

Affiliate View

Volume 14, Issue 2 | Spring 2009

Roger Cook, Affiliate Council Chair

Dan Erickson, Affiliate Council Secretary



View from the Chair: Spam: Safe Food for Old Yachties

he \$64,000 (NZ \$110,643.27) question: Do I continue with my previous theme of membership growth or talk about more interesting topics?

Well, that's a no-brainer. I'd rather be sailing, so says the sign above my computer monitor. Great to hear that Larry Ellison, Oracle Racing, the Golden Gate Yacht Club and New Zealand's Russell Coutts have won their appeal against the Swiss Alinghi Syndicate.

Yes, for all you landlocked Affiliate members, this is the Americas Cup, the greatest sports contest of all times—and one that New Zealanders, none of whom are landlocked, hold dear to their hearts. But why, do you ask, have I raised this topic? Yes, "I would rather be sailing" but, more importantly, the whole Americas Cup fiasco shows us how not to do things if we want our Affiliates to grow.

Recall that we asked you to describe in your Affiliate's Annual Report any innovative and aggressive plans you have to recruit new members. How do you grow an Affiliate? How do you encourage new members? How do you make everyone feel welcome? How do you encourage support from sponsors? And, most importantly, how do you keep IAFP happy?

My advice is not to do what "Alinghi" did when they retained the Americas Cup in 2007:

- Don't ignore your constitution and put in place a sham committee and program that excludes members;
- Don't change the rules in your favor;
- Don't abuse other members and accuse them of trying to ruin your Affiliate;
- Don't alienate your sponsors so that none want to support you; and
- Don't make your supporters, especially me, unhappy.

And the good news is: In your Affiliate reports that Carl, Dan, and I have carefully read and digested over the last few weeks, none of you has done an "Alinghi." We were so impressed by the innovative schemes that Affiliates have used to encourage members that I (Continued on page 2)



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Affiliates Across the Globe

AustraliaBrazilCanadaAlbertaBritishColumbiaOntarioQuebecKoreaMexicoNew ZealandPortugalSpainTurkeyUnited ArabEmiratesUnited KingdomUnited StatesAlabamaArizonaCalifornia/SouthernCapitalAreaCarolinasConnecticutFloridaGeorgiaIdahoIllinoisIndianaIowaKansasKentuckyMetropolitanMichiganMinnesota/UpperMidwestMissouriNebraskaNew YorkNorthDakotaOhioPennsylvaniaSouthDakotaTexasWashingtonWisconsinWyoming

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thought I would share these with all of you. Maybe one or more will work for your Affiliate. Schemes included:

◆ One-on-one recruitment. Now there is something historically innovative. A friend asking a friend, an associate asking a vendor, an auditor asking business. Members suggest other potential members. And their reward: free or discounted membership or conference registration fees proportional to the number of new members signed up.

• Creative membership fees. Yes, it might seem that everything is on sale these days; but ask any vendor—it works. Affiliates have offered membership rewards as above, discounts for part-year memberships, life memberships, simply holding membership fees, and offering discounted registration to conferences and seminars.

• **Press memberships.** What better way to get good press than to invite the press onboard. And good press only encourages understanding and enthusiasm!

• Social events. Always a winner: golf tournaments, social events, networking. But vary the events and locations, and be neither repetitive nor expensive.

• Enhanced communications. Send frequent informative and educational E-mails to members and potential members. This well and truly supports encouraging memberships, while providing ease of access to a wider audience. But it requires a champion, an enthusiast, someone who doesn't sleep! (Find someone already too busy!)

• **Develop a Web site.** A great resource, especially if it includes a blog,

copies educational E-mails, and has lots of incriminating photos of Affiliate events (a picture tells a thousand stories). But, again, you need a champion and Web-o-phile! Beware the drain on resources designing, building, and maintaining such a site. And remember, a traditional paper newsletter still works. It sits on the table, grabs your attention, and even works during power cuts.

• **Targeted meetings.** Targeting meeting sites to areas of potential membership, e.g. educational lunches on university campuses (students are the future) and near industrial parks. Open the educational meetings to anyone, and offer the best speakers. (Frank, do you have any free days?)

◆ Continuing Education Units (CEUs). Offer CEUs simply for attending the IAFP Annual Meeting or your Affiliate's annual conference or, where possible, following more formal educational courses. Partnerships with health authorities with mandatory reeducation for certification results in membership. But does it encourage enthusiasm and sustainability?

• Visibility and accessibility. The traditional information booths at related meetings and conferences always work, as do maintaining scheduled office hours and being available 24/7. Sorry, guys—you *can* drop back to 24/7. The 40-hour workdays, ten days a week, six weeks a month are no longer required.

So, there you are. This is what your fellow Affiliates are doing.

On the headline note: my favorite—spam E-mails.

My Sea Scouts, my junior yacht racers, and even my contemporary (oldies) yacht racers live their lives around my E-mails (yes, Lani, that is why I respond to yours late). I don't get responses from many; I never know how many actually read the E-mails. But I do know that we have the biggest Sea Scout troop in New Zealand (the kids don't leave), and we currently have the largest number of keen social racers in the history of our local yacht club.

And I know that when I fell off my perch and the E-mails temporarily stopped, the number of club attendees suddenly dropped off. Even this week with the death of my home PC, our mid-week junior training session was devoid of life. I am told that many suddenly realized that those "E-mails" were their lifeblood, the "spam" meat that provided emotional energy to their membership. And their enthusiasm rekindled when the E-mails started again.

So the answer is easy: Find that "busy person" who can't help himself or herself, and let them follow their enthusiasm, their ego, their will to help others, their "having fun." It works, but it isn't sustainable.

Alas, at this point I am back to where I started: searching for the key to sustainable membership.

Maybe there isn't a single golden key. Could it be that we have just to accept a sinusoidal curve of membership?

And on that note, I wish you a Happy Easter and all the best for the change of seasons.

