



# Global Restaurant Association Executives Summit

*May 19-20, 2013 ~ McCormick Place ~ Chicago, IL*

## SUNDAY, MAY 19, 2013

5:00 p.m. – 6:00 p.m.

### **Global Restaurant Executives Summit Welcome Reception**

Room: N426A

Cocktail and hors d'oeuvres

## MONDAY, MAY 20, 2013

8:00 a.m. – 9:00 a.m.

### **International Breakfast**

Room: N426C

9:00 a.m. – 9:15 a.m.

### **Welcome and Introduction to Global Restaurant Executive Summit**

Room: N426B

Phil Hickey, Chair, National Restaurant Association

9:15 a.m. – 9:30 a.m.

### **Introductions: Global Executives Leadership Attendees**

CHPSA: China Hotel Purchasing and Supplying Association, China

CANIRAC: Cámara Nacional de la Industria Restaurantera y Alimentos Condimentado, México

Heilongjiang Hotel Association, China

ABRASEL: Associação Brasileira de Bares e Restaurantes, Brasil

SINDAL: Brazilian Foodservice Equipment Manufacturers Union, Brasil

Restaurants Association of Ireland, Ireland

HRAP: Hotel & Restaurant Association of the Philippines, Philippines

CRFA: Canadian Restaurant and Foodservices Association, Canada

FRIO: Federation of Restaurateurs & Hoteliers of Russia, Russia

9:30 a.m. – 9:50 a.m.

### **Introduction: Focus on challenges facing the Restaurant Industry**

Dawn Sweeney, President and CEO, National Restaurant Association

9:50 a.m. – 11:00 a.m.

### **Open Forum: Focus on Global Restaurant Industry Challenges**



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HRAP: Hotel & Restaurant Association of the Philippines, Philippines

11:00 a.m. – 11:15 a.m.

### **Morning Break**

11:15 a.m. – 11:30 a.m.

### **Open Forum: Focus on Global Restaurant Industry Challenges**

FRIO: Federation of Restaurateurs and Hoteliers of Russia, Russia

ABRASEL: Associação Brasileira de Bares e Restaurantes, Brasil

SINDAL: Brazilian Foodservice Equipment Manufacturers Union, Brasil

CRFA: Canadian Restaurant and Foodservices Association, Canada

Restaurants Association of Ireland, Ireland

11:30 a.m. – 12:15 p.m.

### **Panel Discussion: Global Restaurant Industry Trends**

Moderator: Michael McCallum, Strategy Advisor, National Restaurant Association

Panelist: Hudson Riehle, Senior Vice President, Research and Knowledge, National Restaurant Association

Panelist: Malcolm Knapp, Chief Executive Officer, Malcolm Knapp Inc.

12:15 p.m. – 12:30 p.m.

### **Questions and Answers**

12:30 p.m. – 1:30 p.m.

### **Buffet Lunch**

Room: N426C

1:30 p.m. – 3:00 p.m.

### **Panel Discussion: Global Food Safety Issues**

Room: N426B

Moderator: Catherine Adams Hutt, PhD, RD, RdR Solutions

Panelist: Scott MacIntire, Chicago Regional Director, United States Food and Drug Administration, Office of Regulatory Affairs

Panelist: Xiusong Yang, Associate Director, Food Safety Officer of SFDAIED

Panelist: Margaret Beckman, Bellwood Regional Supervisor, Illinois Department of Health

Panelist: Tim Darden, Senior Project Manager, Product Development, National Restaurant Association

3:00 p.m. – 3:15 p.m.

### **Afternoon Break**

3:15 p.m. – 4:00 p.m.

### **Open Forum: Conclusions**





## Panelists:

**Tim Darden** is responsible for the globalization and localization of ServSafe, a food safety training and certification program for the National Restaurant Association and manages the production of videos, media rich eLearning, and translations on behalf of the organization. Tim previously worked at McDonald's Corporation in the learning and development area creating e-learning programs; at NETG producing laserdisc and CD-ROM training programs; and began his career in at WNDU-TV (NBC) and WNIT-TV (PBS) in Indiana and has received Telly, Aurora and ITVA awards for videos and e-learning. Tim is fluent in Spanish and Portuguese.

