



New Conference - Live!

FOOD LAW

Understanding This Rapidly Evolving Area of the Law

March 17-18, 2016 • Renaissance Downtown • Washington, DC

Dear Colleague:

Everyone eats, right? Then we shouldn't be surprised that food law continues to evolve and grow. From the US Food and Drug Administration's new Food Safety Modernization Act (FSMA) to its recent Final Determination involving Partially Hydrogenated Oils, you need to keep up-to-date on the law.

At CLE International's inaugural Food Law Conference, you will learn about the latest updates, receive practical practice tips and hear best strategies to effectively lead your company or your client.

Experts will speak to you about:

- **What is Food Law?**
- **Getting Your Product to Market**
- **FDA Labeling Laws**
- **IP Issues: Protecting Your Product**
- **The New FSMA Regulations**
- **Class Actions - From Filing to Damages**
- **Insurance and Supply Chain Liability for Food Companies**
- **Trans Fat: Not "Generally Recognized As Safe"**
- **California's Proposition 65**
- **Food Marketing Claims**
- **Organics**
- **All About GMOs**
- **A Discussion of Daily Dilemmas Faced by General Counsel**
- ... and more!

Plus, you will have invaluable face-to-face networking opportunities with your colleagues and other Food Law experts.

We look forward to seeing you in March!

Sincerely,

Sascha Henry



Sascha Henry, Esq.
Program Co-Chair
SheppardMullin, Los Angeles, CA

Christopher Van Gundy



Christopher G. Van Gundy, Esq.
Program Co-Chair
Keller and Heckman, San Francisco, CA

Conference Location & Hotel Accommodations



Renaissance Downtown
999 Ninth Street NW
Washington, DC 20001

Near downtown, this high-rise hotel is close to the Gallery Place Chinatown metro station, the White House and Washington Monument. Their signature Fifteen Squares Restaurant is sure to please even the most discerning palates.

For Hotel Reservations

Renaissance Downtown
<https://resweb.passkey.com/go/CLEFood>
1-800-228-9290

Thursday, March 17

- 8:00 Registration and Continental Breakfast
- 8:30 **Introduction and Welcome**
Overview of Day One
Sascha Henry, Esq., Program Co-Chair
SheppardMullin, Los Angeles, CA
Christopher G. Van Gundy, Esq., Program Co-Chair
Keller and Heckman, San Francisco, CA

- 8:45 **Keynote Presentation**
What is Food Law?
Michael T. Roberts, Executive Director of the Resnick Program for Food Law and Policy
UCLA School of Law, Los Angeles, CA

- 9:30 **Getting Your Product to Market**
Key Issues in Labeling and Advertising
Steven H. Armstrong, Esq., Chief Food Law Counsel
Campbell Soup Company, Camden, NJ

- 10:15 Networking Break

- 10:30 **FDA Labeling Laws**
An Update
Todd A. Harrison, Esq.
Venable, Washington, DC

- 11:15 **IP Issues**
Protecting Your Product
Lisa M. Martens, Esq.
SheppardMullin, San Diego, CA

- 12:00 Lunch Break (On Your Own)

- 1:15 **The New FSMA Regulations**
An Overview; What Compliance Will Look Like
Evangelia C. Pelonis, Esq.
Keller and Heckman, Washington, DC

- 2:00 **Class Actions - Part I**
Food Court; Claims Filed and More
David T. Biderman, Esq.
PerkinsCoie, Los Angeles and San Francisco, CA
Teresa H. Michaud, Esq.
Baker & McKenzie, San Francisco, CA
Michael R. Reese, Esq.
Reese, New York, NY
Moderator: Sascha Henry, Esq., Program Co-Chair

- 3:15 Networking Break

- 3:30 **Insurance and Supply Chain Liability for Food Companies**
What They Mean for Your Business
Christopher G. Van Gundy, Esq., Program Co-Chair

- 4:00 **Trans Fat**
Not "Generally Recognized As Safe"
Hannah Chanoine, Esq.
O'Melveny & Myers, New York, NY
Neal D. Fortin, Adjunct Professor of Law and Director Masters Program in Global Food Law
Michigan State University, East Lansing, MI

- 5:00 **California's Proposition 65**
An Update
Sarah Esmaili, Esq.
Arnold & Porter, San Francisco, CA