LlCook

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Affiliate Bio Brief

David Lloyd Delegate, United Kingdom Association for Food Protection



OCCUPATION | Director, Food Industry Centre, University of Wales Institute, Cardiff (UWIC)

QUALIFICATIONS | BS, University College Cardiff, University of Wales

CAREER HIGHLIGHTS | Mr. Lloyd's career began as a laboratory supervisor with a major bakery group. After two years he landed the position of technical manager with a major international food snack company. The ensuing 12 years allowed him to expand his managerial experience in a variety of technical management roles within the food sector. This included senior positions within Cargill UK and Northern Foods, and encompassed new product development (NPD), quality, microbial food safety and food legislation disciplines. During this time, Mr. Lloyd developed an interest in food safety risk assessment and auditing, which led to a role as technical consultant to one of the UK's leading certification bodies, allowing him to expand this research base, particularly in the areas of cultural and inter-auditor variability.

In 1997, Mr. Lloyd joined the University of Wales Institute, Cardiff as the Director of the Food Industry Centre, with the primary function of facilitating the transfer of technical food knowledge from the academic staff to the regional food sector and developing the applied research program. His role now encompasses research, teaching, and consultancy to the food industry, governments and international food organizations. The Centre is heavily linked with the Welsh Assembly Government in the development of food sector strategies and is used by the regional government to perform diagnostic analysis of food processors' technical problems. In April 2009, the university opened a new \$8 million food centre to coincide with a \$7.5 million knowledge exchange program designed by Mr. Lloyd along with the Welsh government and industrial partners.

Mr. Lloyd's research interests include food safety, auditing (encompassing all GFSI accredited food safety standards) and applied research programs, and innovation in the food sector.

PORTFOLIO | A founding member of the UKAFP in 2004, Mr. Lloyd has been active in the role of Delegate to IAFP since the Affiliate's inception, and has been involved in the development and delivery of all UKAFP conferences since 2004. An IAFP Member since 1999, he presented at IAFP's European Symposia in Prague and Barcelona, and has presented various symposia and technical poster sessions and co-chaired sessions at the IAFP Annual Meetings. He is currently Chair of the Welsh Assembly Government's Agri-Food Board for South East Wales and is a member of the Welsh Assembly Government Strategy Advisory Board, both of which are his platforms to develop membership of the UKAFP.



Mr. Lloyd with UKAFP colleagues, June 2008.

PERSONAL ENDEAVOURS | Mr. Lloyd enjoys golf, football, gardening, and spending time with his family (two sons, a daughter, and his wife Laura, whose understanding of his career demands and frequent trips away from home is much appreciated). A highlight of his career came last year when he was invited to a garden party at Buckingham Palace as a result of work undertaken with the Welsh Government. His goals for the future include the further development of the Food Industry Centre, to expand his research portfolio, and to finish the Victorian house that he has been renovating for the past ten years!

Affiliate View | Spring 2009



Affiliates in the Spotlight

British Columbia Food Protection Association

Together with the Small Scale Food Processors Association, the **British Columbia Association for Food Protection (BCFPA)** continued its successful "speakers' evening" tradition on January 19 with the *What's up with* Listeria? speaker and workshop event at Coast Bastion Inn in Nanaimo. The event was sponsored by the British Columbia Centre for Disease Control's (BCCDC) Food Protection Services.

Rebecca Robertson, a consultant with What's Next? Food Information Service, presented the afternoon workshop portion, which covered "HACCP and Environmental Sampling to Protect Your Plant from *Listeria*" and "*Listeria* in the Dairy and Cold-Smoked Salmon Industries."



BCFPA President Terry Peters with Sion Shyng and Dr. Eleni Galanis of the BCCDC.

For the speaker portion, **Dr. Eleni Galanis** and **Sion Shyng**, both from the BCCDC, presented "Listeriosis in BC and Canada: What Happened in 2008?" Following a nutrition and networking break, industry specialist Graham Monda of Thermo Fisher Canada presented "Top 10 Hiding Spots for *Listeria* in Your Establishment."

BCFPA hosts several speakers' evenings throughout the year. Find information at www.bcpfa.net.

Georgia Association for Food Protection

P am Metheny of the Georgia Association for Food Protection (GAFP) reports that their winter meeting was held February 17 at the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia. The program for the 81 attendees kicked off with a tour of the CDC Global Health Odyssey followed by welcome remarks from GAFP President Tonya Gray and Charles Otto of the Environmental Health Services Branch (EHSB).

Morning speakers from the EHSB were **Robert Blake**, who presented "The Future of Prevention," and **Carol Selman**, who presented "The Prevention Research System—EHS-Net." Between the presentations, attendees participated in small-group



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demonstrations of the EHS-Net Information System, environmental health training in emergency response, integrated pest management, and other EHSB projects.

Afternoon presenters were **Dr. Laura Green** of the EHSB with "Factors Related to Food Workers Working While III" and **Dr. Aron Hall** of the Viral Gastroenteritis Team of NCRID/DVD/EB, who spoke on "Norovirus and Food Safety." The program closed with a tour of the CDC Director's Emergency Operations Center (DEOC).

GAFP business activities during the meeting included officer elections and the presentation of the David Fry Regulatory Stipend Award to **Tori Stivers.** The award consists of a plaque and a check for \$1,000 to assist in the cost of attending the IAFP Annual Meeting, held this July in Grapevine, Texas.

GAFP meets next in September for its Annual Meeting.

Affiliate Clips

To be featured in this section, simply add the IAFP office address (see back page for mailing address) or Imcdonald@foodprotection.org to your membership mailing list.

In the April 2009 issue of *The Grapevine*, a newsletter published by the



British Columbia Food Protection A s s o c i a t i o n (BCFPA), President Terry Peters writes a timely message: *"I would*

like to remind you that we must continue to be ever vigilant for the safety of our food supply, especially during these times of a weakened economy. We must not let our guard drop. Our industry has witnessed the devastating effects of foodborne illness outbreaks, often due to unforeseen circumstances, on a number of occasions these past few years. By providing a forum to exchange information on protecting the food supply, we will continue to remind our industry to be on guard and provide information for minimizing the risk to our industry and consumers in BC." (Well put, Terry. And thanks for encouraging BCFPA contributions to the IAFP 2009 Silent Auction!)

