



To provide food safety professionals worldwide with a forum to exchange information on protecting the food supply

Carl Custer, *Affiliate Council Chair*

Roger Cook, *Affiliate Council Secretary*



## View from the Chair: Building a Web Site for Sore Eyes

Ahhh, where does the time go? Already it's time for my ultimate "View"—not ultimate as in the acme of quality, but as in the last one. Your next "View" will be written by Roger Cook, your next Affiliate Chair and an intelligent, humorous, industrious Kiwi who is an aficionado of fine whiskies. (Ah kin only fault him fer talking fuh-nny.) Support him as well as you've supported me; we're a winning team.

Last fall, I outlined five subjects for this column. For my ultimate article, the promised subject was "Building Web Sites: By Your Command." The "by your command" is a nod to the results of last year's Affiliate survey, the cyber quality of the internet, and the cyber-robots of the 1970's Battlestar Galactica Cylons. But perhaps more appropriate is "Ignorance Is Bliss," because I must confess that I've never set up nor designed a Web page. But I know folks who have. So, maybe the better quote

is from Thomas Jefferson: "Ignorance is preferable to error, and he is less remote from the truth who believes nothing, than he who believes what is wrong."

Still, personal experience rather than "book learning" enables one to better explain the nuances of a procedure. I did replace the timing belts on my Fiat 124 and ST1100 using only "The Book," but this ST1100 belt replacement, accomplished two months ago, was greatly eased by suggestions and elaborations—on Web pages—of those who had previously done the replacement. So, since Web pages are valuable sources of information, we will have Don Schaffner give a short presentation at our August 3 Affiliate Council meeting (again, at your request/by your command).

To minimize my ignorance, I polled most of the 22 Affiliates with Web pages listed on the IAFP site, receiving informative an-

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## Affiliates Across the Globe

**Australia Brazil Canada Alberta British Columbia Ontario Quebec Korea Mexico  
New Zealand Portugal Spain Turkey United Kingdom United States Alabama Arizona California  
California/Southern Capital Area Carolinas Connecticut Florida Georgia Idaho Illinois Indiana Iowa Kansas Kentucky  
Metropolitan Michigan Minnesota/Upper Midwest Mississippi Missouri Nebraska New York  
North Dakota Ohio Pennsylvania South Dakota Tennessee Texas Washington Wisconsin Wyoming**

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swers to most of the following questions:

**1. Who hosts your Web site?**

The results ranged from free (e.g. university) to commercial sites.

**2. How much does it cost?**

Responses ranged from free to \$600 per year, with most in the \$60-\$120 range.

**3. Who maintains and updates it?**

Most have an adept member to maintain and update the site. The \$600 per year site had a commercial company do it.

**4. How many hours a month does it take to maintain and update the site?**

Most speculated it took about two hours per month. The high estimate was 25 hours per month.

**5. What are your recommendations for someone wanting to establish a Web site for their Affiliate?**

*On the value of having a Web site:* All responders recommended having a Web site. Comments included, "It is the future."; "They need to establish a Web site if they expect to compete with the other organizations competing for our time and support."; and "Our Web site is an excellent place for our members to get information on our conference, contact information for other members, download CEU forms, etc." One noted that the value of their Web site was unknown until the server went down: "I wasn't sure how much it was being utilized until the server was down for two days. I had six calls asking about the site, out of 77 total members."

*On the difficulty of having a Web site:* The Affiliate with the commercial maintenance recommended "Hire it done." On a similar note, another recently opined, "We're up and running on our new Web site . . . could write a book on this adventure!" At the same time, others commented, "It's fun. It's easy." And "It's not a difficult thing to do at all."

I also polled one of my motorcycle newlists and received an enthusiastic response from an English teacher. Here is a summary of his response: "You need at least three different pieces of software: image editing/optimizing software (I recommend Photoshop Elements); Web site creating software (I recommend Dreamweaver); and FTP client (free). Cheaper ones are available; use whatever you like. To learn how to properly use these soft-tools, I recommend training software. Check out [www.Lynda.com](http://www.Lynda.com). It costs a little more but is hands-on and, I think, the fastest way to learn. The trainers are very good and the lessons are nicely indexed so you only learn what you want/need when you need it. Software will include sample files and projects to get your juices going."

I also searched the Web. Two recommendations are Wikipedia (of course, "Wikipedia is Accurate (Citation Needed)"—see [tcrific.com/archives/wikipedia-is-accurate-citation-needed-t-shirt](http://tcrific.com/archives/wikipedia-is-accurate-citation-needed-t-shirt)) under Web site, and the "Buzz" article by Jim

Shutes featured here on page 11. It's really five pages of one man's opinion, but Shutes does list basic questions that an Affiliate's officers should address.

Being parsimonious, I also found several sites for free Web site hosting. Opinions about those free sites were included in my questions. The most cogent response was, "I would not recommend a "free" site that plasters your page with advertisements. We pay \$60 per year. That's only \$5 per month! And for that fee we get total control over the design of the site."

So, in summary: Establishing a Web site isn't without difficulty, but with the right tools and assistance it is more do-able and simpler than you may fear. A Web site will be valuable for your Affiliate for many reasons, but particularly for communication with your members and prospective members (Who has not misplaced a newsletter?). To get the most out of Dr. Schaffner's August 3 presentation, prepare by checking out the two Web sites I've suggested.

Well, that's about it for this ultimate "View." Being the Affiliate Chair and a member of the IAFP Executive Board has been a great experience. Your support and the support of the IAFP staff have been wonderful. If you get a chance to run for an IAFP office, "Just Do It"; it is rewarding.



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# Affiliate Bio Brief

## Gala Miller

*Treasurer, Missouri Milk, Food and Environmental Health Association*



**OCCUPATION** | Retired Director of Environmental Health, Jefferson City, MO

**EDUCATION** | Bachelor of Science, Home Economics (Dietetics), University of Missouri; Masters degree work in Hotel and Restaurant management with specialty in Vocational and Technical Education

**CAREER HIGHLIGHTS** | Education has been the most rewarding part of my wide-ranging career. I developed and implemented the employee training program for the University of Missouri Residence Halls Food Service in 1969, and taught in the Vocational Food Service Program in Missouri's Columbia Public Schools (1969-1974).

While teaching, I was active in the Central Missouri Restaurant Association, serving as secretary and president. I was a Nutritionist for Missouri's Aging Program in late 70s and in the early 80s worked with the Department of Health to assure that the State's nutrition sites for the elderly were routinely inspected for safe food handling. In 1989, I began working as an Environmental Health Specialist for Jefferson City. Education projects there included coordinating a hand washing poster contest—with the Cole County Health Department and other agencies—to teach young people in Cole County and Jefferson City Public Schools how to prevent the spread of disease; expanding a recycling education program with the County schools and developing a fair similar to the health fair that was conducted in conjunction with the hand washing poster contest; and helping to establish Serve Safe classes at Jefferson City's Nichols Career Center.

**PORTFOLIO** | As a longtime member of the Missouri Milk, Food and Environmental Health Association (MMFEHA), I serve as treasurer and have coordinated the food sessions and environmental sessions at the annual education conference. I served as MMFEHA Delegate to the IAFP Affiliate Council at IAFP 2004 and IAFP 2006, and was awarded MMFEHA's Lifetime Achievement Award in 2007.

I am also a longtime member of the Sterling Chapter American Business Women's Association, which I have served as treasurer and president and currently as co-chair of the fundraising committee, which raises about \$1,500 per year for scholarships for women.

