

# McNEES FOOD & BEVERAGE GROUP SEMINAR

September 14, 2017

12:00 - 5:00pm

**Hollywood Casino**

John Henry Room  
777 Hollywood Blvd  
Grantville, PA 17028



McNees invites you to join us for a half-day seminar focusing on current trends in the food and beverage industry. Hear from McNees attorneys covering issues in marketing, labor and employment, and recalls, with a closing panel discussion on the latest developments facing the industry. Cocktails and networking opportunities will follow the seminar. We look forward to seeing you there!

**RSVP** by September 7, 2017 to  
Karen Swaringen at  
717.237.5430 or  
[kswaringen@mcneeslaw.com](mailto:kswaringen@mcneeslaw.com)

## AGENDA:

**11:30 a.m. – 12:00 p.m.**

**Registration**

**12:00 – 1:15 p.m.**

**Lunch**

*Welcome - Brian Jackson, McNees Labor & Employment Co-Chair  
Keynote Speaker - PA Secretary of Agriculture Russell C. Redding*

**1:30 – 2:00 p.m.**

**Current Risks In Food and Beverage Marketing**

*Brian Gregg - McNees Food & Beverage Group Chair*

We will cover high risk advertising claims, comparative advertising, and FTC/FDA regulatory updates.

**2:05 – 2:35 p.m.**

**The Top Five Labor and Employment Issues for the Industry**

*Adam Santucci - McNees Labor & Employment Attorney*

We will focus on the top five labor and employment law issues facing employers in the industry in 2017 and beyond.

**2:45 – 3:15 p.m.**

**You Think You May Need to Issue a Recall – Now What?**

*Lois Duquette - McNees Intellectual Property Attorney*

*Fritz Kriete - McNees Food & Beverage Attorney*

We will review key considerations in making a recall decision.

**3:30 – 4:45 p.m.**

**Current Trends in the Food and Beverage Industry**

**Panelists:**

*Joan Apgar, Food Regulatory/Nutrition Scientist Consultant  
(formerly with The Hershey Company, retired)*

*John Daly, Executive Assistant Manager, Food & Beverage Director,  
The Hotel Hershey*

*Rich DiFrischia, Vice President and General Counsel,  
Knouse Foods Cooperative, Inc.*

*Andy Stuffick, Chief of Investigations, Pennsylvania Liquor Control Board*

**4:45 – 5:00 p.m.**

**Closing Remarks**

**5:00 – 6:30 p.m.**

**Cocktails/Networking**