The Connecticut Association for Food Protection, together with the Connecticut Department of Consumer Protection, presented Recalls: Soup to Toys – A Workshop on Recalls on January 15 at Naugatuck Valley Community College in Waterbury. Participants received training on comprehensive recall plans, as well as guidance on identifying and evaluating hazards, record keeping, communication strategies, and adequately responding to regulatory needs during a recall. John Black of the USDA-FSIS and Cas Tryba of Big Y Foods were among the speakers representing federal and state agencies and the industry.

Florida Association for Food Protection (FAFP) held its most recent Educational Luncheon event on March 10 in Miami. These luncheons feature morning speakers followed by a sponsored lunch and South Florida Chapter FAFP Business Meeting. Speaking on regulatory issues for the day were Jorge Acosta of AIB International, Maryanne



Cogue of The Steritech Group, **Shannie Kallas** of the DBPR Miami Regional Office, **Zeb Blanton** of SGS, and **Andrew Yap** of LEASA Industries. Attendees received two hours' CEUs.

The 2009 Annual Conference of the Kentucky Association of Milk, Food and Environmental Sanitarians (KAMFES) was held February 17-19 at the Crowne Plaza in Louisville. Sessions were categorized by milk, environmental, or general topics. The extensive roster of speakers featured Lee-Ann Jaykus of North Carolina State University presenting "Rapid Detection of Pathogens in Food: The Past, Present & Future"; Gary Coleman of Underwriters Laboratories in North Carolina presenting "NSF Requirements for Equipment Approval & Certification"; and Nelson Fok of Capital Health in Edmonton, Alberta, presenting "Food Safety at Large Events."

The Korea Association of Milk, Food and Environmental Specialists has officially changed its name to the **Korea Association of Food Protection (KAFP).** The association will play an integral role in IAFP's first Asia Pacific Symposium on Food Safety, scheduled for November 11– 13 in Seoul, South Korea.

The Metropolitan Association for Food Protection (MAFP) is among many organizations opting to go green with their membership newsletter. The issues remain available (Continued on page 6)

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for viewing or download at www.metrofoodprotection.org, and will be E-mailed to active members.

The 65th Annual Educational Conference of the Michigan Environmental Health Association (MEHA) was held March 18–20 at the Park Place Hotel in Traverse City. Sanitarian licensure and concurrent technical sessions were held throughout



Janet Phelps, March 2009.

the three-day conference, whose speakers included **Neal Fortin** and **Ewen Todd** of Michigan State University, and **Vince Radke** of the CDC. Attendees also participated in social events, a silent auction, MEHA business meeting, and an awards ceremony. **Janet Phelps**, Environmental Health Coordinator for the Genessee County Health Department and Delegate to the IAFP Affiliate Council, was awarded 2009 Sanitarian of the Year and a plaque for her contributions as Food Safety Conference Chairperson.

The Missouri Milk, Food and Environmental Health Association (MMFEHA) returned to the Stoney Creek Inn in Columbia for its Annual Educational Conference, held April 1–3. Food, environmental, and

milk sessions were held concurrently each day, with a closing general session on day three. More than 20 food safety speakers were on hand, including **Stan Bailey**, Director of Scientific Affairs for bioMérieux, who presented "Global Food Safety: Challenges" and the IAFP Update; and **Kris Zetterlund**, Senior Total Quality Manager for Darden Restaurants, who presented on food safety at Darden. The Business Meeting, President's Reception, and Annual Awards Banquet were held on Thursday evening.

The Ohio Association of Food and Environmental Sanitarians has officially changed its name to the Ohio Association for Food Protection (OAFP). Members met January 30 at the Columbus Public Health for their 2009 Winter Meeting. The morning consisted of a video conferencing session on food irradiation, delivered by Rick Hunter of Food Technology Services, and the OAFP Annual Business Meeting. In the afternoon, USDA-ARS ERRC speakers Kathleen Rajkowski and Christopher Sommers presented, respectively, "D Values for Seafood Isolates of Listeria monocytogenes" and "The History and Use of Food Irradiation."

The Spring Meeting of the Ontario Association for Food Protection (OFPA) was held April 22 at the Mississauga Convention Centre in Mississauga. The morning session, themed "Food Safety Culture in Your Establishment: Establishing Credibility and Confidence," was addressed by Jay Shirodker of Loblaw's, Gail Seed of White-Rose Farms, Inc., and Dermod Mark of the Ontario Ministry of Agriculture,



Food and Rural Affairs. The afternoon session, themed "The

Times They Are a-Changin'," was addressed by Frank Scheur of Guelph Food Technology Centre, Tom Graham of the Canadian Food Inspection Agency, and Ron Judge of Maple Leaf Consumer Foods. In the fall issue of Prophylaxis, OFPA's membership newsletter, seven Ontario students were recognized for having earned OFPA scholarships and bursaries totaling \$11,500. Gilliam Thiessen, Arpitaben Patel, Chris Boutin, Amanda Taylor, Roxanne Li, Maria Jose Barrera Torres, and Janet Yuk-Fai Fung received their awards at the Annual Meeting in November 2008.



OAFP Executive Board, January 2009 (left to right): Christina Ritchey-Wilson, President; Kelli Dodd, Secretary/ Treasurer; Gloria Swick-Brown, Delegate to IAFP; Shauna Boggs, 2nd Vice President; and Connie Freese, Vice President.

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Members of the Southern California Association for Food Protection (SCAFP) gathered at Senz-It in Newport Beach on February 11 to hear two speakers. "Current Technologies for Recycling, Reuse, and Biodegradable Packaging" was presented by **Dr. Susan Selke**, Acting Director of the School of Packaging at Michigan State University. **Rudy Westervelt**, President of Power in Learning discussed global traceability programs. Dr. Selke's presentation is available at www.scafp.info.

A one-day training session on "HTST Pasteurizer Operation and Procedures Providing Training and Certification of Operators," sponsored by the Wisconsin Association for Food Protection (WAFP) and the State of Wisconsin Department of Agriculture, Trade and Consumer Protection, was held April 7 in Madison. Glenn Goldschmidt, Dr. Scott Rankin, and Allan VerVoot were among the nine presenters. In other WAFP news, Sarah Dierschke



of the University of Wisconsin-Madison received the 2009 WAFP Food Protection Travel Scholarship, which provides travel assistance for a student to present original research at the IAFP Annual Meeting. Ms. Dierschke will be presenting a poster at IAFP 2009 in Grapevine, Texas.