I am a member of First Baptist Church in Jefferson City, which is an important part of my life. I taught Sunday School when my daughters were growing up, and I am currently a member of the over 50 singles class.



Gala Miller with fellow MMFEHA Board Members, April 2008.

**PERSONAL ENDEAVOURS** | As a single parent, I raised my two daughters, Louise and Susan. Louise has a BS in Music Education from Southwest Missouri State University in Springfield and a Masters in Music Performance from the University of Missouri. She currently teaches and directs her church choir. Louise and her husband, Luke, have four of my granddaughters and one of my grandsons. Susan has a degree in Interior Design from William Woods University in Fulton, as well as her ASID affiliation. She is an interior designer/sales rep for a national tile company, has begun an online business (Mustard Seed), and designs stone crosses. Susan is mother to my fifth granddaughter (actually number three in age order) and my older grandson. My other hobbies are my yard and sewing.

# Affiliates in the Spotlight



## Take the spotlight!

To be featured in the next issue, send a brief article and photos by September 29 to: [lmcdonald@foodprotection.org](mailto:lmcdonald@foodprotection.org). Your photos will also appear in the 2009 Affiliate Photo Show DVD.

## Florida Association for Food Protection, May 2008

Reported by Todd Rossow, FAFP President

The 2008 Annual Educational Conference of the Florida Association for Food Protection (FAFP) was a great success, with over 115 attending. Ten (10) scholarships were extended to students from our affiliate "Gator Chapter" to allow them the opportunity to attend this valuable event.

The three-day conference was held May 13–15 at the St. Petersburg Hil-

ton-Bayfront near the Tropicana Stadium, St. Pete Pier, and other area attractions. The program, designed to focus on food safety in our global market, started with keynote speaker **Dr. Carl Winter**, Director of the FoodSafe Program at the University of California-Davis, who provided a very entertaining approach to food safety education.

Conference presentations for days two and three were organized into the themes of "Produce Safety," "Global Sourcing" and "Communication and Technology." In addition to Dr. Winter, we were fortunate to have **Steve**

### Event Profile

#### Florida Association for Food Protection (FAFP)

- ◆ May 13–15, 2008, Annual Educational Conference, St. Petersburg, FL
- ◆ Three sessions presented by 12 local and national speakers focused on "Produce Safety," "Global Sourcing," and "Communication and Technology"
- ◆ Conference scholarships provided to 10 students of the University of Florida "Gator Chapter"
- ◆ Dinner and gaming cruise

**Grover** of Burger King Brands, **Virginia Jackson** of the FDA, and many other expert speakers travel across the country and locally to present on topics pertaining to these sessions.

Our Wednesday evening outing was a big hit. Sixty-five attendees boarded the Casino Royal for a three-hour dinner cruise with safe gaming and fun—and all left with smiles.

During our Annual Business meeting we were able to pass changes to our Constitution and Bylaws in addition to planning for upcoming educational luncheons.

With the support of our speakers, corporate sponsors, exhibitors and FAFP Committee members, we successfully met our mission to create

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A three-hour cruise was enjoyed by FAFP conference attendees in May 2008. Pictured (clockwise) are: Michael Batz of the University of Florida; Raymond Sylvestre and Sue Clark of APSLLC; Todd Rossow of Publix; and Eric Martin of Margaritaville.

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an environment for our membership to promote food safety within the state of Florida.



Raymond Sylvestre of APSLLC and FAFF President Todd Rossow of Publix, May 2008.

## Carolinas Association for Food Protection, May 2008

Reported by Xiuping Jiang, CAFF President

The Annual Meeting of the Carolinas Association for Food Protection (CAFF) was held on May 2 at Clemson University's Madren Conference Center in Clemson, South Carolina. Nearly 50 members and non-members from North Carolina and South Carolina were in attendance.

The opening presentation, "Food Safety in Retail Operations," was delivered by **Steve Tracey**, Food Safety Manager of Food Lion, LLC. **Dr. Sergio Nieto-Montenegro** of Clemson University spoke on "Designing and Implementing Effective Food Safety Training Programs for Hispanic Workers." Representing IAFP through the Executive Board Speaker Program was Past President **Frank Yiannas**, then Director of Safety and Health at Walt Disney World, who presented on the topic "Creating a Food Safety Culture—Not a Food Safety Program."

A business meeting concluded the day's successful program.

## Metropolitan Association for Food Protection, May 2008

Reported by Gary Moore, MAFF President, and Carol Schwarz, MAFF Secretary

The Spring 2008 Metropolitan Association for Food Protection (MAFF) seminar took place on May 8 at the Cook College Student Center in Rutgers University. The registration was one of the highest ever for our association. I am glad to see so many professionals taking advantage of the programs we offer.

The agenda for the seminar included two speakers on pest control, **Hank Hirsch** of RK Environmental and **Richard Rodriguez** of UrbanEntomologist.com; **Christina Tan**, Deputy State Epidemiologist/Medical Director, speaking on antimicrobial resistance; the New Jer-

sey Department of Health and Senior Services team speaking on standards for specialized retail food operations; and our keynote speaker, **Dr. Lee-Ann Jaykus** of North Carolina State University, presenting technical updates on foodborne viruses. Dr. Jaykus, Secretary of IAFP, was arranged through the IAFP Executive Board Speaker Program.

Right after the seminar, the MAFF Board met for a dinner meeting to allow us to discuss the seminar while it was still fresh in our minds. This format, as well as the input from our two new board members, seemed to be successful in generating fresh ideas for future MAFF activities—proving that we can have fun and get a lot accomplished at the same time.

The planning efforts for the Fall 2008 and Spring 2009 seminars are currently taking place. We have found that planning well in advance is the only method to secure the best possible speakers. The food industry



IAFP Past President Frank Yiannas presented to CAFF as part of the Executive Board Speaker Program in May 2008.

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**Event Profile**

**Metropolitan Association for Food Protection (MAFP)**

- ◆ May 8, 2008, Spring Seminar, New Brunswick, NJ
- ◆ Record attendance of 150
- ◆ Topics covered were pest control in retail, antimicrobial resistance, specialized processing operations, and foodborne viruses
- ◆ Keynote speaker Lee-Ann Jaykus delivered "From green onions to cruise ships: What we know (and don't know) about foodborne viruses"

is dynamic and there are numerous topics that we can address. The organization seems to be on a roll in strengthening our board and our programs. I envision opportunities to become even stronger and expanding our efforts to be a leading food safety organization. It is our



For its May 2008 meeting, MAFP secured Dr. Lee-Ann Jaykus of North Carolina State University.

goal to offer educational programs in which members can also obtain credits toward their professional certifications.

**Affiliate Clips**

Highlights of your communications with the IAFP office

**British Columbia Food Protection Association (BCFPA)** held a Speakers Evening on April 9 at the Shadbolt Centre in Burnaby. *Increasing Hand-Washing Successfully* was the topic addressed by **Dr. Greg Poole** of the University of British Columbia and **Dr. Edith Blonel-Hill** of the British Columbia Children's Hospital in Vancouver. Attendees enjoyed refreshments, networking, and door prizes.

In an effort to give back to the community, each year the **Florida Association for Food Protection (FAFP)** judges the State Science Fair and grants 10 awards—five Senior Awards at \$200 each and 5 Junior Awards at \$100 each—funded by its membership dues and corporate sponsors. The most recent awards were presented on April 16 at the Lakeland Civic Center.

