Alchemy Engage
11th Annual Conference
Sept 17–19, 2019 | Austin, TX
Conference Hotel

The Hyatt Regency is about 20 minutes from the Austin-Bergstrom International Airport. Taxis and rideshare services are readily available from the airport terminal. *NOTE: In addition to Uber and Lyft, Austin has RideAustin, a slightly more affordable rideshare service that also benefits local nonprofits.*

Reserve your room at the beautiful Hyatt Regency Austin, the headquarters of the Engage Conference. Book today to get the discounted rate of $234, available through August 22nd or until the room block is filled.


**Book today!**
## Tuesday

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<thead>
<tr>
<th>Time</th>
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<tr>
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<td>Zilker 1, 2</td>
<td>Breakfast</td>
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<td>General: Technology Roadmap</td>
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*Requires pre-registration*
Wednesday (cont’d)

2:45 pm – 4:00 pm | Zilker 1, 2
  — Engage Showcase

4:00 pm – 5:00 pm | Zilker 3, 4
  — Best Practice Mixer

6:30 pm – 11:00 pm
  — Dinner Party

Thursday (cont’d)

12:00 pm – 1:00 pm | Zilker 1, 2
  — Lunch

1:00 pm – 2:00 pm
  — Mastering Alchemy Breakout Sessions
    — Texas 1
      Beginner: The Training Trifecta: How to Make Your Program Engaging, Effective, & Efficient
    — Texas 2, 3
      Intermediate: Simplifying Job Certifications with Alchemy: Tips from Keurig Dr Pepper
    — Texas 6, 7
      Advanced: Everything You need to Know About Instructional Design

2:00 pm – 2:15 pm | Texas Foyer
  — Break

2:15 pm – 3:15 pm
  — Mastering Alchemy Breakout Sessions
    — Texas 1
      Beginner: Audit-Ready Reporting: How to Be Prepared for Your Next Audit
    — Texas 2, 3
      Intermediate: Simple Steps to Add Reinforcement Tools and Strategies to your Training Program

3:15 pm – 3:30 pm | Texas Foyer
  — Engage Farewell
Optional: Meet with your Account Manager*

*Requires pre-registration

9:30 am – 5:00 pm | Texas North Lobby

Registration

5:30 pm – 8:30 pm | Meet in Hotel Lobby

Optional: Austin Eats Food Tour*

Back by popular demand! Savor the authentic taste of Austin featuring the city’s best restaurants, food trucks, bars, and breweries, while meeting other Engage attendees. Transportation will be provided, leaving from the Hyatt at 5:30 pm and returning by 8:30 pm.

*Requires pre-registration
**wednesday**

**7:00 am – 8:00 am | Zilker 1, 2**

Breakfast

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**8:00 am – 8:30 am | Zilker 3, 4**

Welcome to Alchemy Engage!

*Raj Shah, President, Alchemy*

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**8:30 am – 9:30 am | Zilker 3, 4**

⭐ **Keynote**

*How to Push Your Limits: “One More Thing, One More Time”*

*Josh Sundquist*

Get inspired by this amazing speaker’s incredible life story. Paralympian, bestselling author, and keynote speaker Josh Sundquist will share how his motto “One more thing, One more time” can result in success. Learn different ways to stay resilient during change and how face adversity with courage — all while keeping a sense of humor. You’ll walk away with an expanded vision of what is possible — in your workplace, at home, and beyond.

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**9:45 am – 10:15 am**

Alchemy Exchange

*Alchemy Account Managers*

Enjoy dedicated time with your Alchemy Account Manager during the Alchemy Exchange. It’s an open forum to learn more about the Engage Conference and Alchemy resources made available during and after the conference.
10:15 am – 10:30 am | Texas Foyer

Break

10:30 am – 11:15 am

Industry Expertise Breakout Sessions

Quality Texas 1

Teaching Employees How to Act (and Interact) During Audits

*Jeff Chilton, VP of Consulting, Alchemy*  
*Bill Muil, Food Safety Auditing, Intertek*

With the manufacturing industry’s revolving doors, shifting roles, and changing schedules, some employees may feel unprepared for questions from auditors. Calm their fears by educating them on their role in an audit. In this session, industry veterans with years of on-the-floor audit experience, Jeff Chilton and Bill Muil, will discuss the most commonly asked questions your frontline employees should be prepared for and how to put their best foot forward when communicating with auditors.