Affiliates in Action First Quarter 2009

January

- Connecticut Association for Food Protection
- British Columbia Food Protection Association
- Ohio Association for Food Protection

February

- Southern California Association for Food Protection
- Georgia Association for Food Protection
- Kentucky Association of Milk, Food and Environmental Sanitarians
- Alberta Association for Food Protection

March

- Florida Association for Food Protection
- Idaho Environmental Health Association
- Michigan Environmental Health Association

IAFP Affiliates are making things happen—and we want to share it here in the Affiliate View! We invite your meeting articles, photos, and any news that recognizes the achievements of your association or of its individual members.

To be featured in the next issue, send your news and photos by **June 18** to: Leilani McDonald Imcdonald@foodprotection.org



IAFP Support for Affiliate Meetings

Whether to complement the mission and promotional materials of your Affiliate, or to show your relationship with the International Association for Food Protection, we offer the following supplies for use or distribution at your meetings:

- Tri-fold display. This attractive table-top exhibit display, recently updated to reflect our new image, shows attendees that you are affiliated with IAFP.
- Promotional materials box. Contents include current issues of FPT, JFP, and the Affiliate View, preview copies of our Procedures to Investigate Foodborne/ Waterborne Illness booklets; Food Safety & Food Allergen Icons cards; and a variety of IAFP Membership and meeting materials.
- IAFP Annual Meeting Photo Show DVD. This seven-minute DVD captures the activities and opportunities for professionals at our renowned food safety conference.

To request these items for your next meeting, call or E-mail Leilani McDonald at the IAFP Office.

Affiliate Calendar

Let IAFP help advertise your meetings in this newsletter and in our journals. Keep IAFP on your membership mailing list, or send your event details to Imcdonald@foodprotection.org

May

5: Carolinas Association for Food Protection, Annual Meeting with speaker Isabel Walls, North Carolina Research Campus, Kannapolis, NC. Contact Steve Tracey at smtracey@foodlion.com.

5: Florida Association for Food Protection, Annual Educational Conference, International Plaza Resort & Spa, Orlando, FL. Contact Zeb Blanton at 407.618.4893, or visit www.fafp.net.

6: Metropolitan Association for Food Protection, Spring Seminar with speaker Frank Yiannas, Rutgers, The State University of New Jersey, Cook College Campus Center, New Brunswick, NJ. Contact Carol Schwar at 908.475.7960 or cschwar@co.warren.nj.us; or visit www.metrofoodprotection.org.

6–7: Associated Illinois Milk, Food and Environmental Sanitarians, Spring Conference and Golf Outing, Eastland Suites, Bloomington, IL. Contact Steve DiVincenzo at Steve.DiVincenzo@illinois.gov.

13–14: Pennsylvania Association of Milk, Food and Environmental Sanitarians, Annual Meeting with speaker Vickie Lewandowski, Nittany Lion Inn, State College, PA. Contact Gene Frey at 717.397.0719 or erfrey@landolakes.com.

19–20: Arizona Environmental Health Association, Conference and Membership Meeting, ASU Memorial Union, Tempe, AZ. Contact Tesann Achilles at 602.506.5359 or info@azeha.org; or visit www.azeha.org.

25–27: Brazil Association for Food Protection, Annual Meeting with speaker Gary Acuff, Conselho Regional de Quimica, São Paulo, Brazil. Visit www.abrappa.org.

June

1–3: Texas Association for Food Protection, Annual Meeting with speaker Stan Bailey, Omni Southpark, Austin, TX. Contact Toby Breland at 903.752.9459 or tobybreland@brookshires.com.

3: Wisconsin Association for Food Protection, Practical Measures for Avoiding Recalls Due to Microbiological Contamination, Howard Johnson Plaza Hotel, Madison, WI. Contact Neil Vassau at 608.833.6181; or visit www.wafpwi.org.

9: Ontario Food Protection Association, Annual Golf Tournament, Springfield Golf and Country Club,

Guelph, ON. Contact Gail Seed at ofpainfo@worldchat.com; or visit www.ofpa.on.ca.

24: New Zealand Association for Food Protection, Annual Meeting, Christchurch, NZ. Contact David Lowry at 64.7.958.2306 or david.lowry@ecolab.com.

July

12–15: IAFP Affiliate Council meets at IAFP 2009, Gaylord Texan Resort, Grapevine, TX. Contact Leilani McDonald at Imcdonald@foodprotection.org; or visit www.foodprotection.org.

13–16: Australian Association for Food Protection, Annual Meeting, Brisbane, AU. Contact Ian Jenson at 61.2.9463.9264 or ijenson@mla.com.au.

September

15–16: Upper Midwest Dairy Industry Association, Centennial Meeting with speaker Vickie Lewandowski, Holiday Inn, St. Cloud, MN. Contact Gene Watnaas at 218.769.4334 or saantaw@prtel.com.

22–24: New York State Association for Food Protection, 86th Annual Conference with speaker Gary Acuff, Doubletree Hotel, East Syracuse, NY. Contact Janene Lucia at 607.255.2892 or jgg@cornell.edu.

22–24: Wisconsin Association for Food Protection, 2009 Joint Education Conference with Golf Outing, Wilderness Resort, Wisconsin Dells, WI. Contact Neil Vassau at 608.833.6181, or visit www.wafp-wi.org.

23–25: Washington Association for Food Protection, Annual Conference, Campbell's Resort, Lake Chelan, WA. Contact Stephanie Olmsted at 206.660.4594; or visit www.waffp.org.

October

6–7: *Iowa* Association for Food Protection, Annual Conference, Quality Inn & Suites, Ames, IA. Contact Lynn Melchert at lynn.melchert@swissvalley.com.

7–8: Associated Illinois Milk, Food and Environmental Sanitarians, Fall Conference, Stoney Creek Inn, East Peoria, IL. Contact Steve DiVincenzo at Steve.DiVincenzo@illinois.gov, or visit www.aimfes.org.