The Rock Springs 4-H Center in Junction City, Kansas, was the site of the 2008 Spring Conference of the **Kansas Environmental Health Association (KEHA)**, held April 10–11. Attendees focused on a range of environmental topics, including a "History of On-Site," presentation given by **Morgan Powell** of KSU Research & Extension.

**Vonia Grabeel**, president of **Kentucky Association of Milk, Food and Environmental Sanitarians (KAMFES)**, shared several photos of award recipients from the 2008 KAMFES Annual Educational Conference, which was held in February 2008. The recipients were **Grace Ellis**, Environmentalist of the Year; **Ashley Froman**, Steve Sandlin



KAMFES Past President Matt Rhodes and award recipient Grace Ellis, February 2008.

Award; **Teresa Caudill**, Service Award; and **Ann Wethington**, Registered Sanitarian Award.

The 29th Annual Educational Conference of **Missouri Milk, Food and Environmental Health Association (MMFEHA)** was held April 2–4 in Columbia, Missouri. As in the past, the three-day conference served the needs of professionals in food, milk, and environmental health by featuring numerous breakout sessions specific to those areas. The extensive roster of speakers included **Drs. Randy Miles** and **Robert Marshall** of the University of Missouri, and IAFP President **Dr. Gary Acuff** of Texas A&M University. MMFEHA Past President **Steve Crawford** re-



Longtime MMFEHA member Bob Marshall and President-Elect Steve Sikes present Marsha Perkins with the Feagan Award, April 2008.

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ports that the raffling of a rifle valued at \$625 but purchased for \$405 contributed to the more than \$1,325 raised for the Harold Bengsch Scholarship Fund. The rifle was won by a member who had reluctantly purchased a single \$10 ticket. Also worth noting is that MMFEHA has attracted 42 new members in the past year.

Sanitation, HACCP, QA, and Management professionals converged in Mississauga, Ontario, on April 17 for the Spring Technical Conference of **Ontario Food Protection Association (OFPA)**. Moderated by OFPA President **Joseph Odumeru** and **Mike Cassidy** of the Ontario Ministry of Agriculture and Food, the sessions addressed various sanitation strategies and technologies. **Brendan Murphy** of JohnsonDiversey, **Dr. Ronald Schmidt** of the University of Florida, and **Tim Gutzman** of Ecolab were among the featured speakers. The 251 attendees enjoyed a continental breakfast, luncheon, and 45-table tradeshow.

**Texas Association for Food Protection (TAFP)** held its 27th Annual Meeting June 2–4 at the Omni Austin Hotel-Southpark in Austin, Texas. Delegate **Fred Reimers** writes: *Our meeting was very successful. We had 18 exhibitors set up (12 last year); 135 registered attendees with standing room only for every session; a record amount for our silent auction for scholarships to TAMU and TT food/dairy science departments; and maxed-out attendance at our first NCIMS HACCP two-day shortcourse, with 35 attendees receiving their certificate from NCIMS Chair **Kathy Gombas**. **Dr. John Rushing** (NC), **Claudi Coles**, and **Rebecca Piston** partici-*

*pated in presenting this course to our group immediately following our business meeting.*

Again this year, **Upper Midwest Dairy Industry Association (UMDIA)** and **Iowa Association for Food Protection** collaborated to host their Spring Meetings in Minnesota. *Biotechnology Affecting the Dairy Industry* was held on April 23 in Rochester and April 24 in Alexandria. **Donna Meonning** of Midwest Dairy Association and **Dr. Lloyd Metzger** of South Dakota State University were among those presenting on the



*Lisa Poole, Iowa Association for Food Protection President, and Bruce Steege, UMDIA President, at the joint Spring Meeting in April 2008.*

challenges of new and emerging technologies and how the dairy industry can unite to promote a positive image.

On June 10, **Wisconsin Association for Food Protection (WAFP)**, in cooperation with the State of Wisconsin Department of Agriculture, Trade and Consumer Protection, provided the one-day training session “HTST Pasteurizer Operation and Procedures Providing Training and Certification of Operators” at the Chippewa Valley Technical College in Eau Claire, Wisconsin. ■

## Affiliates in Action Second Quarter 2008

### April

- ◆ British Columbia Food Protection Association (BCFPA)
- ◆ Indiana Environmental Health Association (IEHA)
- ◆ Kansas Environmental Health Association (KEHA)
- ◆ Missouri Milk, Food and Environmental Health Association (MMFEHA)
- ◆ Ontario Food Protection Association (OFPA)
- ◆ Upper Midwest Dairy Industry Association (UMDIA) with Iowa Association for Food Protection
- ◆ Turkish Food Safety Association (TFSA)

### May

- ◆ Associated Illinois Milk, Food and Environmental Sanitarians (AIMFES)
- ◆ Brazil Association for Food Protection (BAFP)
- ◆ Carolinas Association for Food Protection (CAFP)
- ◆ Florida Association for Food Protection (FAFP)
- ◆ Metropolitan Association for Food Protection (MAFP)
- ◆ Pennsylvania Association of Milk, Food and Environmental Sanitarians (PAMFES)

### June

- ◆ New Zealand Association for Food Protection (NZAFP)
- ◆ Ontario Food Protection Association (OFPA)
- ◆ Texas Association for Food Protection (TAFP)
- ◆ United Kingdom Association for Food Protection (UKAFP)

We know that IAFP Affiliates are making things happen—and we want to share it here in the *Affiliate View*! We welcome your meeting articles & photos; events on your calendar; tips for Affiliate growth & networking; and recognition of your members’ achievements.

To be featured in the next issue, send your news and photos by **September 29** to:  
Leilani McDonald  
[lmcdonald@foodprotection.org](mailto:lmcdonald@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.** Inserts include posters for the upcoming IAFP Annual Meeting, IAFP Mission & Membership Benefits, and Association products.
- ◆ **IAFP Annual Meeting Photo Show DVD.** This seven-minute DVD (playable on TV or computer) captures the activities and opportunities for professionals at our renowned food safety conference.
- ◆ **Promotional materials box.** Contents include current issues of *FPT*, *JFP*, and the *Affiliate View*; sample copies of *Procedures to Investigate Foodborne/Waterborne Illness* booklets; Food Safety & Food Allergen Icons cards; and a variety of IAFP Membership materials.

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 meeting in this newsletter and in our journals. Keep IAFP on your mailing list, or send event details to [lmcdonald@foodprotection.org](mailto:lmcdonald@foodprotection.org)

## July

**21–25:** *Australian Association for Food Protection*, featuring speaker Frank Yiannas. Sydney Convention and Exhibition Centre, Sydney, Australia. Contact Trish Desmarchelier at 61.7.32142032 or [patricia.desmarchelier@csiro.au](mailto:patricia.desmarchelier@csiro.au).

**29–Oct 1:** *Indiana Environmental Health Association*, Fall Educational Conference, Belterra Hotel and Conference Center, Belterra, IN. Contact Kelli Whiting at 317.221.2256 or [kwhiting@hhcorp.org](mailto:kwhiting@hhcorp.org).

## August

**3:** *IAFP 2008*, Affiliate Council Meeting, Hyatt Regency, Columbus, OH. Contact Leilani McDonald at [lmcdonald@foodprotection.org](mailto:lmcdonald@foodprotection.org).

