

# Modern Management of Consumer Complaints:

*Unlocking the Secrets of Great Service*



## 2009 GMA Consumer Complaints Conference

May 6–8, 2009  
Royal Sonesta Hotel  
New Orleans, Louisiana  
[www.gmacomplaintsconference.com](http://www.gmacomplaintsconference.com)



GROCERY MANUFACTURERS ASSOCIATION

1350 I Street, NW :: Suite 300 :: Washington, DC 20005 :: ph 202-639-5900 :: fx 202-639-5932 :: [www.gmaonline.org](http://www.gmaonline.org)

# Modern Management of Consumer Complaints:

## Unlocking the Secrets of Great Service

### AGENDA

#### WEDNESDAY MAY 6, 2009

6:00 p.m. *Welcome Reception*

2:00-3:00 p.m.

#### Food Safety and Security

**Robert L. Buchanan, Ph.D.**

Director and Professor  
University of Maryland Center for Food Safety and Security Systems

#### THURSDAY MAY 7, 2009

8:00-8:30 a.m. *Breakfast Buffet*

3:00-3:15 p.m.

*Refreshment Break*

8:30-8:45 a.m.

#### Welcome and Opening Remarks

**David Herman, Esq.**

Senior Director of Claims, Senior Counsel  
Grocery Manufacturers Association

**Steven Leslie**

Manager, Claims Program  
Grocery Manufacturers Association

3:15-4:15 p.m.

#### Focusing on Allergens: Small Substances That Can Lead to Big Complaints

**Shannon Cole, PMP**

Director of Science Operations  
Grocery Manufacturers Association

8:45-9:45 a.m.

#### Do You Know What Your Consumers Are Really Thinking?

**Richard Shapiro**

President  
Center for Client Retention

4:15-5:00 p.m.

#### Navigating Natural and Organic Complaints

**Robert Earl, MPH, RD**

Vice President of Science Policy,  
Nutrition and Health  
Grocery Manufacturers Association

9:45-10:45 a.m.

#### Electronic Document Preparation, Management, and Retention in the Claims Process

**Paul B. La Scala, Esq.**

Partner  
Shook, Hardy & Bacon, LLP

5:00 p.m.

*Adjournment*

8:00 p.m.

*Conference Reception*

10:45-11:00 a.m.

*Refreshment Break*

11:00-12:00 p.m.

#### Birds Eye Best Practices for Handling Consumer Complaints: More Than Your Average Vegetables

**Lynn Williams**

Call Center Supervisor  
Birds Eye Foods, Inc.

#### FRIDAY MAY 8, 2009

8:00-8:30 a.m.

*Breakfast Buffet*

8:30-10:15 a.m.

#### The Powerful Consumer: Social Media's Impact on Brand Equity and Credibility

**Myra Golden**

Myra Golden Seminars

12:00-1:00 p.m.

*Luncheon*

10:15-10:30 a.m.

*Refreshment Break*

10:30-11:45 a.m.

#### The Powerful Consumer (continued)

**Myra Golden**, Myra Golden Seminars

1:00-2:00 p.m.

#### Consumer Complaints and the New Media: Roundtable Discussion

**Matthew D'Uva** (Moderator)

President, Society of Consumer Affairs Professionals in Business (SOCAP)

11:45-12:00 p.m.

#### Questions and Closing Remarks

**Steven Leslie**

Manager, Claims Program  
Grocery Manufacturers Association

12:00 p.m.

*Adjournment*

## Who should attend?

This conference is designed for individuals interested in improving their skills as consumer affairs representatives and team managers. The greatest benefits will be to persons working in the areas of:

- Consumer Affairs
- Call Centers / "1-800" Management
- Consumer Complaints
- Product Liability Claims
- Quality Assurance

## What will you learn?

- Best Practices for Handling Consumer Complaints
- How Consumers Are Using New Forms of Media
- How to Gauge Consumer Opinions and Confidence Levels
- Unique Issues Related to Organic Foods Complaints
- How to Approach Allergen-Based Complaints and Prevent Them in the Future
- Strategies for Electronic Document Preparation, Management and Retention
- Modern Issues in Food Safety and Security
- And much more!

