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.

(512) 477-1234
208 Barton Springs, Austin, TX 78704
17 Tuesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30 am – 5:00 pm</td>
<td>Texas North Lobby</td>
<td>Registration</td>
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<tr>
<td>10:00 am – 4:30 pm</td>
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<td>Optional: Meet with your Account Manager*</td>
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<tr>
<td>5:30 pm – 8:30 pm</td>
<td>Meet in Zilker Foyer</td>
<td>Optional: Austin Eats Food Tour*</td>
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18 Wednesday

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<tr>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Zilker 1-2</td>
<td>Breakfast</td>
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<tr>
<td>8:00 am – 8:30 am</td>
<td>Zilker 3-4</td>
<td>General: Welcome to Engage!</td>
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<tr>
<td>8:30 am – 9:30 am</td>
<td>Zilker 3-4</td>
<td>Keynote: How to Push Your Limits: “One More Thing, One More Time”</td>
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<tr>
<td>9:45 am – 10:15 am</td>
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<td>Alchemy Exchange</td>
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<td>10:15 am – 10:30 am</td>
<td>Texas Foyer</td>
<td>Break</td>
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<td>10:30 am – 11:15 am</td>
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<td>Industry Expertise Breakout Sessions</td>
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<td></td>
<td>Texas 1</td>
<td>Quality: Developing the Optimal Food Defense Strategy for your Organization</td>
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<td></td>
<td>Texas 2</td>
<td>Safety: ISO 45001 Overview: The Purpose, Function, and Benefits</td>
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<td></td>
<td>Texas 5</td>
<td>HR: Leading Leaders: The Why, What, and How of Successful Leadership Development</td>
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<tr>
<td>12:15 pm – 1:15 pm</td>
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<td>Lunch</td>
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<td>Quality: Leveraging Best Practices &amp; New Technology to Mitigate Supply Chain Risk</td>
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<td>Safety: Crisis Response and Active Shooters: A Non-Linear Approach Model</td>
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<td>Texas 5</td>
<td>HR: STAY: Retaining Employees for a Long, Long Time</td>
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<td>2:00 pm – 2:15 pm</td>
<td>Texas Foyer</td>
<td>Break</td>
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<tr>
<td>2:15 pm – 3:00 pm</td>
<td>Zilker 3-4</td>
<td>General: Innovation Roadmap</td>
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</tbody>
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*Requires pre-registration
18 Wednesday (cont’d)

3:00 pm – 4:30 pm | Zilker 1-2
— Engage Showcase

4:30 pm – 5:30 pm | Zilker 3-4
— Best Practice Mixer

6:30 pm – 11:00 pm
— Dinner Party

19 Thursday

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

1:00 pm – 2:00 pm
— Mastering Alchemy Breakout Sessions
  — Texas 1
    Beginner: Audit-Ready Reporting: How to Be Prepared for Your Next Audit
  — Texas 2
    Intermediate: Simple Steps to Add Reinforcement Tools and Strategies to your Training Program
  — Texas 5
    Advanced: Innovative Approaches to Job-Skills Training and Certification

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
    Intermediate: Simple Steps to Add Reinforcement Tools and Strategies to your Training Program
  — Texas 5
    Advanced: Innovative Approaches to Job-Skills Training and Certification

3:15 pm – 4:00 pm | Texas Foyer
— Engage Farewell Happy Hour

19 Thursday (cont’d)

7:30 am – 8:30 am | Zilker 1-2
— Breakfast

8:30 am – 9:45 am | Zilker 3-4
— Keynote: The Art of Employee Engagement: How to Create a Passionate Workforce

9:45 am – 10:45 am | Zilker 3-4
— Panel: The Keys to A Positive Culture Shift: Better Behaviors, Better Results

10:45 am – 11:00 am | Texas Foyer
— Break

11:00 am – 12:00 pm
— Mastering Alchemy Breakout Sessions
  — Texas 1
    Beginner: Keys to Building a Robust Training Program, and Tactics for a Successful Rollout
  — Texas 2
    Intermediate: Make Training Entertaining: The Secret to Creative Customization
  — Texas 5
    Advanced: Multi-Site Training Programs: How to Keep Everyone on the Same Page
tuesday

9:30 am – 5:00 pm | Texas North Lobby
Registration

10:00 am – 4:30 pm
Optional: Meet with your Account Manager*

Account Managers
Schedule 1-on-1 time with your Account Manager to connect before the conference begins! Book time via the link found in your registration confirmation email. Meetings are scheduled on a first come, first serve basis.

