



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • March 10-11, 2017

**Friday
March 10, 2017**

**COOC Annual Member Meeting General Session and Trade Show
Welcome Reception & Trade Show Kick-Off
Monterey Hyatt Regency Conference Center**

Educational Seminars

1:00-1:50 pm

A. Small Producers Panel: Small-Scale Challenges and Successes

Pat Calvert (Moderator), Carolyn Shaffer, Art Kishiyama

B. Blending for Balance: Practicum & Discussion

Nancy Ash, David Garcia Aguirre

2:00-2:50 pm

A. Evaluation Methods and Quality

Carlos Machado

B. Retail Ready: How to Reach Your Target Market

Alli Ball

3:00-3:50 pm

A. Best Practices: Storage Challenges and Solutions

Chris Calvert

B. Meet the COOC Board Candidates and Updates from AOOPA, OOC and UC Davis Olive Center

Ruth Mercurio

Kimberly Houlding, Brady Whitlow and Selina Wang

5:30 – 7:00 pm

Welcome Reception and Trade Show Kick-Off

Meet our Sponsors and Trade Show Participants

Meet the COOC Board and Candidates

Membership Mix and Mingle – Appetizers, No Host Bar

Welcome Reception Sponsored by California Olive Ranch



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Saturday
March 11, 2017

COOC Annual Member Meeting General Session and Trade Show
25th Anniversary Celebration (1992-2017) & Recognition Dinner
Monterey Hyatt Regency Conference Center

7:30 – 8:30 am

Continental Breakfast and Trade Show
Sponsored by Multi-Color Corporation

8:30 – 8:35 am

General Session

Welcome

Patty Darragh & Louie Gonzalez

8:35 – 8:50 am

Board Election and Board Candidate Introduction

Ruth Mercurio

8:50 – 9:30 am

Keynote Speaker: Specialty Foods in 2017: What's Selling, Who Is Buying and Why

Ron Tanner (Specialty Food Association, VP Industry Affairs)

9:30 – 9:50 am

COOC Marketing Update

Lisa Pollack, Kelsey Maher

9:50 – 10:10 am

Taste Panel and Certification Update:

Dean Wilkinson, Lisa Pollack, Norbert Niederhauser

10:10 – 10:25 am

Morning Break and Trade Show

10:25-11:15 am

Notes from the Field: Crop Management and Milling

Brian Mori (Moderator), Ciaraco Chavez, David Olander, Mike Coldani

11:15 am-12 pm

California as a Brand: A Built-In Advantage

Nick Matteis (Moderator), Lisa Pollack, Ruth Mercurio

12 - 12:30 pm

A Comparison: Health Benefits of Various Oils and Fats

Chris Calvert

12:30-1:30 pm

Lunch and Trade Show

Sponsored by Capital Insurance Group

1:30-2:20 pm

Sensory Seminar: Comparative Tasting of California and European Oils

Sandy Sonnenfelt (Moderator), Orietta Gianjorio, Dean Wilkinson

2:20-3:10 pm

Parallel Universes: Exploring the Worlds of Coffee and Chocolate

Kathryn Tomajan (Moderator), Norbert Niederhauser, Zohara Mapes Bediz

3:10-3:30 pm

Afternoon Break (Ice Cream & Extra Virgin Olive Oil Bar) and Trade Show

3:30-4:05pm

New Regulations and Requirements: FSMA

Mary Bolton

4:05-4:45 pm

The Next Twenty-Five Years: Where Do We Go from Here?

Dewey Lucero (Moderator), Ron Tanner, Patricia Darragh, Gregg Kelley



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4:45-4:55 pm **COOC Olive Oil Competition Announcement:** Gold and Silver Winners

4:55-5:00 pm **Election Results**

5:00 pm **COOC Meeting Adjourns**

Saturday Evening **25th Anniversary Celebration (1992-2017) & Recognition Dinner**
Monterey Hyatt Regency Ballroom and Foyer

6:30 – 7:30 pm **Hosted Cocktail Reception**
Cocktail Auction

7:30 – 11 pm **Dinner and Live Auction**
Best of Show Olive Oil Competition Awards Presentation
Miller Recognition Awards Presentation
Packaging and Design Awards
Pioneer Award Presentation: 2016 Recipient Gregg Kelley
Live Auction
Dinner will be followed by LIVE MUSIC and dancing from Steve Ezzo & The Monterey Bay All-Stars

Thank You to Our Landmark Contributors

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