26–29: North Dakota Environmental Health Association, Annual Conference, Doublewood Inn, Fargo, ND. Visit www.ndeha.org.

Resources for Meeting Planners

IAFP Executive Board Speaker Program

Guidelines

- IAFP Board Members are available to speak at Affiliate meetings on numerous topics involving food safety.
- 2. Each Affiliate may request one Executive Board speaker for one Affiliate meeting within a 12-month calendar year.
- A minimum of 15 minutes should be allowed for the Board Member to deliver information about the International Association for Food Protection in addition to their main subject(s) (see #1).
- IAFP will pay the Board Member's expense to travel to the Affiliate meeting location.
- The Affiliate covers local expenses, including meals, lodging, and local transportation for the Board Member.
- 6. The Board Member makes their own travel reservations and will submit an expense report to the IAFP office within 10 days of completion of their travel to the Affiliate meeting. Any local expense (see #5) will be billed to the Affiliate.
- 7. A two-month advance notice is required.
- To invite a Board Member to speak at your Affiliate meeting, contact Leilani McDonald, IAFP Affiliate Services, at 800.369.6337 or 515.276.3344; or E-mail Imcdonald@foodprotection.org



Stan Bailey, Ph.D., bioMérieux, President

- Salmonella, Methods
- Salmonella, Control in Chickens
- Rapid and Automated Methods in Food Microbiology



Vickie Lewandowski, M.S., Kraft Foods, President-Elect

- ♦ HACCP (all aspects)
- Safety of Dairy Products
- Applied Molecular Methods for the Food Industry



Lee-Ann Jaykus, Ph.D., North Carolina State University, Vice President

- Foodborne Viruses
- Molecular Detection of Foodborne Pathogens
- Microbial Food Safety Risk Assessment

Isabel Walls, USDA Foreign Agricultural Service, Secretary

- Food Safety Risk Assessment
- Food Defense



Gary Acuff, Ph.D., Texas A&M University, Past President

- Evolving Food Safety Issues
- Effective Validation of Critical Control Points
- History of Microbiological Testing and Role in HACCP



Roger Cook, New Zealand Food Safety Authority, Affiliate Council Chair

- Campylobacter: Thorn in the Side of Risk Managers; Wonderful Challenge to Risk Assessors
- Molecular Typing: Today's Primary Tool for Attributing Source to Foodborne Diseases
- National Microbiological Monitoring Programs and Databases in Meat Production

Dan Erickson, Harold Wainess & Associates, Affiliate Council Secretary

- 3-A Sanitary Standards
- Dairy Regulation/Milk Processing
- Dairy/Food Contact Packaging Materials

Affiliate Council Activity



Affiliate Council in session at IAFP 2008.

Affiliate Council Secretary: Nominations Requested

Forty-three IAFP Affiliate organizations. One voice on the IAFP Executive Board. Whom do you recommend to represent the interests and goals of *your* organization's affiliation with the International Association for Food Protection?

Nominations are now being accepted for the vital position of Affiliate Council Secretary for the 2009–2010 term, which begins at the close of IAFP 2009.

This individual will serve a one-year term as Affiliate Council Secretary, followed by a one-year term as Affiliate Council Chair on the IAFP 2009– 2010 Executive Board.

The Affiliate Council Secretary will:

- Keep an accurate record of the proceedings and activities of the Council;
- Assume the duties of the Affiliate Council Chair in the absence of the Chair;



As the 2007–2008 Affiliate Council Chair, Carl Custer (Capital Area) facilitated the 2008 Affiliate Council Meeting,, assisted by then-Secretary Roger Cook (Australia). When elected Secretary to the Affiliate Council, an individual transitions in the second year to Affiliate Council Chair, for a total of two years' service.

- Keep an up-to-date record of authorized representatives to the Council; and
- Serve as an ex-officio, non-voting member of the IAFP Executive Board.

Please submit inquiries and nominations to Roger Cook, Affiliate Council Chair, or to Leilani McDonald, Affiliate Liaison, at the IAFP office.

2009 Affiliate Council Meeting: Preliminary Roll Call

As we prepare for the 2009 Affiliate Council Meeting in Grapevine, we ask that all 43 Affiliates review this list of the Delegates expected to represent their Affiliate. To report changes or an anticipated absence, please notify Leilani McDonald at the IAFP office.

Affiliate Council Delegates will receive the official meeting agenda by E-mail at the end of June. It will also be published in our summer *Affiliate View*, to be released by July 2.

Alabama | Thomas McCaskey Alberta | Lynn McMullen Arizona | Tom Dominick Australia | Deon Mahoney Brazil | Maria Teresa Destro British Columbia | Terry Peters California | John Bruhn

California/Southern | Margaret Burton Capital Area | Carl Custer Carolinas | Steve Tracey Connecticut | Frank Greene Florida | Peter Hibbard Georgia | Tori Stivers Iowa | Charlie Uhlenhopp* Idaho | Dale King* Illinois | Dennis Gaalswyk Indiana | Helene Uhlman Kansas | Jerry McNamer* Kentucky | Heath Stone Korea | Ki-Jae Cho Metropolitan | Donald Schaffner Mexico | Montserrat Hernandez Iturriaga Michigan | Janet Phelps Minnesota/Upper Midwest | Dan Erickson Missouri | Steve Sikes North Dakota | Allen McKay* Nebraska | Harshavardhan Thippareddi

New York | Steven Murphy New Zealand | Roger Cook Ohio | Gloria Swick-Brown Ontario | Michael Cassidy Pennsylvania | Gene Frey Portugal | Laurentina Pedroso Quebec | Julie Jean South Dakota | Darwin Kurtenbach* Spain | David Rodriguez-Lazaro Texas | Fred Reimers Turkey | Samim Saner United Arab Emirates | Bobby Krishna United Kingdom | David Lloyd Washington | Stephanie Olmsted Wisconsin | Randall Daggs Wyoming | Tiffany Metz*

*Delegate not currently an IAFP Member.



This department is now reserved exclusively for article contributions by IAFP Affiliates. We invite your articles on the topics of meeting planning, membership growth, communication materials, and general items of interest in association management. Send to Leilani McDonald at Imcdonald@foodprotection.org.