- 5:45 Adjourn

Friday, March 18

- 8:00 Continental Breakfast

- 8:30 **Welcome Back**
Overview of Day Two
Sascha Henry, Esq., Program Co-Chair
Christopher G. Van Gundy, Esq., Program Co-Chair

- 8:35 **Food Marketing Claims**
Menu Labeling; Health Related; Nutrient Content; Caloric Content
Angela C. Agrusa, Esq.
Liner, Los Angeles, CA
Stephen Gardner, Esq.
Stanley Law Group, Dallas, TX
Mark D. Kemple, Esq.
GreenbergTraurig, Los Angeles, CA

- 9:45 **Organics**
Standards and Policies
Tom O'Brien, Esq., Senior Vice President and General Counsel
Driscoll's, Watsonville, CA
Marni Karlin, Esq., VP Government Affairs; General Counsel
Organic Trade Association, Washington, DC

- 10:45 Networking Break

- 11:00 **Class Actions - Part II**
Damages and More
William S. Choi, Managing Director
AlixPartners, San Francisco, CA
Brian K. Herrington, Esq.
Barrett Law Group, Lexington, MS
Sushrut Jain, Principal Consultant
Edgeworth Economics, Pasadena, CA
Ronald Y. Rothstein, Esq.
Winston & Strawn, Chicago, IL
Moderator: Christopher G. Van Gundy, Esq., Program Co-Chair

- 12:15 Lunch Break (On Your Own)

- 1:30 **Ethics**
An Industry in Turmoil: GMOs, Food Fads, and Recalls
Richard S. Levick, Esq., Chairman and CEO
LEVICK, Washington, DC

- 2:30 **All About GMOs**
Rewards, Regulations and Risk
Eric P. Gotting, Esq.
Keller and Heckman, Washington, DC
Karin F.R. Moore, Esq., Senior Vice President & General Counsel
Grocery Manufacturers Association, Washington, DC

- 3:30 Networking Break

- 3:45 **General Counsel Roundtable**
A Discussion of Daily Dilemmas
Adam Ciongoli, Esq., General Counsel
Campbell Soup Company, Camden, NJ
Mary M. Kasper, Esq.
Senior Vice President, General Counsel and Secretary
Unified Grocers, Commerce, CA
Tom O'Brien, Esq., Senior Vice President and General Counsel
Driscoll's, Watsonville, CA
Moderator: Sascha Henry, Esq., Program Co-Chair

- 4:45 Evaluations and Adjourn

Earn up to 13 Hours MCLE Credit Including One Hour of Ethics

REGISTER NOW! cle.com/Food or (800) 873-7130

PROGRAM CO-CHAIRS

Sascha Henry is a partner in Sheppard Mullin's Los Angeles office and is Co-Chair of the firm's Food and Beverage Industry Team. She defends clients in complex business litigation and consumer class actions. She also advises food and beverage clients in labeling and marketing issues and serves as a liaison between her clients and Sheppard Mullin's 700+ attorneys to provide cost-effective legal services. Ms. Henry recently defeated class certification of a nationwide class action involving allegations of false labeling of food. In 2011, she prevailed in a complex business fraud case, resulting in a jury verdict of more than \$300 million for her client. Ms. Henry has been with Sheppard Mullin since 1997 when she received her law degree from the University of Minnesota.

Christopher G. Van Gundy joined Keller and Heckman's San Francisco as a Partner in the Litigation and Food and Drug Practices after five years in-house with the Roll Global group of companies, including POM Wonderful pomegranate juice, Wonderful brand pistachios and almonds, Paramount Citrus, and FIJI Water. Mr. Van Gundy's practice focuses on food law and consumer packaged goods litigation, regulation, and counseling, including products liability, purported class actions, supply chain liability, authenticity and insurance issues, food marketing claims, false advertising, trademark, distribution disputes, and brand protection. He is a seasoned general commercial litigator with extensive arbitration, court and jury trial experience.

