



COOC 2019 ANNUAL MEMBER MEETING

March 22-23, 2019

HYATT REGENCY MONTEREY

Friday, March 22, 2019

1:00 pm – 1:20 pm – **What the Latest Research Tells Us** – Dan Flynn (UC Davis Olive Center)

1:20 pm – 1:35 pm – **Olive Oil Commission of California Update** – Adam Englehardt (OCC Board, Boundary Bend Olives)

1:35 pm – 1:50 pm – **U.S. Capitol Update** – Kimberly Houlding (American Olive Oil Producers Association)

2:00 pm – 2:50 pm – **Olive Oil Chemistry for Non-Chemists by a Non-Chemist** – David Garcia-Aguirre (Corto Olive Oil)

3:00 pm – 4:30 pm – **A Global Visit: Sensory Session with 2018 Harvest Oils from Europe** – Nancy Ash (Strictly Olive Oil, COOC Sensory Panel)

1:00 pm – 3:00 pm – **You Are Your Label and Collateral**** – Linda Sikorski (Market Hall Foods)

1:00 pm – 3:00 pm – **Linking to Social Media**** – Wendy Winters (COOC)

5:30 pm – 7:00 pm - **Welcome Reception** – Hosted by Cobram Estate and Modern Olives
Taco Bar and No-host Bar

**Must be booked in advance – limited time slots

Saturday, March 23, 2019

7:30 am – 8:30 am - **Continental Breakfast**

7:30 am – 5:00 pm - **Trade Show**

8:30 am – 5:00 pm - **General Session**

8:30 am – **Welcome** – Karen Bond (Bondolio Olive Oil, COOC Board President)

8:40 am – **Board Election and Candidate Introduction** – Ruth Mercurio (We Olive, COOC Board: Nominating Committee Chair)

9:00 am – Keynote Address: **“The Future of the California Brand”** – Alan Hilburg (Hilburg and Associates)

9:50 am – **Choosing Your Online Marketing Strategy** – moderator: Linda Sikorski (Market Hall Foods), panel: Karen Bond (Bondolio Olive Oil), Sara Feinberg (Donsuemor), Daegan Staffor-Crews (Market Hall Foods)

10:30 pm – 3:30 pm – **Silent Auction**

General Session...continued

11:00 am – **Why EVOO Matters; Communicating Health Benefits** – Dr. Mary Flynn (Brown University and Miriam Hospital)

11:50 am – **FSMA Updates and Key Dates** – Mary Mori (California Olive Ranch)

12:30 pm – 1:30 pm – **Lunch and Trade Show visits** - Hosted by The Mill at Kings River

General Session...continued

1:40 pm – **A Sensory Session: A Great Oil, Then Defects** – moderator: Dean Wilkinson (International Delicacies, COOC Sensory Panel), panel: Nancy Ash (Strictly Olive Oil, COOC Sensory Panel) and Mary Mori (California Olive Ranch)

2:30 pm – **Chemist's Present** – moderator: Carlos Machado (Agbiolab, COOC Board), panel: Natalia Ruiz (Modern Olives) *Nutritional Aspects of Extra Virgin Olive Oil*, Liliana Scarafia (Agbiolab) *Lab Tests That Make Sense: Which Tests and When*

3:20 pm – **Ice Cream Break**

General Session... continued

3:35 pm – **Sustainability and California's March to Carbon Neutrality** – Dr. Caroline Taylor (Earthshift Global)

4:20 pm – **Board of Director Results**

4:25 pm – **Silent Auction Results**

4:35 pm – **COOC Olive Oil Competition Results** – Gold and Silver Medalists

7:00 pm – 8:00 pm - **Cocktail Reception** – Hosted by We Olive

8:00 pm – 11:00 pm - **Recognition Dinner** – Hosted by Zacros America

COOC Extra Virgin Olive Oil Competition Results – Best of Show and Miller Awards

Pioneer Award

Dancing – Carmel Disk Jockeys

California Extra Virgin Olive Oil



Better.Fresher.