Safety Texas 2, 3

How Ocean Spray Juiced Up Safety Training with an Award-Winning Voluntary Protection Program

*Lisa Buck, Corporate Safety Manager, Ocean Spray*  
*David Bain, Training Platform Specialist, Ocean Spray*

See why Ocean Spray, the world’s leading cranberry product producer, recently received the prestigious safety honor from Nevada’s Safety Consultation and Training Section (SCATS). Keeping workforce injury and illness rates well below national averages, Ocean Spray was recognized by OSHA for its effective safety and health management systems with Voluntary Protection Program Star Status. Join this informative session to learn how Ocean Spray's exemplary safety & health protocol focuses on being proactive in all areas, including hazard prevention and control, worksite analysis, training, management commitment, and worker involvement.

HR Texas 6, 7

Let’s STAY Together: How to Retain Employees Past the First Year

*Bill Cunningham, Dean of SugarCreek*

While an economy on the up and up is generally positive news, it can be challenging for manufacturers due to the rise in employee turnover and lower retention rates — particularly in production and maintenance. Yet, throughout it all, one company managed to raise retention as much as 28% in the first year alone. See how Sugar Creek attracted and retained top talent by implementing a STAY initiative designed around a comprehensive workshop and follow-up program. Learn how STAY helped Sugar Creek keep up with their employees, and in turn, keep their employees around longer.
11:15 am – 11:30 am | Texas Foyer

Break

11:30 am – 12:15 pm

Industry Expertise Breakout Sessions

**Quality Texas 1**

Developing the Optimal Food Defense Strategy for your Organization

*Dr. Jennifer van de Ligt, Associate Director, University of Minnesota*

Are you responsible for creating and managing your food defense plan including threat analysis and vulnerability assessments? If so, this is the session for you! Learn from the Food Protection and Defense Institute how to develop a robust food defense strategy for preventing intentional adulteration and ensuring compliance with the FDA's requirements. Then hear from name, job title, as they share the development and execution of company's food defense plan.

**Safety Texas 2, 3**

Safety Roadblocks: How Stress Plus Complacency Equals Risk

*Dr. Ricardo Pineda, Engineering and Maintenance Manager, Cargill*

Between tight timelines, quotas, and budgets, working in production is stressful. Finding ways to combat this stress is critical to safety. When coupled with the complacency that often accompanies repetitive or rote tasks, stress can lead to accidents, injuries, and in worst cases, death. As your first line of defense, floor leaders must be able to recognize stress in employees before it results in catastrophe. Providing resources to support supervisors and raise emotional intelligence can prevent potential incidents, as well as create safety culture at work, and even inspire positive change in the entire food industry by promoting stress awareness, coping techniques, and resilience.

**HR Texas 6, 7**

Leading Leaders: How to Turnaround Employee Turnover

*Kent Summers, Manager of Training, Daily's Premium Meats*

Employee turnover is expensive – up to 33% of a worker's annual salary – and a real productivity killer! So why do employees leave and what can you do to improve retention rates? Join Training Manager, Kent Summers from Daily's Premium Meats, as he shares his strategies for employee retention success that led to a 50% improvement! You’ll learn how to incorporate the Alchemy of Leadership course library with scenario-based role play for a leadership program that keeps employees both happy and productive.
12:15 pm – 1:15 pm | Zilker 1, 2

Lunch

1:15 pm – 2:00 pm

Industry Expertise Breakout Sessions

**Quality**  Texas 1

How New Technology Increases Transparency to Mitigate Supply Chain Risk

*Gregoire Kebabtchieff, VP, Alchemy*

As supply chains grow more complicated and regulations evolve, Supply Chain Management is becoming an increasingly critical part of food safety. Understanding your supply chain from end-to-end is essential for safety and compliance, client and consumer satisfaction, and, ultimately, your bottom line. Fortunately, new technology that enables supply chain transparency can help ensure brand protection. Join this session to learn how a web-based solution can help you make informed decisions when onboarding new suppliers. Learn how to identify, analyze, and verify data that will help steer effective changes to mitigate your supply chain risk.

