](#)
Workshop Speakers, Mobile App, Polling, Program
and General Questions – [Jordan Pietrak](#)
Exhibits, Sponsorships and General Questions – [Andrew Coffey](#)
Registration and General Questions – [Valencia Covington](#)

Join the conversation #FMIGMASummit
 **Follow us @FMI_org and @GroceryMakers**

AGENDA

[The final agenda can be downloaded here.](#)

ATTENDEE LIST

An [up-to-date attendee list](#) for the Global Sustainability Summit can be found on the summit website.

MOBILE APP

Download the latest program information, schedules, attendee list, social Q&A and other useful information using the FREE conference mobile app!

To get the mobile app:

- iPhone and iPad users—search "Sustainability Summit" on the Apple App Store.
- Android users—search "Sustainability Summit" on the Google Play Store.
- Blackberry, Windows, laptop users—go to this address (omit www):

<https://fmisummit16.gatherdigital.com>

New this year!

Twitter competition:

What does sustainability mean to you? To your community? To your organization? We want to know! During the days of the Summit tell us on Twitter “what sustainability means to you” in ten words or less! Our staff will vote on the submissions and our favorite tweet will win a prize! Be sure to use the Summit hashtag, #FMIGMASummit, when tweeting to enter! The winner will be announced Friday morning (8/12).

Photo competition:

Calling all aspiring photographers! Share your Summit experiences! The Global Sustainability Summit is full of great moments, help us capture them and win a prize! Here’s how it works: 1) take photos of moments during the Summit like the great EdUVenture you went on or the view from the balcony at Muriel’s or your favorite panel presentation and 2) upload it to the app in the Photos tab (***note: you must be logged into the app to do so***). On Friday morning, staff will put the top 5 photos on the main screen during the general session and the full conference audience will vote for their favorite. The top photo gets a prize!

Back by popular demand:

Photo Sharing Feature

Upload your photos from the Summit to the mobile app to share with other app users. Go to Photos tab in the app to post your favorite shots and comment on others’ photos.

Polling and Social Q&A

To encourage full participation in sessions, many speakers will be using an interactive tool this year that was one of the highest rated features of the 2015 Summit. Using the mobile app from your laptop, smartphone, or tablet you can answer polls set by the presenter. Some polls may already be active, so we encourage you to answer those ahead of time. Some will be unlocked during the session. In addition, you will see that you can ask the presenter questions either before, during or after a session. You’ll also be able to see what other attendees are asking and “up-vote” that question so that it rises to the top. The presenter will then know what the audience is most interested in discussing. We hope you’ll make good use of this tool!

BADGE SCANNING/SECURITY

For security purposes, we will have badge scanners and staff at all entrances to Summit sessions. You will be required to have and wear your badge to enter to any conference sessions and events, including our reception at Muriel’s, Jackson Square. **Please make sure to have your badge with you at all times.**

OPENING NETWORKING RECEPTION – WEDNESDAY, AUGUST 10, 6:15 TO 7:30 PM

The opening networking reception will immediately follow the opening keynote and Start-Up Challenge on Wednesday, August 10th from 6:15 pm – 7:30 pm in the Sustainability Showcase and Innovation Zone. Can’t wait to see you there!

CONFERENCE RECEPTION – THURSDAY, AUGUST 11, 6:00 TO 9:00 PM

Join your colleagues for an evening of fun, food, and music at Muriel's, Jackson Square. With balcony views overlooking iconic Jackson Square, Muriel's is the epitome of decadence, opulence, and mystery that surrounds the French Quarter. Guests are immersed in a world of refinement and revelry that reflects the rich historical, cultural, and culinary character of the Crescent City.

Please note the following:

- The conference reception is complimentary for all registered conference attendees. If your spouse/guest wishes to attend the event, he/she may purchase a ticket at the registration desk. The cost for spouses/guests is \$150.00.
- Please meet at Muriel's. The walk takes approximately 10 minutes. Staff will be on hand to help direct attendees. For the sake of social pleasure, security and directional confidence, we encourage you to walk with a group.
- You must have your badge in order to gain entrance into Muriel's!

DRESS CODE

The dress code for the Summit is business casual. Casual dress is appropriate for the offsite function at Muriel's, Jackson Square on Thursday, August 11th. We know it will be hot, so please plan accordingly.

