

**Set Your
Coordinates to..**



Ottawa

September 28 and 29, 2011

Brought to you by

**Speakers, Topics and
Registration Details Inside!**

*Veillez trouver ci-dessous la version
française de l'ordre du jour du congrès.*





Sept 28th Special Tour and Concurrent Workshops

10:00AM - 12PM Tour of the world class kitchen, foodservice facilities and Innovation Centre at the new Ottawa Convention Centre. See first-hand the largest cold plating/service /hybrid of its kind in North America serving 7000 meals daily from 22 service locations and meet Executive Chef Geoffrey Morden for a Q&A in the Innovation Centre. Transportation and lunch provided. As a conference delegate this tour is available at an extra charge of \$40. *Only 30 spots available for the tour so early registration is recommended.*

1:15 - 1:45PM Registration and Refreshments at the Shenkman Arts Centre

1:45 - 2:00PM Welcome and move to chosen workshop

2:00 - 4:30PM Chosen Workshop with 20min refreshment break

Topics:

1. **Career Direction** – “ A Career by Design...Not Drift” (Mary Wheeler, [DonnerWheeler](#))

Mary and her partner Gayle Donner have conducted workshops around the world on Career Planning. Their philosophy is that ‘Career development is a continuous process, iterative rather than linear requiring individuals to understand the environment in which they live and work, assess their own strengths and limitations, articulate their personal career vision, develop a plan for the future and then market themselves to help achieve that plan’. This workshop is designed to provide attendees with tools to begin taking charge of designing the career they most want.

2. **Hardwiring Excellence** (Mitch Hagins, [StuderGroup](#))

At last year’s Future of Food in Healthcare Conference, Mitch won top ratings in the surveys completed by delegates. It was strongly recommended that he be brought back for a more extensive and intensive session on the topic of Hardwiring Excellence. He brings his experience in managing healthcare foodservice operations, his extensive coaching skills and proven tools which attendees will be able to implement across their teams to achieve heightened performance.

3. **Managing the Media** – Getting Your Story Told (Judy Brown, Director Communications & Patient Relations at the Queensway Carleton Hospital and Michael O’Byrne, [CTV Anchor](#) of News at Noon)

Have you ever been frustrated that the stories of all the great things being done to enhance mealtime for patients and residents just don’t seem to hit the radar inside your organization and outside within the community you serve? Judy will bring her experience in crafting your story and Michael will enlighten on what the media is looking for and how to grab the attention you want.

Networking Reception

5:00 - 7:30PM The Shenkman Arts Centre
Enticing food stations, wine and other beverages





Sept 29th All Day Education Event at The Shenkman

- 8:00 - 8:30AM** Registration and Coffee
- 8:30 - 8:45AM** Video and Welcome from *Brad McKay, CEO of HFS*
- 8:45 - 10:00AM** Adapting Canadian Healthcare Foodservice to the pressures of the global trends impacting food – lessons learned and best practices
- By Vince Sgabelloni, Account Manager Foodservice, NPD Group Inc. and Anne Marie MacKinnon, Director Patient Food Service, Carillion Services Inc. (William Osler Health System)*
- 10:00 - 10:30AM** Refreshment Break
- 10:30 - 11:45AM** The Gluten Free Boom is Real – What every foodservice department needs to know about the latest research, food sourcing and preparation
- By Shelley Case, RD, Consulting Dietitian and Author*
- 11:45AM - 12:10PM** The Great Food Revolution: Foods of the Future – A CBC Documentary
- The 4 part series produced by CBC in 2009 seeks to explain the radical changes in our ways of eating, drinking and thinking about food. It's a revolution that's turned our traditions upside down and changed the global economy. In this Episode 4, they venture into the unknown, exploring major food trends of the future. What you will see shouldn't be discounted. After all, who would have predicted that sushi would go mainstream!
- 12:10 - 1:15PM** Lunch with opportunity to sample/experience food concepts from CBC documentary (Molecular Gastronomy demonstration/designer fruits like those being created in the California Orchard Lab)
- 1:15 - 1:45PM** Healthcare in Canada: The Importance of Foodservice within the Patient/Resident Experience
- By Dr Jeff Turnbull, President Canadian Medical Association and Chief of Staff The Ottawa Hospital*
- 1:45 - 1:55PM** Move to concurrent session of choice





Sept 29th All Day Education Event at The Shenkman Continued

1:55 - 3:00PM

Concurrent Sessions

1. Making Healthy Choices the Easy Choices – Lessons Learned and Best Practices from Cornell University's Smarter Lunch Room Initiative and the Food and Brand Lab

By Christine Wallace, SNS

2. The Kitchen of the Future

By Doug Feltmate, President, Designed Food Systems Inc.

3. Strategies for Stimulating in Older Adults all 5 Senses at Mealtime

By Dr Duizer, Assistant Professor Department of Food Science, University of Guelph

3:00 - 3:20PM

Refreshment Break

3:20 - 4:20PM

Eat Healthy, Sustainable Food with Awareness and Gratitude

By Dr Ralph Martin, Loblaw Chair in Sustainable Food Production, University of Guelph
http://www.uoguelph.ca/oac/news/documents/OAC_FaceForward_Spring2011.pdf

In August 2011, Dr Martin assumes the position of Loblaw Chair in Sustainable Food Production at the University of Guelph, the first such position in North America. He will be developing and implementing a national program in sustainable food production bringing together producers, processors, retailers and consumers for the first time. He comes well qualified to this new role being the director of the Organic Agriculture Centre of Canada, the initiator of Canada's Organic Science Cluster and a professor since 1990 at the Nova Scotia Agricultural College.

4:20 - 4:30PM

Closing Comments *By Brad McKay, CEO HFS*





Registration Details

	<u>Before August 12, 2011</u>	<u>After August 12, 2011</u>
Registrations	\$300 + HST	\$350 + HST
Multi Registration Discount per Facility <i>(2nd registration and any after are eligible for discount)</i>	\$275 + HST	\$325 + HST
Registration includes September 28 th Workshops (excluding the Ottawa Convention Centre Tour, additional \$40.00), September 29 th full day conference sessions along with lunch, snacks and refreshments throughout.		
Students (Sept 29 th Program Only)	\$40 + HST	\$40 + HST

Venue

September 28th and 29th The Shenkman Arts Centre (www.shenkmanarts.ca)

245 Centrum Boulevard

Ottawa, Orleans K1E 0A1

Hotel Accommodation

The newly built Quality Inn Orleans Hotel is conveniently located just down the road from the Shenkman Arts Centre and has blocked off a large section of hotel rooms for the Future of Food Conference for September 27th and 28th. Rooms are available at **\$99** per night. To book your reservation, please email **Andrew Busing** at andrew@qualityinnorleans.com and reference "**The Future of Food Conference**" to receive the special pricing.

Hotel location is 3363 St. Joseph Blvd, Orleans, Ontario K1C 1T1 and a shuttle service will be available to and from the Shenkman Arts Centre.

Register Now at

<http://www.eplyevents.com/food2011>