**Safety**  Texas 2, 3

Dawn Foods

*Dave Jensen, Operations Manager, Dawn Foods*

*Ed Kaplan, Assistant Director of Safety, Dawn Foods*

More details coming soon.

**HR**  Texas 6, 7

The Key to Better Performance: Unlock the Power of a Robust Training Program

*Gene Barnard, The Gluten Free Bar, Director of Quality*

An effective training program that continuously gets all employees on board takes proper planning and foresight. Learn essential protocols for training development that can apply to different companies, and even industries. Join this session to see how Quality Director Gene Barnard used these key strategies to create a successful training program at not one, but two separate companies. You'll also learn the best ways to create and deliver trainings, develop plans and reporting schedules, and use Communications tools to reinforce important concepts on the floor.

2:00 pm – 2:15 pm | Texas Foyer

Break
2:15 pm – 2:45 pm | Zilker 3, 4

**Technology Roadmap**

*Raj Shah, President, Alchemy*

*Archie Barrett, EVP Product Management, Alchemy*

Alchemy's engineering and creative teams have been busy building new product features and courses to engage your workforce. Learn about our latest innovations, newest courses, and our innovative roadmap for the future.

2:45 pm – 4:00 pm | Zilker 1, 2

**Engage Showcase**

Take a tour of all the amazing solutions and services Alchemy and our partners have to offer. You will not want to miss this unique opportunity to see first-hand Alchemy’s latest innovations.

4:00 pm – 5:00 pm | Zilker 3, 4

**Best Practice Mixer**

*Laura Dunn Nelson, VP Food Safety and Global Alliances, Alchemy*

Our most popular networking event is back! Join your peers to discuss best practices for driving safety, quality, and productivity with an engaged workforce. Don’t miss the opportunity to have fun networking with hundreds of industry professionals!

6:30 pm – 11:00 pm

**Dinner Party**

Join us for a fun night filled with live music, good food, and great company! Catch up with old friends and make new ones at The Venue ATX on 6th Street. Be ready to rock to 90’s music with Chandler and The Bings!

Bus transportation will be available starting at **6:30pm** from the Hyatt. Buses will run **every 30 minutes** throughout the evening. Last bus will leave The Venue ATX at **11:00pm**.
**Keynote**

**The Art of Employee Engagement: How to Create a Passionate Workforce**

*Joel Zeff*

It’s no question that employees and managers who enjoy their jobs are more loyal, enthusiastic, and passionate. So how do you create and maintain a positive work environment? This dynamic presentation will provide you with the three key elements managers must have to successfully engage with their employees: being prepared, being focused, and being adaptable. Using humor and improvisation, Joel Zeff helps you promote ownership and accountability with your workforce, while encouraging innovation and enhancing communication.

**Panel**

More details coming soon.
11:00 am – 12:00 pm

Mastering Alchemy Breakout Sessions

〇〇〇 Beginner  Texas 1

Building your Alchemy Strategy: Tactics for a Successful Roll Out

Kem Phillips, Director of Implementation and Training, Alchemy

Before beginning your new training program or revitalizing your current one with Alchemy, it’s best to have a thorough plan of action. Who should be involved? What are your goals? How will the training be delivered? When will you communicate the new program to employees? This session will cover answers to these and many other questions for developing and launching a successful training program.

〇〇 Intermediate  Texas 2, 3

Make Training Entertaining: The Secret to Creative Customization

Bob Rysavy, Training Systems & Material Developer, Hearthside Foods (Formerly Greencore)

An important part of any training program is ensuring that your message is conveyed in a way that appeals to your audience and asks questions that validate their understanding. Without having to be an instructional designer or graphic designer, this session will show you how Hearthside Foods has leveraged Alchemy Creator to transform monotonous training into an experience employees remember. You’ll learn how to storyboard and apply simple and cost-effective tools to engage learners at all levels, and see samples of finished courses to gather ideas from.

