



# EXECUTIVE LEADERSHIP FORUM

September 11-13, 2022  
The Cloister at Sea Island  
Sea Island, Georgia

THE NEXT NORMAL:

# EMERGE STRONGER





### **The 46th Executive Leadership Forum (ELF)**

is the snack industry's exclusive annual event for premier education, insights, and networking opportunities for senior executives. Amid a supply chain crisis and radically transformed workforce landscape, snack makers continue to innovate and evolve to meet the needs of their consumers, the environment, and their employees. Join fellow industry leaders to navigate, adapt and emerge stronger toward the road ahead.

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## Sunday, September 11

- 7:30 – 8:30am **SNAC Executive Committee Meeting**  
*Private*
- 9:00am – 12:00pm **Board of Directors Meeting**  
*Private*
- 12:00 – 7:00pm **Registration Open**
- 5:30 – 6:30pm **SnackPAC Reception**  
featuring guest speaker Michael Torrey,  
Michael Torrey Associates
- 6:30 – 9:30pm **Opening Reception and Dinner**

## Monday, September 12

- 7:00 – 8:00am **Breakfast**
- 8:15 – 9:15am **KEYNOTE: Macro Economic Outlook**  
Brian Beaulieu, ITR Economics™
- 9:15 – 9:30am **Break**
- 9:30 – 10:30am **PANEL DISCUSSION: Supply Chain Crisis: Resiliency and Opportunity**  
**Moderator:**  
Chris Adderton,  
Council of Supply Chain  
Management Professionals  
**Panelists:**  
Coreen Frolish, Campbells Snacks  
Heather Hawkins, Transplace  
Rob Miller, Eagle Family Foods
- 10:45 – 11:45am **EDUCATION SESSION: The Future of Snacking at Mondelēz**  
Brigette Wolf, Mondelēz International
- 12:00 – 5:00pm **Optional Networking Activities**

## Tuesday, September 13

- 7:00 – 8:00am **Breakfast**
- 8:00 – 9:15am **KEYNOTE: Leveraging Digital Transformation and Future Trends**  
Leonard Brody, Caravan
- 9:15 – 9:30am **Break**
- 9:30 – 10:30am **EDUCATION SESSION: A Report from the Front Lines of Sustainability**  
Nate Shepley Streed, Vontier
- 10:45 – 11:45am **KEYNOTE: The Future of Work Begins with Conscious Leadership Today**  
Ginny Clarke,  
Holistic Leadership Strategist
- 12:00 – 5:00pm **Optional Networking Activities**
- 6:30 – 9:30pm **Closing Reception and Dinner**

*See pages 7-8 for more information on Optional Networking Activities*





## BRIAN BEAULIEU

CEO and Chief Economist, ITR Economics™

### Macro Economic Outlook

Monday, September 12 | 8:15 – 9:15am

Brian Beaulieu researches the use of business cycle analysis and economic forecasting as tools for improving profitability. He is coauthor of Prosperity in the Age of Decline, a powerful look at how to make the most of the U.S. and global trends over the next 20 years, as well as Make Your Move, a practical and insightful guide to increasing profits.



## LEONARD BRODY

Co-Founder and Executive Chairman, Caravan

### Leveraging Digital Transformation and Future Trends

Tuesday, September 13 | 8:00 – 9:15am

Regarded as one of the “top 30 management thinkers in the world” and “a controversial leader of the new world order,” Leonard Brody is an award-winning techno-economist, entrepreneur, venture capitalist, and two-time Emmy-nominated media visionary. He has played a key role in raising hundreds of millions of dollars in capital for startup companies, been through one of the largest IPOs in history, and has been involved in the founding and successful exit of numerous companies to date.

Brody is the co-founder and executive chairman of Caravan, a joint venture with the Los Angeles-based Creative Artists Agency (CAA), where he oversees the building of new ventures for some of the most well-known celebrities and political leaders in the world, including Carrie Underwood, Tom Hanks, and Joe Biden.



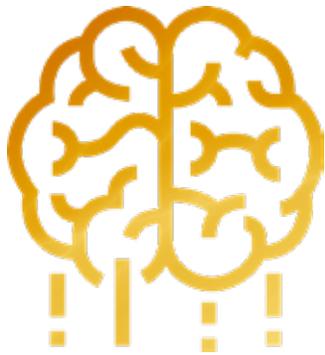
## GINNY CLARKE

Former Director, Executive Recruiting at Google  
Holistic Leadership Strategist

### The Future of Work Begins with Conscious Leadership Today

Tuesday, September 13 | 10:45 – 11:45am

Dedicated to helping leaders create the conscious workplace for tomorrow, Ginny Clarke has advised at the highest levels of corporate America for decades. A proven expert in driving diverse leadership, she is the former director of executive recruiting at Google, where she led the company’s diversity, non-tech recruiting, and leadership internal mobility teams – finding and hiring senior leaders across the company. She also built a scaled internal mobility program for Google’s senior leaders to advance within the organization and designed much of the infrastructure that supports their executive recruiting function today.