5:30 pm – 8:30 pm | Meet at Zilker Foyer
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 5:30pm and returning by 8:30pm.

*Requires pre-registration
7:00 am – 8:00 am | Zilker 1-2

Breakfast

8:00 am – 8:30 am | Zilker 3-4

Welcome to Alchemy Engage!

Archie Barrett, EVP Product Management, Alchemy
Mike Grigsby, President, Alchemy
Gregg Tiemann, EVP Americas, Intertek

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.

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

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 5

Changing Culture: Getting Frontline Worker Buy-in to a World-class Effort

*Brian Krafczyk, Continuous Improvement Manager, Chicken of the Sea*

Workforce culture impacts every single challenge a company can face. Whether it's safety, quality, or operations....culture impacts performance. So how can we rally our workers around a culture of world-class performance? This session will give concrete answers, as Brian Krafczyk walks through the continuous improvement initiatives that drove $2.7M in production efficiencies at his plant.

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*

If you’re responsible for managing (or developing) your facility’s food defense plan, this session is for you! The voluntary plans many companies have do not comply with the FDA’s new Intentional Adulteration Rule. Come learn how to comply from Jennifer van de Ligt from the Food Protection and Defense Institute. We’ll start with basics, clearly delineating food safety, food fraud, and food defense. We’ll also cover threat analysis, vulnerability assessments, optimizing your efforts, and further training and professional development resources available to you.

**Safety Texas 2**

**ISO 45001 Overview: The Purpose, Function, and Benefits**

*Rick Gehrke, Senior Environmental Safety & Health Consultant, Alchemy*

ISO 45001 is the first ISO standard for Occupational Health and Safety (OH&S); it is replacing the commonly used OHSAS 18001 standard. ISO 45001 provides a framework for identifying and controlling health and safety risks, and systematically improving overall performance. According to ISO News, ISO 45001 is a milestone and has been one of the most eagerly awaited standards in the world. In this safety session, Rick Gehrke, Environmental Safety & Health Consultant, provides an overview of the standard and the components of an effective OH&S management system for ISO 45001 certification.

**HR Texas 5**

**Leading Leaders: The Why, What, and How of Successful Leadership Development**

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

A company is only as successful as its workforce. And the success of the workforce is dependent on their supervisors. So, what is your company doing for its Leadership Development Program? Join this session to see how Daily’s Premium Meats started from scratch to build a successful supervisor development program. Daily’s Kent Summers will detail first steps, third-party evaluations, and how to build a cadence that fits your environment. The results speak for themselves, with happier more productive employees, and a 50% reduction in turnover.

12:15 pm – 1:15 pm | Zilker 1-2

Lunch
1:15 pm – 2:00 pm

Industry Expertise Breakout Sessions

**Quality**  Texas 1

**Leveraging Best Practices & New Technology to Mitigate Supply Chain Risk**

*Gregoire Kebabtchieff, VP, Alchemy*
*Laura Dunn Nelson, 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, a combination of best practices, enhanced relationship-building, and powerful new technologies can help. Learn how to make more informed decisions when onboarding new suppliers, and to create transparency to help ensure brand protection.

**Safety**  Texas 2

**Crisis Response and Active Shooters: A Non-Linear Approach Model**

*Guy Beveridge, Strategos International*

Active threat events with mass casualties typically occur due to failure to lock down, or the lockdown itself has failed. This session analyzes previous workplace tragedies and the need for “non-linear” intruder responses for TRUE first responders – those already on the scene. We’ll also discuss psychological and physiological responses of trained vs. untrained employees, and psychological worldview of “traditional vs. ideological” attackers.

**HR**  Texas 5

**STAY: Retaining Employees for a Long, Long Time**

*Bill Cunningham, Dean of SugarCreek*

Employee turnover is always a challenge for manufacturing companies. A growing company faces an even greater challenge. For example, SugarCreek’s workforce grew 3X…but the available workforce didn’t grow at all! With workforce retention more important than ever, SugarCreek knew it had to do something different. Come learn how Bill Cunningham designed a comprehensive program to keep up with their employees, and in turn, keep their employees around longer. The results thus far are staggering, with 800% higher employee retention rate among employees participating in SugarCreekU’s STAY Initiative.