## October

**1–2:** *Mexico Association for Food Protection* with State University of Puebla, International Congress of Food Safety, Puebla, Mexico. Contact Fausto Tejeda Trujillo at 52.222.455.9601 or [ftejeda@siu.buap.mx](mailto:ftejeda@siu.buap.mx).

## September

**16:** *Georgia Association for Food Protection*, Annual Meeting, Publix Atlanta Division, Atlanta, GA. Visit [www.gaafp.org](http://www.gaafp.org).

**28–30:** *North Dakota Environmental Health Association*, Annual Conference, Radisson Inn, Bismarck, ND. Visit [www.ndeha.org/conference](http://www.ndeha.org/conference).

**16–17:** *Upper Midwest Dairy Industry Association*, Annual Meeting, Holiday Inn, St. Cloud, MN. Contact Gene Watnaas at [saantaw@prtcl.com](mailto:saantaw@prtcl.com).

## November

**5–6:** *Alabama Association for Food Protection*, Annual Meeting, Birmingham, AL. Contact G.M. Gallaspy at 334.206.5375 or [ggallaspy@adph.state.al.us](mailto:ggallaspy@adph.state.al.us).

**16–18:** *New York State Association for Food Protection*, 85th Annual Conference, Doubletree Hotel, East Syracuse, NY. Contact Janene Lucia at 607.255.2892 or [jgg3@cornell.edu](mailto:jgg3@cornell.edu).

**24–25:** *Wisconsin Association for Food Protection*, Joint Educational Conference, Holiday Inn, Manitowoc, WI. Visit [www.wafp-wi.org](http://www.wafp-wi.org).

**18–21:** *New Zealand Association for Food Protection* with New Zealand Microbiology Society, NZAFP Annual Meeting held concurrently and featuring speaker Lee-Ann Jaykus, Christchurch, New Zealand. Contact Lynn McIntyre at 64.3.351.0015 or [lynn.mcintyre@esr.cri.nz](mailto:lynn.mcintyre@esr.cri.nz).

**24–26:** *Washington Association for Food Protection*, Annual Conference, Campbell's Resort, Chelan, WA. Contact Stephanie Olmsted at 425.201.6471, or visit [www.wafp.org](http://www.wafp.org).

**20:** *Ontario Food Protection Association*, 50th Annual Meeting, Mississauga Convention Centre, Mississauga, Ontario. Contact Gail Seed at 519.463.6320 or visit [www.ofpa.on.ca](http://www.ofpa.on.ca).



# Affiliate Business at IAFP 2008



2007 Affiliate Council Meeting in Lake Buena Vista, FL.

## Affiliate Council Meeting

Affiliate Delegates or designated officers will converge for the Affiliate Council Meeting on Sunday, August 3, from 7:00 a.m. to 10:00 a.m., in the Franklin CD room at the Hyatt Regency Columbus. A continental breakfast is provided.

In accordance with Association Bylaws, the Delegate for each Affiliate must be an IAFP Member. Delegates may appoint a substitute to represent their Affiliate, and other visitors are welcome to attend as observers. Please be prepared to exchange ideas and information with fellow Affiliates.

Affiliate Delegates of record are listed below. Those whose names are followed by an asterisk (\*) have confirmed that they will be present at the Affiliate Council Meeting. To confirm your attendance, please contact Leilani McDonald at [lmcdonald@foodprotection.org](mailto:lmcdonald@foodprotection.org). The complete meeting agenda will be E-mailed to Delegates in late July.

Alabama | Thomas McCaskey\*  
 Alberta | Lynn McMullen (Kevin Webster\*)  
 Arizona | Mohammed Heydari  
 Australia | Patricia Desmarchelier\*  
 Brazil | Maria Teresa Destro\*  
 British Columbia | Terry Peters\*  
 California | John Bruhn\*  
 California/Southern | Margaret Burton\*

Capital Area | Carl Custer\*  
 Carolinas | Xiuping Jiang  
 Connecticut | Frank Greene  
 Florida | Peter Hibbard\*  
 Georgia | Sid Camp\*  
 Idaho | Dale King  
 Illinois | Rebecca Thomas  
 Indiana | Helene Uhlman  
 Iowa | Lisa Pool  
 Kansas | Scott Selee  
 Kentucky | Tony Hall  
 Korea | Sang-Do Ha  
 Metropolitan | Donald Schaffner\*  
 Mexico | Montserrat Hernandez Iturriaga  
 Michigan | Janet Phelps (Gene Paez\*)  
 Minnesota/Upper Midwest | Dan Erickson\*  
 Missouri | Dayle Reynolds\*  
 Mississippi | Tim Butts  
 Nebraska | Harshavardhan Thippareddi  
 New York | Steven Murphy\*  
 New Zealand | Roger Cook  
 North Dakota | Allen McKay  
 Ohio | Gloria Swick-Brown,\* Christina Wilson\*  
 Ontario | Joseph Odumeru\*  
 Pennsylvania | Eugene Fry\*  
 Portugal | Laurentina Pedrosa  
 Quebec | Julie Jean  
 South Dakota | Darwin Kurtenbach  
 Spain | Emiliano Quinto\*  
 Tennessee | Ann Draughon  
 Texas | Fred Reimers\*  
 Turkey | Samim Saner\*  
 United Kingdom | David Lloyd\*  
 Washington | Stephanie Olmsted\*  
 Wisconsin | Randall Daggs (Kathy Glass\*)  
 Wyoming | Doug Evans

\*Confirmed attendees as of July 23.

## Affiliate Council Meeting Agenda

- I. Call to order
    - A. Approval of agenda
  - II. Delegate roll call and introduction of guests
  - III. Minutes of 2007 meeting as published in *FPT*
  - IV. Reports
    - A. Carl Custer, Affiliate Council Chairperson
      1. 2008 Affiliate Award Winners
      2. 2007 Recommendations to Executive Board
    - B. Gary Acuff, President
    - C. David Tharp, Executive Director
    - D. Leilani McDonald, Association Affiliate Services
  - V. Election of Affiliate Council Secretary
  - VI. Affiliate Educational Session (Donald Schaffner)
  - VII. Unfinished business (none)
  - VIII. New business
    - A. Economic impact on Affiliate membership growth
    - B. Planning of 2009 Affiliate Educational Session
- BREAK**
- IX. Recommendations to the IAFP Executive Board
  - X. Affiliate Reports (please limit your report to two minutes)
  - XI. Final comments
  - XII. Passing of gavel
  - XIII. Adjournment

# Resources for Meeting Planners

## IAFP Executive Board Speaker Program

### Program Guidelines

1. 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.
3. 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).
4. IAFP will pay the Board Member's expense to travel to the Affiliate meeting location.
5. 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.
8. 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 [lmcdonald@foodprotection.org](mailto:lmcdonald@foodprotection.org)



Gary Acuff, Ph.D., *President*

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



Stan Bailey, Ph.D., *President-Elect*

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



Vickie Lewandowski, M.S., *Vice President*

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



Lee-Ann Jaykus, Ph.D., *Secretary*

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



Frank Yiannas, M.P.H., *Past President, Ex-Officio*

- ◆ Food Safety is Magical, But It Doesn't Magically Happen: A Retail Safety Overview
- ◆ Key Trends Influencing the Future of Food Safety
- ◆ Using Information Technology to Manage Food Safety Risk
- ◆ Innovations in Retail Food Safety



Carl Custer, *Affiliate Council Chair*

- ◆ Microbiology and Critical Steps in Manufacturing Jerky and Dried Meat Products
- ◆ HACCP and Fermented Sausages



Roger Cook, *Affiliate Council Secretary*

- ◆ *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

# Buzz for the Board



## What a Web Site Needs to Succeed A Proven Formula for All Web Sites

By Jim Shutes

*Reprinted with permission by the author*

*Editor's note: This is an unabridged article. While some of the content is more useful for Web sites that sell products, there are many valuable tips for associations and other organizations seeking to serve membership and to attract new members.*

**E**very business needs a Web site. It is an absolute *must!* Nowadays, it's like not being in the phone book. The Internet is a digitally-indexed database that is searchable. Whenever anyone wants to know more about anything, they look it up on the Internet, in their own time, 24/7, without the pressure of a sales per-

son. With search engines, such as Google.com or Yahoo.com, the information they are looking for can be found in seconds.