KEYNOTE PRESENTER

Michael T. Roberts, Executive Director of the Resnick Program for Food Law and Policy
UCLA School of Law, Los Angeles, CA

FACULTY

- Angela C. Agrusa, Esq.**
Liner, Los Angeles, CA
- Steven H. Armstrong, Esq.**
Chief Food Law Counsel
Campbell Soup Company, Camden, NJ
- David T. Biderman, Esq.**
PerkinsCoie, Los Angeles and San Francisco, CA
- Hannah Chanoine, Esq.**
O'Melveny & Myers, New York, NY
- William S. Choi, Managing Director**
AlixPartners, San Francisco, CA
- Adam Ciongoli, Esq., General Counsel**
Campbell Soup Company, Camden, NJ
- Sarah Esmaili, Esq.**
Arnold & Porter, San Francisco, CA
- Neal D. Fortin, Adjunct Professor of Law and Director, Masters Program in Global Food Law**
Michigan State University, East Lansing, MI
- Stephen Gardner, Esq.**
Stanley Law Group, Dallas, TX
- Eric P. Gotting, Esq.**
Keller and Heckman, Washington, DC
- Todd A. Harrison, Esq.**
Venable, Washington, DC

- Brian K. Herrington, Esq.**
Barrett Law Group, Lexington, MS
- Sushrut Jain, Principal Consultant**
Edgeworth Economics, Pasadena, CA
- Marni Karlin, Esq.**
VP Government Affairs; General Counsel
Organic Trade Association, Washington, DC
- Mary M. Kasper, Esq., Senior Vice President General Counsel and Secretary**
Unified Grocers, Commerce, CA
- Mark D. Kemple, Esq.**
GreenbergTraurig, Los Angeles, CA
- Richard S. Levick, Esq., Chairman and CEO**
LEVICK, Washington, DC
- Lisa M. Martens, Esq.**
SheppardMullin, San Diego, CA
- Teresa H. Michaud, Esq.**
Baker & McKenzie, San Francisco, CA
- Karin F.R. Moore, Esq.**
Senior Vice President & General Counsel
Grocery Manufacturers Association
Washington, DC
- Tom O'Brien, Esq.**
Senior Vice President and General Counsel
Driscoll's, Watsonville, CA
- Evangelia C. Pelonis, Esq.**
Keller and Heckman, Washington, DC
- Michael R. Reese, Esq.**
Reese, New York, NY
- Ronald Y. Rothstein, Esq.**
Winston & Strawn, Chicago, IL

4 EASY WAYS TO REGISTER	1 cle.com/Food	2 FAX (303) 321-6320	3 PHONE (800) 873-7130	4 MAIL 7995 East Prentice Avenue Suite 200 Greenwood Village, CO 80111
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YES! Please register the following:

Name _____
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Cancellation

Full tuition refunds (less a \$75 administrative charge) will be given only if notice of cancellation is received by 5:00 pm MST on the Friday prior to the Conference. Substitutions may be made at any time.

Course materials provided in electronic format.

Tuition - includes Course Materials

- \$795 per person
- \$695 each for two or more
- \$695 each for government, 501(c)(3) organizations, full-time judges, law students and paralegals
- \$595 each for two or more government, 501(c)(3) organizations, full-time judges, law students and paralegals

Home Study - available after the Conference

- Audio transcript and course materials
- \$795 plus \$10 shipping and handling

Course Materials Only

- \$250 plus \$10 shipping and handling

Payment

- Check payable to CLE International \$ _____ or
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Including One Hour of Ethics

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FOOD LAW

Regulation, Litigation, Protection & More!

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Keynote Presentation

What is Food Law?



Michael T. Roberts, Executive Director of the Resnick Program for Food Law and Policy
UCLA School of Law, Los Angeles, CA

Michael T. Roberts is the founding Executive Director of the newly established Resnick Program for Food Law and Policy at UCLA School of Law. He is well versed in a broad range of legal and policy issues from farm to fork in local, national, and global food supply systems. He is a prolific author, having contributed to books and having written several articles on food regulation, trade, and policy issues. He is currently writing the first major treatise on food law, titled, *Food Law in the United States*, to be published by Cambridge University Press.

Featuring Experts From:

- AlixPartners
- Campbell Soup Company
- Driscoll's
- Edgeworth Economics
- Grocery Manufacturers Association
- LEVICK
- Michigan State University
- Organic Trade Association
- UCLA School of Law
- Unified Grocers
- ... and some of the nation's leading food law firms.

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