## Registration Fee

GMA Members: \$800 per person

Non-Members: \$950 per person

### **SPECIAL DISCOUNT FOR GMA MEMBERS!**

Register three or more people from your company and benefit from a discounted registration fee of \$750 per person. To take advantage of this special members-only offer, check the appropriate box on the attached registration form.

Please complete the attached registration form and fax with credit card information to 202-639-5902 (secure) *or mail to:*

Allison Conway, Meetings Coordinator  
GMA  
1350 I Street, NW  
Suite 300  
Washington, DC 20005

## Conference Hotel

All conference activities and programs will take place at the Royal Sonesta Hotel New Orleans.

Royal Sonesta Hotel  
300 Bourbon Street  
New Orleans, LA 70130  
Phone: 504-586-0300

[www.sonesta.com/RoyalNewOrleans](http://www.sonesta.com/RoyalNewOrleans)

The Royal Sonesta Hotel is located in the heart of the French Quarter, where the air is alive with atmosphere and originality. Celebrate the culture and friendliness of this rare and wonderful walking district at the Royal Sonesta New Orleans.

## Reservations

GMA is holding a block of rooms at the Royal Sonesta Hotel New Orleans for all conference attendees. The discounted GMA room rate is \$169/night + tax for single/doubles.

**All conference attendees are responsible for making their own accommodation arrangements.** For reservations, please call 504-586-0300 and refer to the GMA Consumer Complaints Conference to secure the group rate.

**The deadline for securing accommodations at the discounted conference rate is April 17, 2009.**

## Transportation

Transportation from New Orleans Louis Armstrong International Airport is approximately \$28 each way by taxi. On-site parking at the hotel is available to overnight guests at the rate of \$30/day.

## Registration:

The registration fee covers all conference materials and events.

You may register for the conference online, by mail or by fax.

**Online:** Visit [www.gmacomplaintsconference.com](http://www.gmacomplaintsconference.com)

**Mail:** Send completed form with payment to:

Allison Conway  
Meetings Coordinator  
GMA  
1350 I Street NW, Suite 300  
Washington, DC 20005

**Fax:** Fax your completed form to our secure fax at 202-639-5902 (faxed registration forms will be accepted only when accompanied by credit card payment)

## Questions?

- For assistance with your registration, please contact Allison Conway at 202-295-3969 or via email at [aconway@gmaonline.org](mailto:aconway@gmaonline.org).
- For more details about the conference program, please contact Steven Leslie at 202-637-8461 or [sleslie@gmaonline.org](mailto:sleslie@gmaonline.org).

# Modern Management of Consumer Complaints:

## Unlocking the Secrets of Great Service

### REGISTRATION (Please use one form per person.)

Attendee Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name to appear on badge: \_\_\_\_\_

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

### REGISTRATION FEES

\$800 GMA Member  \$950 Non-Member

\$750/each GMA Member Group Discount: Send three or more registrants from the same GMA Member Company and save \$50 on each registration.

### PAYMENT

My check payable to GMA is enclosed. (or)

Please charge my credit card:

MasterCard  VISA  American Express

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Verification Code (security code on back/signature side of card): \_\_\_\_\_

Credit Card Billing Address (must include Zip Code): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**INSTRUCTIONS:** The deadline for a 50 percent refund is April 22, 2009; no refunds will be made after that date.

GMA does, however, encourage substitutions if you are unable to attend. GMA reserves the right to cancel the event at any time. In the case of cancellation, GMA will not reimburse participant's pre-arranged travel expenses. For special assistance, please call Debbie DeJacques at 202-639-5904.

**Mail or fax completed form with payment to:** Allison Conway  
Meetings Coordinator  
GMA  
1350 I Street NW, Suite 300  
Washington, DC 20005  
Phone: 202-295-3969  
Fax (secure): 202-639-5902 *(must be accompanied by credit card payment)*