# KEYNOTE SPEAKERS

# PANEL

## DISCUSSION

Monday, September 12 | 9:30 – 10:30am

### Moderator



#### CHRIS ADDERTON

Vice President, Council of Supply Chain Management Professionals

Mr. Adderton brings more than 25 years of experience in consumer-packaged goods with accomplishments in organizational development, change management, technology implementation, sales and operations planning and trade promotions management. Mr. Adderton led a successful sales and marketing agency, held sales and operational leadership positions with ConAgra Foods and then led the US Client Service organization for the Nielsen Co. Mr. Adderton has also been involved in senior executive and development roles with a number of early-stage companies. Since 2013, Mr. Adderton has served as Vice President of the Council of Supply Chain Management Professionals, responsible for operations, HR, IT, and industry relations.

Mr. Adderton holds a BA in Economics from the University of Missouri.

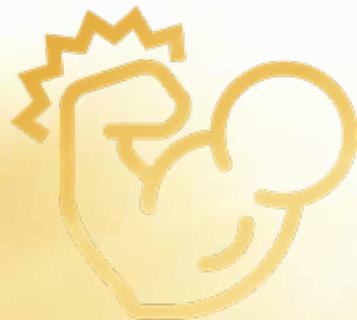
### Panelist



#### COREEN FROLISH

Regional Vice President Manufacturing, Campbells Snacks

Highly motivated leader with over 20 years of demonstrated success leading a manufacturing operation and as a strong cross functional leader to deliver results against business strategic and tactical objectives. Analytical and forward-thinking approach to problem solving to deliver solutions that are efficient, cost conscious and timely. Strong ability to lead a team by driving a clear vision and creating a highly engaged workforce that is results driven.



### Panelist



#### HEATHER HAWKINS

Vice President of Operations, Transplace

Heather Hawkins is Vice President of Operations for Transplace, an Uber Freight company, focused on transportation management business process outsourcing. Heather has spent over 25 years in supply chain management, with a focus on transportation logistics and distribution. In addition to Transplace, she has held vice president positions at Armada Supply Chain Solutions, which focuses on transportation and redistribution efficiencies for the restaurant industry, and KINEXO, a McLane company, which also provides solutions for food service supply chains, including grocery and convenience.

Heather is a 1995 graduate of the University of Arkansas with a BS in Business Administration/Marketing Management. She lives with her daughters, McKenna and Brynlee, in Hillsborough, North Carolina.

### Panelist



#### ROB MILLER

Executive Vice President of Supply Chain and Operations, Eagle Family Foods

Rob is the Executive Vice President of Supply Chain and Operations and a partner. Rob joined Eagle Foods in 2018 and is responsible for end to end supply chain management including procurement, planning, manufacturing operations, distribution and customer service. Prior to joining Eagle, Rob spent 10 years at JM Smucker where he held senior leadership positions in operations, corporate planning and distribution. Rob started his career at Procter & Gamble, working for 14 years in a variety of assignments. Rob's focus is on building great teams that leverage systems and data to drive outcomes.

# EDUCATION SESSIONS



Monday, September 12 | 10:45 – 11:45am

## The Future of Snacking at Mondelēz



### BRIGETTE WOLF

Vice President, Global Head of SnackFutures, Mondelēz International

Brigette Wolf serves as Vice President, Global Head of SnackFutures, Mondelēz International's innovation and venture hub which launched in 2018 as part of the global snack leader's growth agenda. SnackFutures focuses on building and growing well-being and premium brands through a model of Invent and Venture. In her role, Brigette is responsible for fueling the company's innovation pipeline by creating and launching SnackFutures brands as well as identifying and solidifying strategic investment opportunities. Brigette also oversees the new start-up engagement program CoLab, which launched in 2021 to discover and collaborate with emerging entrepreneurs.

Brigette has been with Mondelēz International for 7 years, and in that time served as the senior director of Global Platform Innovation for the Gum & Candy and Biscuits categories as well the senior brand manager for Global belVita innovation. Prior to this Brigette was with Kraft Foods for almost 10 years having served as the Global Innovation Manager for Oreo and the Brand Manager of several of the pizza and meal brands.

