

National Pecan Shellers Association Annual Meeting
Kimpton Aertson Hotel, Nashville, Tennessee
September 11-12, 2019

Schedule of Events

Wednesday, September 11

- 7:30 a.m. – 8:30 a.m. **Board Breakfast**
- 8:30 a.m.– 11:30 a.m. **Board of Directors Meeting** (Lunch open)
- 1:30 – 3:30 p.m. **Shellers Forum** (*Shellers Only*)
- **Pecan Industry Strategy in Washington DC: *National Pecan Federation Update***
Bob Redding, The Redding Firm
- 4:00 – 5:00 p.m. **Exhibitor Set-Up**
- 5:30 – 6:00 p.m. **Badge Pick-up**
- 5:30 – 7:00 p.m. **Welcome Reception**

Thursday, September 12

- 7:00 – 8:30 a.m. **Group Breakfast**
- 8:30 a.m. – 12:00 p.m. **General Session, Exhibits & Board Election**
- ***Welcome & Introductions*** – Dan York, York Pecan Company, NPSA Chair
 - **Digital Strategies to Drive Corporate Buyers to Your Door**
Lynn Ruby, Ruby Marketing
 - **Influencing Corporate Decision-Makers: *NPSA Marketing Promotion & Research Program Update*** – Diane Jackson, Kellen Communications & Brendan Honan, NPSA MPRP Committee Chair
- BREAK**
- **Food Safety in the Spotlight: Pasteurization Panel** – Mariam Villen Rodriguez, Moderator, Stahmann Farms (featuring panelists from Neopure, Napasol, Log5)
 - **Caucus/Board Election** – Dan York, York Pecan Company, NPSA Chair
- 12:00 – 1:30 p.m. **Group Lunch**
- 1:30 – 4:15 p.m. **General Session & Exhibits (cont.)**
- **American Pecan Council Update**, Alexander J. Ott, Executive Director, American Pecan Council
 - **Other Tree Nut Report** – Evo Soria, John B. Sanfilippo & Son, Inc.
- BREAK**
- **Pecan Report: Exports and Global Production** – Dan Zedan, Navarro Pecan Company
 - **Annual Pecan Crop Forecast** – Dan York, York Pecan Company, NPSA Chair
- 5:30 – 8:00 p.m. **Closing Reception & Dinner** *with Lifetime Achievement Award ceremony*