If you aren't where people are looking, you *can't* get the sale.

Even if you aren't planning on selling anything online, you still need to have an Internet presence, telling your story and being a 24/7 sales person for you. The Internet is information. So, even if you just have an informational Web site, people can find out more about you, your company, what you have to offer, and why they should choose you over your competition. A Web site gives you the opportunity to get all of that across to your potential customer.

Following are proven components of a Web site and why you will need them in yours.

### Home Page

A Home Page is the window into your Web site and should be short, sweet, and to the point. Statistically, it has been proven that you get about three seconds, once a person arrives at your Web site, to get them interested enough to click for more information. If you can get them to click, then you have them! If you try to give them all of the information at once, then you will lose them.

Some Web sites try to give you

their inventory on the home page, or write a story that scrolls forever. This is not good. A home page should not scroll. This is a big "no-no." When people get to a home page and see paragraphs, trust me, they go on to the next Web site. It needs graphics that represent the services, happy pictures, happy customers, and a quick sales pitch. Remember, people are lazy and won't read large amounts of text, unless they have a need to.

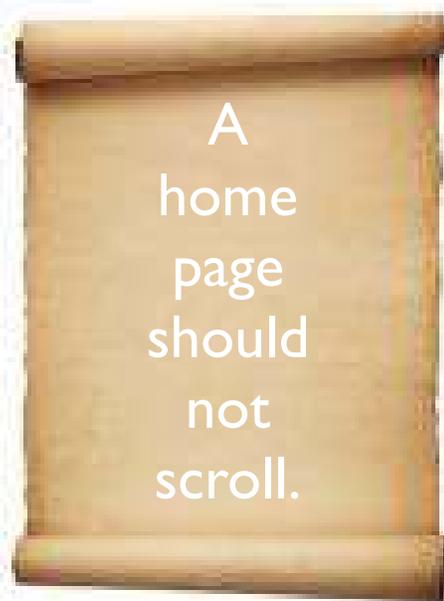
Also needing to be included on the home page (and quickly gotten across) is why someone should use you over your competitor.

### About Us Page

The About Us page sometimes gets left off, in favor of making the home page the About Us page.

You will want to have an About Us page that explains in detail what you have to offer, your history, your mission statement, and a good reason that a potential customer should use to buy from you over your competitor. This can be seen as the detailed version of the home page. However, it is a mistake to forgo the About Us page in exchange for a detailed home page. Again, this will just push people away who do not want to read all of the details to find

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out who you are and what you have to offer. This information should be available for those who wish to see more information after they are intrigued by the home page.

## Design Rules

For uniformity and good design, Web sites (any marketing piece) should have rules for graphic elements and text. For example, all headings should be the same size/style/color, etc. All subheads should have their own size/style/color, etc. This helps the eye make sense of what it is looking at. Guide your visitor with well-placed graphics and text.

Make sure that your Web site has

based Web sites, when they were just starting out. This was for the dial-up users who had the option to turn off graphics for faster Web page loading. When this happened, there were no links for navigation, unless a Webmaster placed text links at the bottom. Nowadays, most people have broadband connections, and this just isn't necessary any more.

## First Impressions

The biggest problem I see with Web sites these days is that a person has to read quite a bit to see what, exactly, a Web site is selling.

When people show up at your Web site, you get about three seconds to peak their interest. Get it across very quickly, with icons/

it, so they can too. They also build credibility.

When you are endorsed by other people, you have credibility that you can do what you say you can do. And even though they may be saying the same thing that you are saying, it is coming from someone just like them, and not someone who is trying to sell them anything. They have nothing to gain by saying this. You do. So they need to hear from them. You absolutely *must* have endorsements for your business; otherwise, you are just blowing your own horn!

## FAQ Page

The next best thing to a testimonial page is an FAQ page. The FAQ

**When you are endorsed by other people, you have credibility that you can do what you say you can do.**

good navigation, with buttons/links for all main sections of your Web site. And be sure to keep these navigation buttons/links visible on *any* page. There is nothing more frustrating than to not be able to find your way while browsing a Web site. People will leave before becoming too frustrated. Don't let this happen on your Web site!

The constant, flashing e-mail (or other) button/advertisement is a no-no these days. In the old days, flashing and blinking graphics were used. As Web sites became more graphically sophisticated, these types of elements were not used any more. It can be annoying to see something flashing just off your vision, when you are trying to read the Web page.

Text links at the bottom are rarely used any more. They were implemented back in the day of the text-

graphics/bullet points that are easy to understand. Tell them why they should choose you over your competition. And then tell them where to go to get started.

## Testimonials

Another very important element is testimonials. More important than telling a potential customer why they should use your services over your competitors', is a customer of yours saying the same thing.

Not only is a testimonial someone who used your services, but they can say "how" you were able to help them. This gives new potential customers ideas on how your services will help "them."

Testimonials are also sales pitches from your happy customers, people just like them. They are people who were in the same position as they are right now and they got through

(Frequently Asked Questions) page answers questions for your company 24/7, when you can't be at the phone to answer, and for people who would rather look over your information than speak to someone who might try to sell them something.

FAQs also help to give scenarios of how they can be helped, by answering questions that other potential customers have asked and they might not have thought of themselves. This gets them thinking and gives them answers in a risk-free environment.

It is *very* important to have an FAQ working for you 24/7. It's like having a free sales person working for you around the clock, fielding all questions that might come up! It's a *must-have* for any Web site!

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## Call to Action

Your Web site should also have a clear "call to action."

A lot of Web sites say that "we are here and we do this," but they don't tell them how to get started, or tell them where to go to get started right now—no call to action. Now that they have the information, now what?

People are like sheep. They must be led. You must lead them to the next level; otherwise, they probably won't get there. You should have calls to action by all services, and on your home page. You should sprinkle testimonials throughout, as well, leading them back to the full testimonials and then to the call to action, which should be placed on the testimonials page, as well.

You could offer a "free consultation" by calling right now, or "click here now to email us 24/7 for a free consultation"—something that tells them where to go from here, a reason to get started right now, and how.

## Graphics

There also needs to be graphics to help tell the story; high-end icons that help draw the eye to the item of interest, to get them to read it.

Having a text-only page usually does not get read. People are lazy and will not usually read paragraphs of information in hopes of getting the information they are looking for. They would have to first be extremely interested before reading the "fine print." And to get them interested, it should be broken up with graphics that represent each section. They will see the related graphic first, and then move to that area if interested. But to give them a page of information usually doesn't work.