Tuesday, September 13 | 9:30 – 10:30am

## A Report from the Front Lines of Sustainability



### NATE SHEPLEY STREED

Senior Global Director of Sustainability & ESG, Vontier

Nate Shepley Streed is the Senior Global Director of Sustainability & ESG at Vontier. He works collaboratively across Vontier's portfolio companies to develop and execute a holistic ESG program in support of the company's mission to mobilize the future to create a better world.

Prior to joining Vontier, Nate led sustainability and public affairs for Chobani. He began his sustainability career at The Kroger Co., serving in leadership roles in both Corporate Affairs and Corporate Brands and Manufacturing. Nate earned a Certificate in Executive Education for Sustainability Leadership from Harvard University, a Master of Science in Sustainable Design from Carnegie Mellon University, and a Bachelor of Science in Housing Studies with a minor in Sustainability Studies from the University of Minnesota.

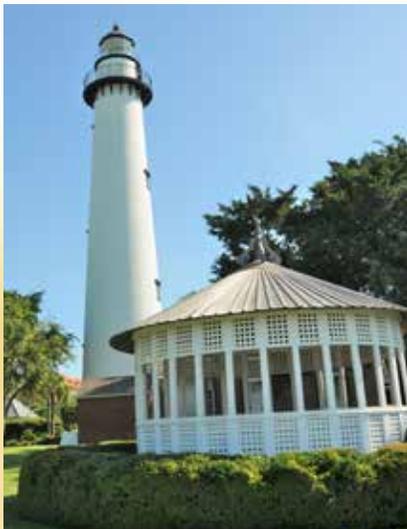
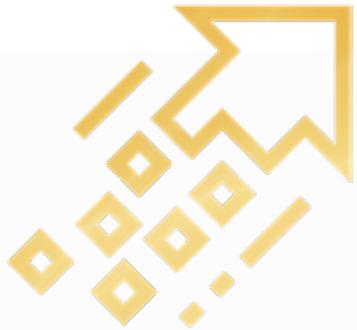


# OPTIONAL NETWORKING ACTIVITIES

Monday, September 12

## Golf Tournament | 12:15 – 5:00pm

A challenging links-style championship course, prominently placed on Golf Digest's list of "Top 100 Courses in the United States." This ocean-side course places a premium on careful shot selection, recovery, and putting. Along with Plantation, Seaside is the site of the PGA Tour's RSM Classic. **\$580 per person/\$80 Rental Clubs**



## Salt Marsh Kayak or Paddleboarding Nature Tour & Shore Lunch | 12:30 – 3:00pm

Paddle through the salt marsh estuaries to Sea Island's southernmost point. A team of naturalists will point out wildlife and answer questions about this unique environment. This intersection between rivers and the ocean is a high traffic area for many animals including dolphins, turtles, and a myriad of birds. Arrive on the south end, enjoy taking in views of the Gould's Inlet. Take a guided nature walk in search of coastal and migratory birds, shells and other marine life living on the low water sand flats. Enjoy a picnic lunch on the beach. Lunch included. **\$295 per person**

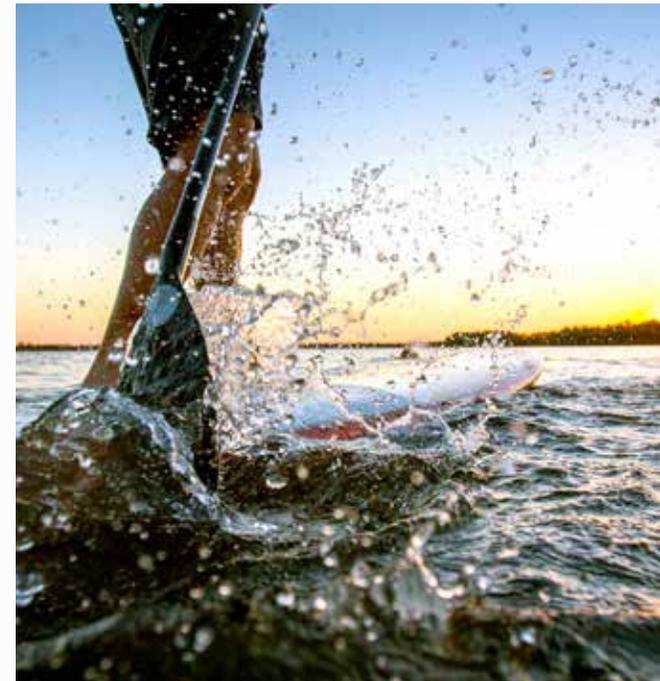
*Suggested Attire: Warm clothing, hat, sunglasses, and sunscreen*