〇〇〇 Advanced  Texas 6, 7

Multi-Site Training Programs: How to Keep Everyone on the Same Page

Eric Teague, Sr Training Specialist, Tyson Foods
Brian Williams, Sr Manager Area Safety, Tyson Foods

It can be a challenge trying to manage training for multiple sites. Having a solid structure in place is crucial. Learn how to create a training program that keeps messaging consistent across all plants. Join this session to learn how to create a high-level steering committee that will help guide and standardize training from the top down. See how customization that allows for site-specific content at the plant level provides flexibility for a better chance of success. With these strategies, you can create a training program that’s easy to implement, easy to modify, and easy to maintain.

12:00 pm – 1:00 pm  |  Zilker 1, 2

Lunch
**1:00 pm – 2:00 pm**

**Mastering Alchemy Breakout Sessions**

- ** Beginner  
  Texas 1**

**The Training Trifecta: How to Make Your Program Engaging, Effective, & Efficient**

*Penny Smither, Sr Continuous Improvement Specialist, Lamb Weston*

Training is a powerful tool for establishing safe and productive cultures. With Alchemy, companies have the ability to reach employees that speak any language, with any education level, across all levels in an organization. Empower your workforce by training across multiple formats, with customizable content and learning plans. This session features best practices from veteran Alchemy user, Penny Smither, to ensure you hit the training trifecta!

- ** Intermediate  
  Texas 2, 3**

**Simplifying Job Certifications with Alchemy: Tips from Keurig Dr. Pepper**

*Gayle Dardar, Training Coordinator, Keurig Dr Pepper
Michael Brodeur, Training Coordinator, Keurig Dr Pepper*

Are you juggling job certifications across multiple roles and departments? Feel like there's got to be an easier way? Good news, there is! See how Keurig Dr. Pepper’s training coordinators are leveraging Alchemy to develop “plug and play” learning plans with comprehensive recordkeeping and reporting to simplify the job certification process. You’ll learn how to efficiently onboard employees and manage on-the-job trainings, without having to waste time with re-certifications.

- ** Advanced  
  Texas 6, 7**

**Everything You need to Know About Instructional Design**

*Kyle Schmidt, Instructional Design Manager, Alchemy Systems*

Most manufacturing training can be boring, which is why it can go in one ear — and out the other (Handwashing 101, anyone?). Learn how to create training workers will remember by using the latest learning methods. This session will get you up to speed on recent learning science and developments. Discover tools to help you customize training that will resonates with your workforce, such as effective methods like “chunking” that help learners retain information quickly and easily. See how storytelling can help you design content that's engaging, impactful, and drives smart action (and clean hands!) on the floor.

**2:00 pm – 2:15 pm  |  Texas Foyer**

**Break**
2:15 pm – 3:15 pm

Mastering Alchemy Breakout Sessions

- **Beginner**  
  **Audit-Ready Reporting: How to Be Prepared for Your Next Audit**
  *Herb Anthony, Operations Training Manager, Freshly Inc.*
  Digital recordkeeping is more than just saving paper … it's critical for compliance. With tighter regulations, scrambling for spreadsheets or tracking data in multiple places won't cut it anymore during an audit. Join this session to learn the ins and outs of digital reporting: how to create different types of reporting, what to include, and relevant examples of each. Even technophobes will walk away with a solid understanding of how to slice and dice important data: which reports to use and when, as well as industry best practices for staying audit-ready, all the time.

- **Intermediate**  
  **Simple Steps to Add Reinforcement Tools & Strategies to your Training Program**
  *Mary Reindl, Training Supervisor, Palermos Pizza*  
  *Brian Krafczyk, Continuous Improvement Manager, Chicken of the Sea*
  Effective reinforcement is more than just asking the same questions twice. Join training leaders from Palermo's Pizza and Chicken of the Sea to discover the tools and strategies they use to reinforce important training concepts. Whether it's Alchemy's on-the-job mobile app, Coach, that observes and records trainings, or digital huddle guides and posters to keep key concepts top-of-mind, you’ll get a firsthand look at how reinforcement is essential to compliance and culture.

3:15 pm – 3:30 pm  |  Texas Foyer

Engage Farewell