- ◆ **Home page.** *The window of your Web site. Get to the point without making your visitors scroll down.*
- ◆ **About Us page.** *A detailed version of the home page for visitors who are already intrigued.*
- ◆ **Design Rules.** *Maintain headers and design theme throughout. Avoid flash, and make sure your visitors won't get lost.*
- ◆ **First Impressions.** *Three seconds. Enough said.*
- ◆ **Testimonials.** *Without them, you're blowing your own horn.*
- ◆ **FAQ page.** *Your 'round-the-clock employee.*
- ◆ **Call to Action.** *Give your visitors a reason and instructions to get started with you right now.*
- ◆ **Graphics.** *Let them tell your story.*
- ◆ **Search engine.** *Meta tags: know them, use them.*
- ◆ **Freebies.** *Everyone loves tips, tricks and hints.*
- ◆ **Useful pages.** *Privacy policy, guarantee, submission form.*

## Search Engine Tips

You also need meta tags. This is very important to search engines. These are hidden key words and phrases that describe what you offer, but also your location, etc.

Search engines rely heavily on key words and phrases in order to give your Web site as a result in a search done for your type of business. In fact, it is also good to have misspelled keywords that people might type in order to find you. Obviously, you won't want to have misspelled words or phrases on your page, since this will give the wrong impression of who you are.

With meta tags, misspelled words are hidden in the code of the Web site, but can be used to bring people to your Web site who may not be able to correctly spell some your services. Even putting your competitors' names and products in your meta tags can help get traffic to your site, so that they can compare your products and services to those offered by your competitor.

Another item that puts you high on the search engine results listing is

having articles about your type of business, both on your Web site and on other Web sites that link back to yours for more information on the subject. Offering free information makes you an authority on the subject, not just someone trying to sell their wares. This plays heavily in search results, along with one-way links back to your Web site.

When you get one-way links back to your site for more information, this gives you much credibility and definitely helps to make you an authority that other sites rely on. So when someone looks up your type of product or service for more information, obviously the search engine will give a site that has the most helpful and free information (and one that other sites rely on for more information on this subject) a higher rating and puts them higher on the search results list.

## Freebies

A Free Tips & Tricks or Hints page is also a good way to get relevant traffic. People are always looking for how-to's and DIY (do-it-yourself) in-

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formation on all types of subjects. On my site I have Free Tech Tips pertaining to my services that get hits all the time. Again, a percentage of these hits click on my services. And the only way I got them there was because of the free how-to's that I offer.

So, you have to entice people to your site, by offering more than your competitor's Web site. This is where these types of pages come in handy.

### **Suggested Pages**

It is also good to have a Privacy Policy page. This shows integrity and also builds credibility and a higher ranking in the search engines. This is one item that search engines look for, in particular. Web sites with a page dedicated to a Privacy Policy get a higher ranking and your site will show up higher in the search results.

A Guarantee page is also a good idea. Again, this gives credibility and will give you an edge over your competitor, who may not offer a guarantee. A Web site with a hard-to-find guarantee makes a potential customer feel like you have something to hide and they may not purchase from your Web site. However, if you have an easy-to-find guaran-

tee that you put right in their face (whether you dedicate a page to it, or you put it right on the home page), it eases potential customers into a buying position.

You may want to have a form that allows a customer to request more information about your product or service, and which also lets the customer type in their personal information and what they are looking for. This not only helps you by getting their contact information, it also helps by prompting the potential customer into thinking about other aspects. By doing it this way, you will also get all of the information needed to correctly quote a product or service more effectively, without having to make additional phone calls to the customer.

The more common way of requesting information is just by posting an "info" e-mail address and hope that the person requesting the info knows enough about what he is looking for to provide all of the info to get a good quote. This is not usually the case. Most of the time they need a form to fill out. In most cases, there is info that is left out. A form ensures that you get everything needed to quote the product or service accurately. And, also, by offering a form to request more info, leads will be generating 24/7 for you. All you have to do is the quote

and give them a call. This reduces the need for cold-calling, and gives you an excuse to call and close the deal.

If you incorporate all of the above pages, along with the way these pages should be shown, your Web site will have a higher ranking in the search engines, which puts your Web site higher in the search results, thus significantly increasing the traffic to your Web site!

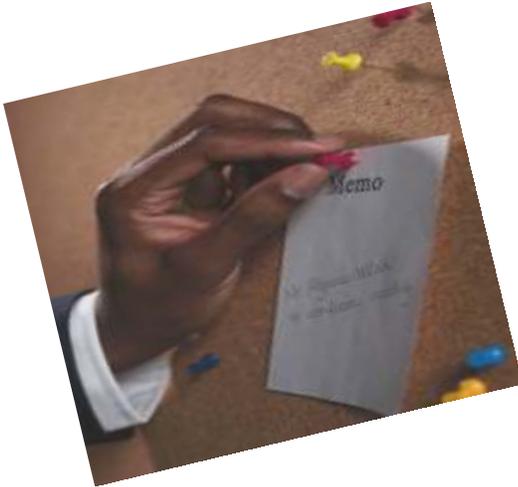
### **In Summary**

The above categories aren't the only things you can do to increase traffic to your Web site. SEO (search engine optimization) should also be done, as well as swapping links with relevant Web sites, and posting articles and links back to your Web site from online article and content Web sites.

Good luck. I hope this article has helped you. ■

*Jim Shutes is a network administrator and co-owner and co-operator of Michigan Tech Group, located in Flint, Michigan. To have an award-winning and specially-formulated Web site designed for your company, call Jim directly at 810.496.4595, E-mail [jshutes@MichiganTechGroup.com](mailto:jshutes@MichiganTechGroup.com), or visit [www.MichiganTechGroup.com](http://www.MichiganTechGroup.com)*





# IAFP Bulletin Board

## Award Recipients to Be Recognized at IAFP 2008

Please join us in congratulating your fellow Affiliates and colleagues selected to receive awards at the IAFP 2008 Awards Banquet in Columbus on August 6:

### IAFP Affiliate Awards

- ◆ *C.B. Shogren Memorial award*, **British Columbia Food Protection Association (BCFPA)**
- ◆ *Best Affiliate Overall Meeting*, **Turkish Food Safety Association (TFSA)**
- ◆ *Best Affiliate Educational*, **Texas Association for Food Protection (TAFP)**
- ◆ *Best Affiliate Communication Materials*, **Ontario Food Protection Association (OFPA)**
- ◆ *Affiliate Membership Achievement*, **Florida Association for Food Protection (FAFP)**

### IAFP & Special Awards

- ◆ *Black Pearl*, 3M Microbiology, St. Paul, MN
- ◆ *Fellow*, Warren S. Clark, P. Michael Davidson, Gloria Swick-Brown
- ◆ *Honorary Life Membership*, John C. Bruhn, Gale Prince, Helene Uhlman
- ◆ *Harry Haverland Citation*, John N. Sofos
- ◆ *Harold Barnum Industry*, Robert H. Deibel
- ◆ *Elmer Marth Educator*, Joseph F. Frank
- ◆ *Sanitarian*, Don Wilding

- ◆ *Maurice Weber Laboratorian*, John B. Luchansky
- ◆ *International Leadership*, F. Xavier Malcata
- ◆ *President's Lifetime Achievement*, Samuel A. Palumbo (presented January 2008)
- ◆ *Food Safety Innovation*, Bruce J. Bradley
- ◆ *GMA Food Safety*, International Commission on Microbiological Specifications for Foods
- ◆ *Samuel J. Crumbine*, County of Sacramento Environmental Management Department

### IAFP Student Travel Scholarships

- ◆ Ji-Yeon Hyeon, South Korea
- ◆ Hudaa Neetoo, Newark, Delaware
- ◆ Rolf Erik Nilsson, Australia
- ◆ Christopher Nnadozie Njoku, Sweden
- ◆ M. Elizabeth Palmer, Ithaca, NY
- ◆ Akafete Teklu Fite, Ethiopia

We also wish to thank all those who dedicated their time and efforts preparing nominations and application materials for consideration during the 2008 awards season.