## Islands Historical Tour | 12:00 – 3:30pm

Learn the history of Sea Island's "cottage colony." Tour includes stops at historic Fort Frederica and Christ Church, Wesley Memorial Garden and St. Simons Lighthouse. Time for light shopping during tour. Lunch included. **\$220 per person**

## Dine Around | 6:30 – 11:00pm

Network with other attendees while dining at some of the most fun and delicious stops on Sea Island, including appetizers and cocktails at Gnat's Landing; a three-course meal at Georgia Sea Grill; and wrapping up with dessert and cocktails at Spanish Lounge at the Cloister. **\$295 per person**



# OPTIONAL NETWORKING ACTIVITIES

Tuesday, September 13

## Captain's Choice Fishing Excursion | 12:30 – 5:00pm

Experience fishing in one of the finest fishing areas on the east coast as well opportunities to get up close with nature. Start your afternoon with a private lunch on the Black Banks Terrace overlooking the Black Banks River. Then join one of Sea Island's seasoned guides in search of speckled trout & redfish in the inshore estuaries behind the island. Fish the beaches from Cumberland Island to Sapelo Island while enjoying views from our beautiful coastline and panoramic vistas. Lunch included. **\$355 per person**

*Suggested Attire: Warm clothing, hat, sunglasses, and sunscreen*



## Clay Shooting Tournament | 1:30 – 4:00pm

Shooting at Sea Island has been a tradition since 1929. As one of the oldest standing original buildings on Sea Island, the Shooting School was one of the first Skeet Clubs in the country. For 60 years, the Shooting School was run by National Skeet Shooting Association (NSSA) Hall of Fame Member Fred Missildine, who was also a 30-time World Champion. The tradition continues and introduces thousands of beginners to the clay target games yearly. The Shooting School's instructors have over 60 years of teaching experience between them, so for the seasoned shooters or novices, there is something for everyone. The art of clay target shooting is a treasured tradition at Sea Island. Whether you are an experienced or novice shooter, the Tournament Shoot-Out will ensure an afternoon of relaxation and interactive fun. Lunch included. **\$375 per person**

*Suggested Attire: Warm clothing, hat, sunglasses, and sunscreen*



## Coastal Wildlife Bike Tour | 12:30 – 3:00pm

Join a naturalist for a biking tour of Sea Island. Enjoy the marsh and beach views while discovering its wildlife, homes, and history. Tour stops at a few different locations as guests bike north on the island. First stop, the beautiful saltmarsh overlook where we discuss the importance of several different plants, birds, and other wildlife. Second stop: the beach where we discuss the important aspects of Georgia's coastline, the sea turtle nesting work we do, and several other things regarding the plant and wildlife biology of our beach ecosystem. Guests will discover the first four homes ever built on Sea Island, the most eclectic, modern home on Sea Island as well as the oldest, most beautiful magnolia tree (we are naturalists, after all!). Lunch included. **\$220 per person**

*Suggested Attire: Casual and comfortable, sunglasses, hat, sunscreen*





## REGISTER ONLINE AT [SNACINTL.ORG](https://snacintl.org)

### On or before Friday, July 8, 2022

SNAC Members	\$2,095
Spouse/Guest	\$895

Non-Members	\$2,495
Spouse/Guest	\$1,295

### After Friday, July 8, 2022

SNAC Members	\$2,395
Spouse/Guest	\$995

Non-Members	\$2,795
Spouse/Guest	\$1,395

### Cancellation Policy

Cancellations will be refunded, less a \$400 processing fee, until Monday, August 22, 2022. No registration fees will be refunded after that date.

## HOTEL INFORMATION

The Cloister at Sea Island  
100 Cloister Drive  
Sea Island, Georgia 31561

Book online at [snacintl.org](https://snacintl.org) or by phone 866.966.5983 and mention SNAC International.

\*Hotel rooms are limited. Make your reservations early to ensure your place at this exclusive event. Please note The Cloister has a strict policy that you MUST have a hotel reservation for each day you plan on entering the property. Therefore, you must secure a reservation to attend the conference.

Hotel Reservation Deadline: Friday, August 12th

Hotel Room Block Rate: \$345.00

Questions? Please contact SNAC Manager of Meetings and Events, Christina Briones.  
[cbriones@snacintl.org](mailto:cbriones@snacintl.org)  
703.836.4500 ext. 206

# REGISTRATION

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September 11-13, 2022  
The Cloister at Sea Island  
Sea Island, Georgia



1300 17th Street N  
Arlington, VA 22209

[snacintl.org](http://snacintl.org)

## QUESTIONS?

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