Buzz for the Board



Winner's Circle Profile: Turkish Food Safety Association

By Samim Saner, TFSA President

Receiving the IAFP 2008 Best Affiliate Overall Meeting Award meant a lot to us. We were very delighted and proud, because IAFP is for us a reference point where food safety professionals are represented at the international scale and best practice examples are displayed.

Now I would like to share with you how the Turkish Food Safety Association (TFSA) developed, what we are doing now, and what we are planning for the near future.

TFSA was established in 2004 under the umbrella of the Turkish Society for Quality, in collaboration with the leading food companies in our country that successfully apply food safety practices. With this collaboration, we aimed to leverage an organization that would attract the at-



tention of both consumers and the sector.

The Clean Kitchen

To start, we focused on a common point—the kitchen—and prepared a project called "The Clean Kitchen." In the past six months, we worked together in the creation and realization of this project before implementing it in 15 volunteer hotels, bars, cafés and restaurants.

"The Clean Kitchen" project was different from any other project in regard to its aims and the methods of its implementation. Within the frame of "The Clean Kitchen" project, a minimum of two employees from each enterprise (one chef and one manager) were trained for two days on issues like food safety in general, quality management principles, and how to train the trainer. The main purpose of this training session was both teaching food safety to the participants and enabling them to be able to train their own teams. We also provided training slides, cartoons, and training manuals to the participants since we aimed for continuous, on-the-job training for the kitchen personnel. The key to food safety in the kitchen

is well-trained personnel who are competent on food safety.

Having implemented their new systems and trained their kitchen personnel in one month's time, each enterprise was audited by independent auditors. Those exceeding a certain grade were granted a "Clean Kitchen Certificate." We also submitted the results of our project to various food safety congresses and widely recognized organizations.

I have explained this project in detail because its resulting success is the reason behind the establishment of the Turkish Food Safety Association. Today, TFSA, with its local and multi-national food manufacturer and service provider members, is one of the main organizations representing food safety in Turkey. Within this organization, there exists a Scientific Advisory Council with 32 academic personnel, both foreign and Turkish; and a Consumer Committee. We believe that the consumers are the main driving force in the improvement of food safety issues in Turkey and that, with the general and consistent demand of the consumer, we can make food safety improvements possible.

Media Outreach

It is obvious that where there is a demand for food safety, the sustaining of food safety and its control will follow. For this reason, we arrange meetings and TV programs that aim to create food safety awareness throughout society and among the manufacturers. We also collaborate closely with the Consumer Association, of which I am a board member. The President of the Consumer Association is also preparing the consumers' page for TFSA's Food Safety Magazine, which is published monthly. Through TV programs, we find the chance to reach mass consumer groups on the main principles of food safety.

TFSA also conducted a Turkish consumer survey-based on a survey previously conducted in 25 European Union member countries-to measure their perception of food safety. The findings were very interesting. Most of the surveyed consumers believe in urban myths they read on the internet and even change their shopping and eating behaviors accordingly. They are mostly worried about the additives, and they perceive food safety as the second most dangerous vital risk after traffic accidents. We shared those results with the media and related parties in several press conferences. The results of the survey displayed a very important point: About most food safety issues, consumers were not well informed or were even ignorant. For that reason, we urgently established a Call Center through which consumers would receive accurate information.

The Food Detectives

Another project we conducted to create awareness among consumers was "The Food Detectives." In this project, we trained primary school children on food safety and microbiology and commissioned them as Food Detectives. We requested them to audit non-conformities in their social environment—the school canteen, local bazaars, shops, and restaurants—and report back to us by going through the checklists prepared for them.

The audits are confidential and consist of the inspection of visually observed applications. The detectives make their inputs electronically through a Web portal. We notify the Official Controlling Body in our home country regarding the nonconformities and, when the mandatory warnings and corrections are made, the detectives are notified. Thus, the "detec'kids" witness that they have the potential to fix some of the problems in the society. The project serves as a medium that teaches the kids to be responsible citizens and have a critical point of view while establishing their bond with science at an early stage of their lives.

Ongoing Efforts

In general, all the above-mentioned issues are about the demand segment of our activities. We also have issues on the supply segment. Noncompliance of food safety is a major social problem in Turkey. It is also an economic problem that causes unfair competition and obstructs the development of the food sector and food-related export goods. This problem has a strategic priority for us. Most of our meetings are leveraged specifically for the comprehension of food supply chain issues as a whole, "from farm to table." With this awareness, we organized three workshops within the context of food safety and packaging. The aim of those workshops was to bring the

two sectors together and provide a platform for them to know each other better; and to train the food sector on packaging, and the packaging sector on food safety.

The year 2009 was declared "Food Safety Year" by the Turkish Government, and TFSA was appointed to organize two key events: the 1st Food Safety Congress and an Elearning program on food safety. We will be organizing the Congress in association with IAFP on December 4. With this Congress, we are planning to bring together all stakeholders to achieve consensus and share best practices.

As a last word, I believe that food safety is one of the most common human rights. If the consumers are well aware of this fact, and if the sector manufactures in line with the demands of the consumers, it will be a great leap for the assurance of public health, preventive medicine, and for the economy of our country.



Samim Saner, President of the Turkish Food Safety Association, is General Manager of Kalite Sistem Laboratories Group in Istanbul, Turkey. Contact him at 90.216.445.27.27 or saners@kalitesistem.com. Visit TFSA on the Web at www.ggd.org.tr.

IAFP Bulletin Board



Annual Reports Highlight Affiliates' Impact on Regional Food Safety Issues

e are pleased to report that again this year a record number of our 43 Affiliates filed their association's Annual Report before the IAFP Awards deadline of February 3. Traditionally, the deadline is set to accommodate the timeline of the IAFP Annual Meeting, which takes place in July or August.