## Ohio Affiliate Plays Key Role As Local Arrangements Committee for IAFP 2008

Year after year, IAFP receives critical planning support for its renowned Annual Meeting from a group of food safety professionals who reside in proximity to the meeting site. Known as the Local Arrangements Committee, this

dedicated group is often comprised of members from our Affiliate Associations.

For their tireless efforts in ensuring that Columbus will be an enjoyable and memorable site for our 95th Annual Meeting, we wish to thank these outstanding professionals from the Ohio Association of Food and Environmental Sanitarians (OAFES): **Gloria Swick-Brown, Kelli Dodd, Christina Wilson, Gina Nicholson, Nancy Labuhn, Connie Freese, Miranda Warner, Larry Holbert, Don Barrett, and Jim Hartman.**

## Affiliates Bring Homestyle and Nostalgia to IAFP Silent Auction

If you've ever attended an IAFP Annual Meeting, it's a good bet that you've spent some time "shopping" our colorful and abundant Silent Auction tables. With items representing the diverse nations in attendance, it's a one-stop shop for unique gifts, souvenirs, and slices of meeting history.

We are grateful for the generous donations already pledged by our Affiliates in **California, Georgia, Illinois, Indiana, Michigan, Missouri, South Dakota, and Wyoming.** Since items may be delivered in person at IAFP 2008 in Columbus, we invite



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you to consider your own contribution. Be sure to complete and return the Silent Auction form available on our Web site.

All Silent Auction proceeds benefit the many projects of the IAFP Foundation, including travel support for speakers at the Annual Meeting; the Ivan Parkin and John H. Silliker Lectures; the Developing Scientist Competition; the Audiovisual Library; co-sponsorship of the Crumbine Award; and Student Travel Scholarships. The Foundation also provides surplus *JFP* and *FPT* journals to developing countries.

## Fabulous Forums: IAFP Professional Development Groups

Members of IAFP span the fields of education, government, and industry, providing a vast networking opportunity for food safety professionals. Joining a Professional Development Group (PDG) is an ideal way to filter that network to meet others who share your specialty area, but who approach it from a different perspective and can offer fresh insight.

The various PDGs are listed below, with most groups scheduled to meet on Sunday, August 3, at IAFP 2008. Mission statements and names of Members in each PDG can be found in your 2008 IAFP Member Guide.

- ◆ Applied Laboratory Methods
- ◆ Beverage
- ◆ Dairy Quality and Safety

- ◆ Food Chemical Hazards and Food Allergy
- ◆ Food Hygiene and Sanitation
- ◆ Food Law
- ◆ Food Safety Education
- ◆ Fruit and Vegetable Safety and Quality
- ◆ Meat and Poultry Safety and Quality
- ◆ Microbial Risk Analysis
- ◆ Retail Food Safety and Quality
- ◆ Seafood Safety and Quality
- ◆ Student
- ◆ Viral and Parasitic Foodborne Disease
- ◆ Water Safety and Quality

Join the PDG that's right for you by calling the IAFP Office at 515.276.3344 or 800.369.6337

## Where in the World is IAFP?

Being a catalyst in the mission of protecting the worldwide food supply means that the Association's work and event planning goes on year round.

Our successful first **Latin American Symposium** was held May 26–28 in Campinas, Brazil, in cooperation with Brazil Association for Food Protection and the International Commission on the Microbiological Specification of Foods (ICMSF). We invite you to review select presentations by clicking the meeting icon on the home page of our Web site.

**IAFP 2008**, the Association's 95th Annual Meeting, will be held August 3–6 in Columbus, Ohio. Extensive information and the link to our new online registration is available at our Web site.



IAFP returns to China September 24–25 as a major partner and supporter of the second **China International Food Safety Quality Conference & Expo (CIFSQ)**. Click the meeting icon on our home page for a direct link to [www.chinafoodsafety.com](http://www.chinafoodsafety.com), the comprehensive meeting site.

The official program and online registration are available for those planning to join us November 19–21 in Lisbon, Portugal, for our **Fourth European Symposium on Food Safety**.

## Flexible Membership Fits Every Professional

We've made it easier and more affordable than ever for food safety professionals of every background to experience the power of worldwide networking and information exchange.

*Advancing Food Safety Worldwide®* is our goal. We invite you to make it yours by reviewing IAFP Membership options at [www.foodprotection.org](http://www.foodprotection.org). ■

## IAFP Booklets & Products

In addition to *Food Protection Trends* and *Journal of Food Protection*, IAFP is pleased to offer these prominent resources for food safety professionals:

- ◆ **International Food Safety Icons & International Food Allergen Icons**, CD, \$25
- ◆ **Procedures to Investigate Waterborne Illness**, 2nd Edition book, or **Procedures to Investigate Foodborne Illness**, 5th Edition book, updated in 2007 to address intentional contamination issues, \$12 Members & government / \$24 non-members
- ◆ **JFP Memory Stick**, volumes 29–60 of *Journal of Food Protection*, thumb drive, \$295
- ◆ **Annual Meeting Abstract Supplement**, available from years 1995 through 2007, \$25 each
- ◆ **IAFP History 1911–2000**, book, \$25
- ◆ Booklets available for 75¢ each (minimum order 10) Members & government / \$1.50 each non-members / English & Spanish PDFs free at Web site:
  - ◆ **Pocket Guide to Dairy Sanitation**
  - ◆ **Before Disaster Strikes...A Guide to Food Safety in the Home**
  - ◆ **Food Safety at Temporary Events**

Order your selections by calling IAFP at 800.369.6337 or by completing the order form available at [www.foodprotection.org](http://www.foodprotection.org)



Campinas, Sao Paulo, Brazil  
May 26–28, 2008

# IAFP's Latin America Symposium

IAFP's first Latin America Symposium on Food Safety was held May 26–28 in Campinas, Brazil, with the organizational support of Brazil Association for Food Protection (ABRAPA) and the International Commission on Microbiological Specifications for Foods (ICMSF). Further support was provided by more than a dozen corporate sponsors and exhibitors, as well as through grants from official agencies in Brazil.

Over 400 food safety professionals from Latin America, North America, Europe, and the Caribbean gathered at the Royal Palm Plaza Hotel Resort to hear presentations from recognized authorities on food safety issues relating to raw materials, processing, retail, consumers, and food safety management. Attendees enjoyed abundant networking opportunities.

The conference opened with **Robert Brackett**, Vice President for Food Safety at the Grocery Manufacturers Association (GMA), speaking on the US experience with pre-harvest practices on produce safety. **Arthur Liang**, Director of Food Safety at the Centers for Disease Control (CDC), initiated day two discussing how the century's global trends will influence food safety. Day three featured introductions to the International Commission on Microbiological Specifications for Foods (ICMSF), by chairman **Martin Cole** of the US, and its Latin America Subcommittee (ICMSF-LAS), by chairman **Maria Alina Ratto** of Peru. The roster of more than 25 renowned experts included **Analia Volpe** of Mastellone Hnos/La Serenissima in Argentina; **Jorge L. Mello Sampaio** of Fleury Medicina Saúde in Brazil; and **Marcos Alcocer** of the University of Nottingham in England.