**Margaret Beckman** has been with the Illinois Department of Public Health for 26 years and spent the first 13 years with the Division of Long Term Care as a Sanitarian Surveyor. In that position, she conducted Licensure and Certification surveys (inspections) and complaint investigations at Long Term Care facilities, Hospitals, Prisons, and Facilities for the Developmentally Disabled.

Over the last 13 years Margaret has been with the Division of Food Drugs and Dairies as a Supervisor. Her office conducts food safety inspections in food processing, wholesale, and warehouse operations. In addition to these firms, they also inspect bottled water plants, salvage operations, shellfish firms, manufactured dairy plants, and tanning and body art. The office also coordinates the Food Service Sanitation Manager Certification Program for this area and assists people in acquiring a Food Service Sanitation Certificate by directing them to classes, and offering renewal and retake exams at their office.

Although it is a small office and Margaret has a staff of 3, they cover all of Cook County, (Chicago and Suburbs) and in many instances state wide and nationally.

Margaret and her staff are all Licensed Environmental Health Practitioners (LEHP's) and have been involved in extensive food safety related training sponsored by the Illinois Department of Public Health (IDPH) and the Food and Drug Administration (FDA).

**Scott MacIntire** is the Director of the Chicago District Office of the Food and Drug Administration. Mr. MacIntire is responsible for providing the executive leadership and managerial direction necessary to assure effective accomplishment of the Agency's programs and enforcement activities in the state of Illinois.

Previously, Mr. MacIntire held the position of Director for the Division of Compliance Information and Quality Assurance (DCIQA) in the Office of Enforcement, Rockville, MD. While directing DCIQA, he was responsible for providing information to various domestic and foreign governments regarding the suitability of medical products to meet FDA regulations,





and for developing and implementing the Quality Management System throughout Office of Regulatory Affairs.

Mr. MacIntire has been a member of numerous working groups, most notably, Bio-terrorism, Part 11, Counterfeit Drug Task Force and Operation Bio-shield. Currently Mr. MacIntire is the Chair of the CVM Field Committee responsible for the coordination and communication of policies, procedures, and assignments in collaboration with the Center for Veterinary Medicine.

Mr. MacIntire graduated from East Tennessee State University in 1982 with a Bachelor's Degree in Environmental Health. Among the many FDA acknowledgements received throughout his career, Mr. MacIntire earned the Commendable Service Award, Secretary's Award for Distinguished Service, Vice President's National Performance Review (Hammer) Award and numerous FDA Group Recognition Awards and commendations.

Through the New York-based consulting firm he started in 1972, Malcolm Knapp provides counsel to CEOs, strategic planning, quantification of industry trends, forecasting, and marketing research/analysis to clients in the foodservice industry. He is the creator of KNAPP-TRACK™, a monthly sales and guest count tracking report distributed by 61 television markets and 11 regions in the United States; and KNAPPTRACK FLASH™, a weekly report conducted for the United States, California and 20 television markets.

For the past 36 years, Knapp has provided industry forecasts to the National Restaurant Association and also advised the U.S. Census Bureau on segment categorizations. He wrote the new foodservice industry definitions of the North American Industry Classification System for the U.S. Department of Commerce, definitions which replaced the Standard Industrial Classification System in 1997. For the past 20 years, his data has been published in the Statistical Abstract of the United States.

Knapp is quoted regularly on hospitality and economic issues in The New York Times, The Wall Street Journal, Business Week, The Financial Times, Reuters, and Bloomberg. He is also tapped as an industry source for TV and Radio and has given interviews to BBC, FOX, PBS Nightly Business News, Canadian TV, Bloomberg Radio, and NPR. Additionally, he writes a monthly column on current trends in the casual dining market for Nation's Restaurant News, one of the leading publications of the restaurant industry.

Knapp earned a bachelor's degree in science from Columbia University and a masters' degree from Harvard Business School, where he specialized in organizational behavior and marketing. He served on the board of Frisch's Restaurants, Inc., for nine years and was the chairman of the food and beverage committee of the Harvard Club of New York City, a member of its house committee and a member of its Board of Managers. He also is a past board member of the Corporation of the Culinary Institute of America and served as vice chair of its long-range planning and nominating committees.