



TIA TECHNICAL SEMINAR

Prepare your business for increased growth—and more competition—with these information-loaded sessions.

Saturday, Sept. 25th THEME: "Constant Improvement"	Sunday, Sept. 26th THEME: "Exploring The Tortilla Industry"
<p>8:30 am - FDA Issues: Front of the Bag Claims 9:30 am Donnell Scott, AIB—In the face of increasing government pressure to make sense out of what today's bakery products say they are and what they do, this session will help you clear up confusion about product claims and labeling.</p>	<p>8:30 am - Industry Overview, Statistics & Opportunities 9:00 am Jim Kabbani, TIA Executive Director —Whether you are thinking of expanding into the lucrative tortilla market or you're a veteran seeking to stay on top of your game, review and recap the last decade of trends and statistics on the unprecedented growth in the tortilla market and hear how tortillas became the next sandwich bread.</p>
<p>9:45 am - What You Need to Know about HACCP 10:45 am Richard Irving, Tyson Foods—Today food processors can't afford not to know the latest on safety and security within their markets. Listen and learn about the implementation of Hazard Analysis and Critical Control Points, "the systematic approach to food safety."</p>	<p>9:00 am - "Tortillas 101" - How to be a Successful Tortillero 9:30 am George Puentes—Hear from successful entrepreneurs within the industry as they share their stories in the tortilla marketplace and help guide your path to excellence.</p>
<p>11:00 am - Case Studies on Turning Waste into Profits 12:00 pm Moderator: David Brickner; Panel: TBA—What you do with your waste products has never been more important. Learn how manufacturers reduce costs and increase profits using the latest techniques as they answer the question, what do I do with my waste?</p>	<p>9:45 am - Processing Technologies of Today: Equipment Innovations 10:45 am Panel: Casa Herrera, JC Ford and Lawrence Equipment—The evolution of equipment capabilities for the tortilla industry continues and here you will see what both today and tomorrow's possibilities can bring.</p>
<p>12:00 pm - Working Lunch: Formulation for Today's Trends 1:00 pm Daniel Brooker, Brooker Laboratories—Low sodium, high fiber, whole grain, low fat, gluten-free and other trends have diversified the market for today's flatbreads. Learn how to find your niche among these trends and to profit from it.</p>	<p>11:00 am - Impact of Tortillas on the Overall Baking Industry 12:00 pm Shane Whitaker of Baking & Snack, Marina Mayes of Snack Food & Wholesale bakery—How tortillas and flatbreads have re-shaped the baking industry.</p>
<p>1:15 pm - Making Preventive Maintenance Pay Off 2:15 pm John Lasecki, Ashworth Brothers—Learn proven ways to get a great return on your investment by preventing downtime in your processing operations. Rather than just putting out 'fires' all day you can prevent them with a good program in place.</p>	
<p>2:30 pm - Quality Control, Metal Detection, Sanitation 3:30 pm Robert Rogers, Mettler-Toledo—Quality is about maintaining safety and consistency. Hear about how to integrate "best manufacturing practices" in your plant operations.</p>	
<p>3:45 pm - How to Benefit from "Lean Manufacturing" Techniques 5:00 pm</p>	
<p>5:00 pm - Networking & Tabletops Reception—No fee for program participants, \$25 for others. Space is limited, so book early!</p>	



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