By filing their report of 2008 activities, these 33 Affiliates ensured that their accomplishments would be reviewed by the Affiliate Awards Selection Committee for recognition at the IAFP 2009 Awards Banquet in Texas:

- Alabama Association for Food
 Protection
- Alberta Association for Food
 Protection
- Arizona Environmental Health Association
- Associated **Illinois** Milk, Food and Environmental Sanitarians
- Australian Association for Food
 Protection
- Brazil Association for Food Protection

- British Columbia Food Protection Association
- Carolinas Association for Food
 Protection
- Connecticut Association for Food Protection
- Florida Association for Food Protection
- Georgia Association for Food Protection
- Indiana Environmental Health Association
- Iowa Association for Food Protection
- Kansas Environmental Health Association
- Kentucky Association of Milk, Food and Environmental Sanitarians
- Korea Association of Food Protection
- Metropolitan Association for Food Protection
- **Mexico** Association for Food Protection
- Michigan Environmental Health Association
- **Missouri** Milk, Food and Environmental Health Association
- New York State Association for Food Protection
- New Zealand Association for Food Protection

- North Dakota Environmental Health Association
- Ohio Association for Food Protection
- Ontario Food Protection Association
- Pennsylvania Association of Milk, Food and Environmental Sanitarians
- Quebec Food Protection Association
- Spain Association for Food Protection
- Southern California Association for Food Protection
- Texas Association for Food Protection
- Turkish Food Safety Association
- United Kingdom Association
 for Food Protection
- Washington Association for Food Protection
- **Wyoming** Environmental Health Association

Beginning in October, monthly Email reminders were sent, and all officers of an association were notified when their Annual Report had been received and processed. Regardless of this year's February 3 deadline, we encourage all Affiliates to complete and submit their Annual Reports to the IAFP office at any time. We truly value the opportunity to share in the goals and progress of your organization.

Association Achieves First Quarter Marks with New Image and Educational Venues

L he first quarter of 2009 has set the Association's pace for a vigorous and productive year.

Fueled by ongoing strategic planning goals, February 17 brought to fruition the second Timely Topics Symposium, titled *Raw Milk Consumption: An Emerging Public Health Threat?*, held in Arlington, Virginia; February 24–26 took us to Dubai for participation in the established Dubai International Food Safety Conference (DIFSC); and March 26 found us again in Arlington, where



we met the demand for our second Rapid Response Symposium on Salmonella in Peanut Products – Understanding the Risk and Controlling the Process.

Thanks to prime organizational efforts, influential speakers, and generous support, all three events garnered excellent attendance and expanded awareness of IAFP in the world food safety arena. Select presentations and event recaps are accessible

The Association rounded out its first quarter accomplishments by unveiling a thoroughly rejuvenated Web site. We invite you there today to enjoy a fresh new glimpse of the International Association for Food Protection, which since 1911 has strived "To provide food safety professional worldwide with a forum to exchange information on protecting the food supply."

Executive Board Welcomes Incoming Secretary

In March, Association Members elected **Katherine M.J. Swanson** as Secretary of the IAFP Executive Board. Dr. Swanson begins her fiveyear commitment following IAFP 2009 in July, and will serve as President for the 2012–2013 term.

As Vice President of Food Safety at Ecolab Inc., Dr. Swanson identifies control strategies for emerging food safety concerns and assists customers with high level food safety issues. Her career journey has included time at General Mills, The Pillsbury Company, 3M, and Cornell University. In addition to IAFP, she has made significant contributions to food safety through such influential organizations as the International Commission on Microbiological Specifications for Foods, the National Advisory Committee on Microbiological Criteria for Foods, and the Institute of Food Technologists.

Dr. Swanson, recipient of the 2003 NFPA (now GMA) Food Safety



Award and the 2008 NCFST Food Safety Award, has been actively involved in IAFP since joining in 1980. She has served on the editorial boards of the *Journal of Food Protection* and Food Protection Trends (2005–07); the Organizing Committee for the 2008 IAFP Latin America Symposium on Food Safety; and the Black Pearl Award Selection Committee. She has also presented numerous papers at IAFP Annual Meetings.

Where in the World Is IAFP?

As a leader in the mission of protecting the worldwide food supply, the Association's dedicated work and event planning goes on year round. Be sure to visit our Web site at www.foodprotection.org regularly for updates on the following events and other opportunities provided by the Association.

Registration continues for **IAFP 2009**, the Association's 96th Annual Meeting to be held July 12–15 in



G r a p e v i n e, Texas. Be sure to check out the page 17 Awards Primer for an

⁽Continued on page 16)

overview and to see what's going on for you.

The **2009 China International Food Safety Quality & Conference + Expo (CIFSQ)** will take place September 23–24 in Beijing. IAFP is an original partner and supporter of this conference, now in its third year.

Berlin, Germany, is the location of **IAFP's Fifth European Symposium on Food Safety**, to be held October 7–9. The preliminary program is available.



Asia Pacific Symposium on Food Safety 2009 2009.11.11(Wed)-13(Fri) / Seoul KyoYuk MunFWa[FlocKwan]

IAFP's first **Asia Pacific Symposium on Food Safety** has been officially scheduled for November 11– 13 in Seoul, South Korea. This threeday event will be presented in collaboration with the Korea Association for Food Protection and The Korean Society of Food Hygiene and Safety.

IAFP: Economy-proof Value for Your Dues Budget

 \mathbf{I} **N** ow more than ever is the time to be part of the force of IAFP.

Regardless of your employment status, Association Membership is your indispensable ticket to ongoing professional growth and valuable networking with the companies and individuals who share your dedication to the world of food safety. Our resources and events are designed to help you sharpen your skills and fuel your tank at any point during your professional journey, starting at just \$50.

Advancing Food Safety Worldwide[®] is our goal. Join us by reviewing IAFP Membership options at www.foodprotection.org. ■

Each issue of *Food Protection Trends* features refereed articles on applied research, applications of current technology and general interest subjects for food safety professionals.

Your research would look good here.