ED-U-VENTURES AND PRE-SUMMIT SESSION - WEDNESDAY, AUGUST 10, 8:00 AM -4:00 PM

The Summit is once again offering a [Pre-Summit Session and two Ed-U-Ventures](#) (off-site educational adventure with local hosts) this year for attendees to have a more in depth experience on specific topics. These opportunities have limited space and are over and above the Summit programming, so you must register for them separately. The fee is \$100 to attend. Space is limited in each session/Ed-U-Venture so pre-registration is advised, but you can add the pre-Summit session at the registration desk on-site. Just be sure to arrive with enough time to register for the offsite tours. Buses leave promptly at noon.

Pre-Summit Sessions- Seafood - 8:00am-4:00pm

- [Seafood Traceability Forum \(8:00-11:30 am\) & Seafood Sustainability Forum \(12:30pm-4:00pm\)](#)
(Studio 1-2)

[Ed-U-Ventures](#) – 12:00-4:00pm

- Wetlands Restoration and the Gulf Seafood Industry Ed-U-Venture
- Make It Right and Langenstein's Tour Ed-U-Venture

*(Ed-U-Venture tours will **depart** from the **lobby** of the **New Orleans Marriott PROMPTLY at 12:00pm**. A box lunch will be provided on the bus).*

LUNCH N' LEARN & VOLUNTEER PROJECT

Spend your lunch hour by networking with colleagues, participating in the volunteer service project, or in the In The Bullseye workshop. Carry out lunches will be provided in the Sustainability Showcase & Innovation Zone.

- In The Bullseye: Reputation Management Workshop *Limited Enrollment
(La Galerie 5 11:45 AM – 2:15 PM)

For many companies, information about animal welfare has become a key question in their sustainable sourcing and procurement guidelines—driven, in large part by growing consumer interest about how their food is grown and raised. When your brand is “in the bullseye” and questions are raised about if products you source are raised humanely, how will you respond?

Animal care allegations made against a farm you source from may impact trust in your brand. Are you prepared? In this interactive session, learn about the tools available to you to weather any crisis while preserving your number one priority: your company’s reputation.

- *Hurricane Preparedness Project*
(Bissonet)

Join fellow conference attendees to pack hurricane preparedness kits for low income communities in New Orleans. This year we are teaming up with *HandsOn New Orleans*, an organization which provides service opportunities in the New Orleans community. These helpful packets include hand-crank flashlights, gloves, first aid kits, blankets as well as evacuation route maps. This is an open session, so come when you can and stay for 10 minutes or the full hour!

OPENING KEYNOTE SESSION – WEDNESDAY, AUGUST 10, 4:30 - 5:15 PM

Bissonet

The [2015 FMI/GMA Global Sustainability Summit](#) will begin with The New Normal: Leadership and Preparedness in the 21st Century. In this rousing speech, Gen. Honoré shares leadership lessons from his command of Joint Task Force-Katrina as well as the benefits of developing a culture of preparedness. The "Category V General" discusses the essential qualities that 21st century leaders need, including "decision superiority," the ability to "see first, understand first, and act first." On preparedness, Gen. Honoré believes waiting until disaster hits and then responding is dealing with problems on the "right side" of disaster, and that we should be dealing with the "left side" of disaster -- before it strikes. Bold and insightful, Honore's strategies are sure to motivate audiences to see local, national, and international leadership issues in a new light.

Lt. General Russel L. Honoré (Ret.), Commander of Joint Task Force Katrina and Global Preparedness Authority

PRESENTATIONS

All presentations received prior to Friday, August 5th will be made available on the mobile app, providing we have received permission from the presenter.

Presentations, including those submitted after August 5th will also be made available for download on the [Sustainability Summit web site](#) after the Summit. Presentations will be available only to registered attendees so you will need to log in to your account via the Summit website.

FOOD AND BEVERAGE

Your full conference registration includes the opening reception, the offsite event at Muriel's, Jackson Square, two breakfasts, one lunch and coffee breaks. If you have any allergies or special dietary needs, please let the registrar know when you pick up your badge to receive a ticket to hand to servers during our seated luncheon. For those that indicated they are gluten-free, we will have gluten-free alternatives available.

