

**Meeting Summary**  
**Food Industry Engagement Council**  
**November 3, 2015, 8:00am – 12:00pm**  
**JW Marriott at LA Live, Salon 4**

**Attendees:**

Richard Black, PepsiCo, Inc., (Chair); Claudia Reidt, Dr. Pepper/Snapple Group; Tim Morck, Nestle Nutritionals, Inc.; Vicki Cox, Atkins Nutritionals, Inc.; Danielle Greenberg, PepsiCo, Inc.; Nikki Ford, Haas Avocados; John St. Peter, PepsiCo, Inc; Mitch Kanter, Egg Nutrition Center; Nikhil Dhurandhar (President, TOS); Penny Gordon-Larsen (President–elect TOS); Martin Binks, (Secretary/Treasurer, TOS); Allen Levine (Vice President, TOS); Steven Smith (Immediate Past-President); Caroline Apovian (Vice-President Elect, TOS); Francesca Dea (Executive Director, TOS); Mollie Turner (Director of Marketing, Communications & Strategic Partnerships, TOS); Sylvia Rowe (Former Food Industry Task Force Chair, TOS)

**Welcome Introductions & Antitrust Statement:**

Dr. Black (Chair) went through the Anti-trust Statement with the group. All agreed to adhere to the policy.

**Topic 1: Development of FIEC Charter Brainstorming of Projects:**

The group discussed the TOS' leadership program, LEAP. It is modeled after the Dannon program with has a particular focus on nutrition. TOS' LEAP program is focused on leaders in obesity which is broader than only nutrition. The program can be distilled down to four areas: general leadership skills, exposure to the breadth of obesity science, obesity policy/advocacy and networking. The program will be a full year with a kick off at each Obesity Week, ~5-day intensive workshop mid-year, ongoing webinar support and an annual networking event for all current and past participants at ObesityWeek. An overview of the similarities and differences of the TOS program with the Dannon program was provided and it was emphasized that the Dannon program is working collaboratively with us to provide information and support. However, there is no formal or ongoing connection of the 2 programs. They are distinct and separate entities with unique goals and audiences.

There was a meeting in early October to select the leadership company that will partner with TOS on this program. The company selected is the Center for Creative Leadership (CCL). It is hoped that the TOS Corporate Healthcare Advisory Council (CHAC) and FIEC will share in this expense of developing and implementing the program ongoing.

The possibility of having an industry internship component incorporated with the program was discussed and favorably received. Future discussions will determine how this may work.

**Development of FIEC Charter & Goals for 2016**

Discussions of the need to have a clear and specific FIEC Charter and also the need to define the FIEC's Purpose, Objectives and Specific Goals for the coming year took place.

**Charter:** A range of potential elements to include in the Charter were brainstormed and recorded. These

ideas will be circulated to members not in attendance for consideration and additional ideas invited. These also will be discussed at a future meeting.

#### **FIEC Peer-Reviewed Research Project Support**

The notion of FIEC group or individual company research grants was discussed. Some companies in attendance already support such grants. It was noted that research can be supported through TOS for any given amount above \$25,000/year and TOS will handle the scientific review process and administration. TOS charges a 10% administrative fee to manage and promote the grant – TOS development policy allows for promotion of donors contributions within specific guidelines.

#### **Exhibit Floor ObesityWeek 2016**

Plans for the Nutrition and Physical Activity area of the OW exhibit hall are moving forward. Input regarding space needs was sought from the companies involved in the FIEC in order to help TOS design the area.

#### **Food Industry Forum ObesityWeek 2016**

The group discussed some ideas for potential topics for the food industry forum next year. Several great ideas will be circulated for further input and a decision at a future FIEC meeting.