But you can't publish if you don't submit. Check out the "Instructions for Authors" today at www.foodprotection.org

Comparison of Balliboral Thermorraph and Data Toggers A Comparison of Hand and Machine Distriction

Food Protection Tren

Science and News mis the International Action

May 2009

Highlights of the Executive Board Meeting February 8–9, 2009 | Grapevine, TX

an unofficial summary of actions

Approved the following:

- Minutes of October 28–29, 2008 Executive Board Meeting
- Minutes of October 28, 2008 Executive Board Executive Session Meeting
- Fellow Awards to be presented at IAFP 2009
- Policy on conflict of interest
- Policy on whistleblower
- Revoke charters of Mississippi and Tennessee Affiliates

Discussed the following:

- E-mail votes taken since the last meeting
- Constitutional amendment
- Committee appointments
- IAFP 2009 planning update
- Review of Program Committee meeting
- Change of deadline for symposia submissions
- Parkin and Silliker Lecturers
- Continuation of Fellow presentations at Opening Session
- Sponsorship of events
- IAFP 2011 contract signed Milwaukee
- Long-range planning goals
- Financial results from 2008 European Symposium
- International meetings updates China, Lisbon, Dubai, Korea
- Set dates for 2009 European Symposium October 7–9 in Berlin
- Location for 2010 International Symposium
- Coordination of effort with Turkey Affiliate for a conference
- Proposal received to establish a "freezing research award"
- Agreement with Springer for food safety series of books
- Report on APHA compendium of methods update
- WHO-NGO update
- 3-A Sanitary Standards
- Non O157 E. coli white paper
- Food safety capacity building within APEC
- Investment results for 2008
- India activity establish Affiliate
- Rapid response for Salmonella in peanuts
- Newly designed Membership materials

Reports received:

- ♦ IAFP Report
- Food Protection Trends
- Journal of Food Protection
- IAFP Web site
- Membership update
- Advertising / sponsorship update
- Financial statements
- Board Members attending Affiliate meetings
- ♦ Affiliate View newsletter
- Future Annual Meeting schedule
- Exhibiting (IAFP on the Road)

Highlights from the April 21–22 session will be featured in the summer issue



IAFP 2008: Join Your Colleagues!

Over 500 technical papers, posters and symposia will be presented, with more than 100 companies showcasing the latest innovations and technologies in food science and safety. Preview the program and register today at www.foodprotection.org.

Workshops | July 10–11

- Your Toolkit for Cleaning by Design...What Can Go Right
- Microbiological Sampling and Testing in Food Safety Management
- Beyond Food Safety Management How to Create a Food Safety Culture

Networking | July 12–15

- Welcome Reception
- Committees & PDG Meetings
- ♦ IAFP Job Fair
- Student Luncheon
- Editorial Board Reception
- Opening Session & Ivan Parkin Lecture
- Cheese & Wine Reception
- Exhibit Hall Luncheons & Receptions
- Monday Night Social

- President's Reception (by invitation)
- Business Meeting
- John H. Silliker Lecture
- Awards Banquet

Program | July 12–15

The IAFP 2009 Program kicks off July 12 with the Ivan Parkin Lecture, and concludes following the John H. Silliker Lecture and Awards Banquet on July 15.

Each day features a variety of symposium and roundtable topics, and technical and poster sessions. A sampling of diverse topics includes:

- ICMSF Symposium on International Developments in Food Safety
- Harnessing Irradiation for the Marketplace Today

- Selling Food Safety to Employees: Creating a Fully Functioning Food Safety Culture in Retail Grocery and Foodservice Operations
- Listeria monocytogenes Controls from Local to Global – Are They Working?
- Facing a Persistent Challenge: Salmonella Control in Low-Moisture Foods
- Environmental Reservoirs of Major and Emerging Foodborne Pathogens
- Integrating Epidemiology and Microbiology to Solve Complex Food Safety Problems
- General Microbiology, Antimicrobials, Produce, Dairy and Epidemiology
- Emerging Chemical Hazards in Food
- Risk Assessment, Spoilage, and Beverages and Water

John H. Silliker Lecture

Ivan Parkin Lecture Navigating Food Safety through Times of Economic Chaos: A Call to Action Sunday, July 12, 6:00 p.m. Dr. Paul A. Hall AIV Microbiology and Food Safety Consultants, LLC

Dr. Paul A. Hall is the President and Chief Operating Officer for AIV Microbiology and Food Safety Consultants, LLC, a company dedicated to providing an array of food safety solutions for the global food and beverage industry.

During the course of his career, Dr. Hall has held positions with ConAgra Foods, Matrix MicroScience, Kraft, Anheuser Busch, and Ralston Purina. He has lectured extensively around the world on

microbiological food safety, HACCP, rapid testing and detection methods, and microbial risk management.

An IAFP Past President, Dr. Hall received the 2006 Harold Barnum Industry Award for excellence in leadership and contributions to the area of microbiological food safety for the industry, and was inducted as a Fellow in 2007. He is also actively involved in the International Life Sciences Institute, the American Society for Microbiology, the Institute of Food Technologists, and several other organizations; and serves on the editorial boards of the Journal of Rapid Methods and Automation in Microbiology and Food Safety Magazine. The 2008 Irish Dioxin Crisis: A Public Health, Food Safety, Economic, Legal, or a Risk Communication Challenge? Wednesday, July 15, 4:00 p.m. Dr. Patrick Wall University College Dublin

Dr. Patrick Wall is Associate Professor of Public Health in University College Dublin's School of Public Health and Population Sciences, which hosts the National Nutrition Surveillance Centre, and co-director of the UCD Centre for Behaviour and Health.

Research by Dr. Wall spans food safety, foodborne diseases, lifestylerelated diseases, and health-damaging consumer behavior. He is a Diplomat of the European College of Veterinary Pub-

lic Health and a Fellow of the UK Faculty of Public Health Medicine.

Dr. Wall was the first Chief Executive of the Irish Food Safety Authority. He has chaired the European Food Safety Authority; served on the committee advising food safety arrangements for the 2008 Olympics Beijing; and was on the crisis management team that dealt with the Irish dioxin contamination event. A member of Ireland's Health Eating Guidelines Steering Committee, he also chairs the Irish government's CJD Advisory Committee and the UK Food Standards Agency's Advisory Board for the Delivery of Official Controls.





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Explore, participate, learn at IAFP 2009.

www.foodprotection.org Register today!

Future Annual Meetings | Save the Dates!

IAFP 2010, August 1–4, Anaheim, CA

IAFP 2011, July 31–August 3, Milwaukee, WI

Affiliate View is a quarterly publication for Affiliates of the International Association for Food Protection. Please submit articles, photos, news items, or comments to:

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