HOTEL INFORMATION

Hotel Address:

New Orleans Marriott

555 Canal Street

New Orleans, Louisiana 70130

Main Phone: (504) 581-1000

CHECK IN / OUT TIME (HOTEL)

Check-in time is 4:00 p.m.

Check-out time is 11:00 a.m.

CLIMATE (LOCAL)

The month of [August in New Orleans](#) averages a daily maximum high temperature 91°F. The minimum low temperature usually falls around 75°F. Regardless of the outside temperatures, meeting rooms are notorious for being somewhat chilly, so we advise you to bring layers to ensure your comfort.

INTERNET ACCESS

Complimentary high-speed wireless internet access is provided for all attendees throughout the sustainability summit meeting space and in the lobby.

Network: Marriott_Conf

Password: sustainability16

TRAVEL

The Louis Armstrong New Orleans International Airport (MSY) is the airport to fly into. The airport is located just 13 miles/20 minutes from the New Orleans Marriott.

- **TAXI**

Taxis are readily available from the lobby of the hotel and are approximately \$33 one-way to and from the Louis Armstrong New Orleans International Airport

- **PARKING**

Valet Parking is \$40 daily.

There is no on-site self-parking.

- **Airport Transportation**

The New Orleans area does offer a shuttle service called Airport Shuttle. Please call (866) 596-2699 or visit their website

at www.airportshuttleneworleans.com.

Sedan service is available through Airport Limousine New Orleans. Sedan service is estimated at \$58.00+. Please call (866) 739-5466.

REGISTRATION

Registration will be located in the **Acadia Foyer**. The official registration hours are:

Wednesday, August 10 7:00 a.m. – 7:00 p.m.
Thursday, August 11 7:00 a.m. – 5:00 p.m.
Friday, August 12 7:00 a.m. – 11:00 a.m.

RESTAURANTS /LOCAL ATTRACTIONS

New Orleans is one of the world's most fascinating cities – it's home to a truly unique melting pot of culture, food and music. Come down and experience New Orleans, one of America's most culturally and historically-rich destinations. The official New Orleans tourism guide, www.NewOrleansOnline.com is loaded with information on things to do, where to eat, and more.

SOCIAL MEDIA

Follow **#FMIGMASummit** on social media to stay connected with fellow participants, speakers and see highlights from the meeting.

 @FMI_ORG
 @GroceryMakers
 facebook.com/FoodMarketingInstitute
 facebook.com/GroceryManufacturersAssociation
 instagram.com/fmi_org

SPOUSE/GUEST SOCIAL EVENT REGISTRATION

If your spouse/guest is planning to attend any of the social events (receptions and offsite event), he/she must be registered and wear a conference badge. The cost for spouse/guest registration is \$150.00. This can be paid in advance or onsite at the registration desk.

SURVEY/EVALUATION

At the conclusion of the Summit on Friday, you will receive a survey via email asking you to rate the program, social events, and logistics. Please take the time to fill this out so that we can use the information to improve future conferences. Your feedback is greatly appreciated.

SUMMIT PARTNERS

Please take time during the conference to thank our sponsors who support our Summit and the industry.

- [Beef Checkoff](#)- Content Session
- [Bumble Bee Foods](#) - Hotel Room Key Cards
- [EPA](#) – Food Waste Innovation Zone
- [Marine Stewardship Council](#)- Lanyards
- [Mondelēz International](#)– Food Waste Innovation Start-Up Challenge
- [The National Pork Board](#)– Content Session
- [USFRA](#)- Content Session

SUSTAINABILITY SHOWCASE AND INNOVATION ZONE

The Sustainability Showcase and Innovation Zone will take place in Acadia. The opening reception, breakfast, all networking breaks will take place here as well. Please take the time to visit all our Summit partners during and talk to them about their products and services. The Innovation Zone will feature food waste and donation start-up companies. Come learn from and share your experiences with all of our great participating companies:

- American Humane Association
- Beef Checkoff
- Bumble Bee Foods
- California Safe Soil
- CHEP
- Covanta
- EPA
- Foodfully, Inc
- Full Cycle Bioplastics
- Harvest Time International
- Marine Stewardship Council
- Mondelēz International
- National Pork Board
- Organix Recycling
- Patriot Organics
- Project WET
- Revolution Bag
- Safe Quality Food Institute
- Spoiler Alert
- T&S Brass and Bronze
- Trex
- USFRA