2:00 pm – 2:15 pm  |  Texas Foyer

Break
2:15 pm – 3:00 pm | Zilker 3-4

Innovation Roadmap

Archie Barrett, EVP Product Management, Alchemy
Philip Edge, VP, Development Operations, 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.

3:00 pm – 4:30 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.
4:30 pm – 5:30 pm | Zilker 3-4

**Best Practice Mixer**

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.
7:30 am – 8:30 am | Zilker 1-2

**Breakfast**

8:30 am – 9:45 am | Zilker 3-4

⭐️ **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.

9:45 am – 10:45 am | Zilker 3-4

**Panel: The Keys to A Positive Culture Shift: Better Behaviors, Better Results**

*Charlean Gmunder, Vice President Catering Operations, United*

*Margarita Gomez, Director of Food Safety and Quality, Ocean Spray*

*Barbara Masters, Vice President of Regulatory Policy, Food and Agriculture, Tyson*

*Bob McNaney, Senior Vice President, Padilla*

*Lone Jespersen, Principal, Cultivate*

Have you ever wondered how to drive the right behaviors from employees because they care, not just because it’s their job? You are not alone! Every day leaders ponder this question, and many have found that avoidable accidents are often caused by cultural assumptions and misaligned behaviors. Join experienced, passionate leaders to learn how they continually motivate and manage risks through their unique organizational cultures.
11:00 am – 12:00 pm

Mastering Alchemy Breakout Sessions

### Beginner Texas 1

**Keys to Building a Robust Training Program, and Tactics for a Successful Rollout**

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

*Kem Phillips, Director of Implementation and Training, Alchemy*

A comprehensive training program that effectively gets all employees on board takes proper planning and foresight. Adding to the challenge: oftentimes you are tasked to build or enhance training in areas outside your expertise. Join this session as Quality Director Gene Bernard outlines a step-by-step approach to create essential protocols for training development. The simple but effective techniques will illuminate how to deliver training, develop learning plans, and track progress. Alchemy’s Director of Implementation, Kem Phillips, will dive deeper into the topics, and answer common questions, like: Who should be involved? What are your goals? How will you communicate the program? And, how do you measure success?

### Intermediate Texas 2

**Make Training Entertaining: The Secret to Creative Customization**

*Bob Rysavy, Human Resources Training Manager, Hearthside Foods*

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.

### Advanced Texas 5

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

*Eric Teague, Sr. Training Manager, Corporate Safety & Health, 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

**Strategies for Translating with Alchemy Creator**  
*Kelly Littleton, Learning Manager, Alchemy Systems  
Kristina Wang, Learning Manager, Alchemy Systems*

The ability to translate training material within Alchemy Creator is a powerful way to meet the needs of your diverse workforce. While the technical element is simple, there are a lot of details to get right. Join this session to map out a well-defined process and best practices for managing the translation process. We’ll review a sample translation from beginning to end, providing tips along the way. With these strategies, you’ll be well on your way to translating Alchemy content with effectiveness, and enriching your training program for all your employees.

**Advanced**  Texas 5

**Everything You Need to Know About Instructional Design: A Bootcamp for Your Brain**  
*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?). But employing the right learning strategy, you can create training workers will remember. This instructional design bootcamp will get you up to speed on recent developments in learning science and help you develop the skills to create training that resonates with your workforce. See how techniques like 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** Texas 1

  **Audit-Ready Reporting: How to Be Prepared for Your Next Audit**
  
  *Elizabeth Stroud, Training Coordinator, Campbell’s*

  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 out 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** Texas 2

  **Simple Steps to Add Reinforcement Tools & Strategies to your Training Program**
  
  *Mary Reindl, Training Supervisor, Palermos Pizza*

  Effective reinforcement is more than just asking the same questions twice. Join Mary Reindl from Palermo’s Pizza 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.

- **Advanced** Texas 5

  **Innovative Approaches to Job-Skills Training and Certification**
  
  *Chance Navarrete, Product Manager, Alchemy*

  Documenting “tribal knowledge” and job-specific instructions can be challenging. Even more challenging is tracking which employees can do which jobs or tasks. This session is less a workshop, more an exploration on innovative solutions Alchemy is currently piloting. You’ll get a glimpse into the near future of job skill training and tracking within Alchemy — with an opportunity to help shape that future.

**3:15 pm – 4:00 pm | Texas Foyer**

**Engage Farewell Happy Hour**

Lets cheers to a great week with some of Austin’s finest beer, cider, wine, and champagne!