Maria Teresa Destro of ABRAPA.

Slide presentations are available for viewing at [www.foodprotection.org](http://www.foodprotection.org).



Symposium organizers and presenters.



Robert Brackett of GMA.



Attendees received 28 presentations in three days.



Panel 2: (L to R): Ana Meisel, Kraft Brasil; Robert Brackett, GMA; Martin Cole, NCFST and ICMSF; and Paul Hall, AIV Consultants.

## Highlights of the Executive Board Meeting April 23–25, 2008 | Des Moines, IA

*an unofficial summary of actions*

### Approved the following:

- ◆ Minutes of February 17–18, 2008 Executive Board Meeting
- ◆ Minutes of February 17, 2008 Executive Board Executive Session
- ◆ Request support of \$25,000 from IAFP Foundation for 2008 European Symposium
- ◆ Set registration fees for 2008 European Symposium Policy on Program Committee meeting attendance
- ◆ Honorary Life Memberships for three IAFP Members

### Discussed the following:

- ◆ E-mail votes taken since the last meeting
- ◆ Committee appointments for 2008–2009
- ◆ Planning update for IAFP 2008
- ◆ No tours for IAFP 2008
- ◆ Long-range planning with Board and staff
- ◆ Marketing materials for IAFP Membership
- ◆ Latin America Symposium on Food Safety, Campinas, SP, Brazil – May 26–28, 2008
- ◆ 2008 European Symposium planning, Lisbon, Portugal – November 19–21, 2008
- ◆ China International Food Safety & Quality, Beijing, China – September 24–26, 2008
- ◆ Dubai International Food Safety Conference, Dubai, U.A.E. – February 2009
- ◆ IAFP's International Symposium for 2009 – location
- ◆ Electronic Secretary election comments
- ◆ *Journal of Food Protection* Author survey on page charges
- ◆ *FPT* Editor guidelines
- ◆ International Food Information Council (IFIC) joint projects
- ◆ Non O157 *E. coli* white paper
- ◆ WHO-NGO update
- ◆ 3-A Sanitary Standards, Inc.
- ◆ Springer proposals
- ◆ Student Travel Scholarship – additional awardees for 2008 and 2009
- ◆ Sample Prep Working Group – white paper drafted and in review
- ◆ Compendium on Methods for Microbial Examination of Foods
- ◆ Request to record selected presentations at IAFP 2008
- ◆ Organizational meeting at IAFP 2008 for an International Food Protection Issues PDG
- ◆ Exhibit at FoodMicro 2008, Aberdeen, Scotland – September 1–4, 2008

### Reports received:

- ◆ *IAFP Report*
- ◆ *Food Protection Trends*
- ◆ *Journal of Food Protection*
- ◆ IAFP Web site
- ◆ Membership
- ◆ Advertising & sponsorship update
- ◆ Board Members attending Affiliate meetings
- ◆ *Affiliate View* newsletter
- ◆ Future Annual Meeting schedule
- ◆ Exhibiting (IAFP On the Road)

*Highlights from the August 1–7 session at IAFP 2008 will be featured in the fall 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 and register at [www.foodprotection.org](http://www.foodprotection.org).

## Workshops | August 1–2

- ◆ Better Process Cheese Control School—Processing Controls for Shelf-Stable Pasteurized Process Cheese Manufacture
- ◆ The Art of Fungal Characterization and Identification: A Hands-on Workshop
- ◆ Hands-on Workshop on Microbial Risk Assessment Modeling and Interpretation

## Networking | August 2–6

- ◆ IAFP Job Fair
- ◆ Welcome Reception
- ◆ Committees & PDG Meetings
- ◆ Student Luncheon
- ◆ Editorial Board Reception
- ◆ Opening Session & Ivan Parkin Lecture
- ◆ Cheese & Wine Reception

- ◆ Exhibit Hall Luncheons & Receptions
- ◆ Business Meeting
- ◆ President's Reception
- ◆ John H. Silliker Lecture
- ◆ Awards Banquet

## Program | August 3–6

The IAFP 2008 Program kicks off August 3 with the Ivan Parkin Lecture, and concludes following the John H. Silliker Lecture and Awards Banquet on August 6.

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

- ◆ Coming Out of the *Campylobacter* Closet: International Strategies for Reducing Human Campylobacteriosis
- ◆ New and Innovative Ways to Derive Risk-Based Management Options
- ◆ Occurrence and Control of Norovirus: Is Public Vomiting Public Enemy #1?
- ◆ The Sequel to the Mystery Outbreak—What to Do When It Happens to You!
- ◆ Global Perspectives and Novel Approaches for Effective Food Safety Communication within Culturally Diverse Audiences
- ◆ Dairy Pasteurization in Today's Risk-Based Food Safety Environment—International Perspectives on the Use of Risk Assessment Tools
- ◆ Innovative Applications of Bacteriophages in Rapid Enrichment, Detection and Identification of Foodborne Pathogens
- ◆ The Greening of Food Packaging: Safety of Biodegradable, Reused, and Recycled Food Packaging

### Ivan Parkin Lecture

Utility of Microbiological Testing for Food Safety Assurance:

The Good, the Bad, and the Ugly

**Sunday, August 3, 6:00 p.m.**

**Dr. Russell S. Flowers**

*Silliker Group Corporation*

Dr. Russell S. Flowers, Jr. is Chairman and Chief Scientific Officer of Silliker Group Corporation in Homewood, Illinois, where he spearheads strategic growth opportunities and assures that Silliker remains on the forefront of science and technology.



Dr. Flowers has been an active researcher, author and speaker in the field of food microbiology, with particular emphasis on the development and validation of rapid analytical methods, and laboratory performance. He was the study director for the validation of the first Enzyme Immuno-Assay and Nucleic Acid Hybridization Assay approved by AOAC, and many subsequent studies that have led to industry-wide method implementation for the detection of pathogens in foods and food environments. Dr. Flowers also chaired the Food Laboratory Accreditation Working Group, which developed specific ISO accreditation criteria adopted by AOAC and A2LA for food testing laboratories.

The recipient of numerous industry awards and honors, Dr. Flowers is an active member of IAFP, ICMFSF, AOAC International, IFT, and IDFA.

### John H. Silliker Lecture

From Wild Pigs in Spinach to Tilapia in Asia:

The Challenge of the Food Safety Community

**Wednesday, August 6, 4:00 p.m.**

**Dr. Michael P. Doyle**

*University of Georgia*

Dr. Michael Doyle is a Regents Professor of Food Microbiology and Director of the Center for Food Safety at the University of Georgia. He is an active researcher in food safety and security, working closely with the food industry on issues related to the microbiological safety of foods.

The author of more than 400 scientific publications, Dr. Doyle has given more than 600 invited presentations at national and international scientific meetings, and has received several research awards from academic and national scientific organizations. He is a Fellow of IAFP, the American Academy of Microbiology, and the Institute of Food Technologists (IFT), and is a member of the National Academy of Sciences–Institute of Medicine (IOM).

In addition to current service on the food safety committees of several scientific organizations, Dr. Doyle has also served as a scientific advisor to many of them, including WHO; the National Academy of Sciences–IOM and National Research Council; ILSI–North America; FDA; USDA; the US Department of Defense; and the EPA.



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