

EVENT STARTS

- 12:10 pm - 12:25 pm: Welcome & Opening Remarks [\[SLIDES 1-5\]](#)
- 12:10 pm-12:11 pm: **Laura** welcomes the group. Covers housekeeping items.
- 12:12 pm: **Laura** kicks off the event and introduces Bill Novelli [\[SLIDE 6 w/ Bill's photo & title\]](#).

- 12:13 pm-12:17 pm: **Bill** comes to the podium. Speaks. Then introduces Diane Ty [\[SLIDE 7 w/ Diane's photo & PBC title\]](#)

- 12:18 pm-12:21 pm: **Diane Ty** comes to the podium. Speaks. Then turns over to **Laura**

- 12:22 pm -12:23 pm: **Laura** returns to the podium [\[SLIDE 8\]](#) **Laura** Introduces Congressman Jim McGovern [\[SLIDE 9 - Rep Jim McGovern's photo & tile\]](#)

- 12:25 pm-12:35 pm: Congressman Jim McGovern speaks via Zoom livestream
- 12:36 pm: **Laura** thanks Congressman Jim McGovern.
- Then **Laura** introduces Hank Cardello [\[SLIDE 10\]](#)

- 12:37 pm: **Hank** comes to the podium [\[SLIDE 11\]](#). Hank starts presenting [\[SLIDE 12\]](#)

- 12:37 pm -12:54 pm: **Hank's** presentation: PBC "Power of Portions" Report [\[SLIDES 13-32\]](#)

- 12:55 pm: **Hank** wraps up [\[SLIDE 33\]](#) and invites industry panelists to the stage. Panelists come to the stage and settle in [\[SLIDE 34\]](#)

- 12:56 pm - 1:40 pm: Industry Panel Discussion: "Power of Portions" [\[HOLD ON SLIDE 34\]](#)
 - Jennifer Sallit, RDN, PhD, Senior Director Global Nutrition Strategy & Communications, Mondelēz International
 - Alison Bodor, President & CEO, American Frozen Food Institute,
 - Chris Gindlesperger, Senior Vice President of Public Affairs & Communications, National Confectioners Association
 - Lynn Yu, PhD, RD, Nutrition Team Lead, Kraft Heinz

- 1:30 pm - 1:39 pm: Question and answer from the audience. **Safiyah** to run mics. **Mona** to field questions from Zoom.
- 1:30 pm: Senator Clyburn joins Zoom "waiting room" [\(TBC\)](#)

- 1:40 pm: **Hank** thanks panelists. **Hank** introduced Senator James Clyburn [\[SLIDE 35\]](#) **Mona** moves Senator Clyburn from the waiting room to the main Zoom. Senator Clyburn appears via Zoom Livestream [\(TBC\)](#)
 - Clyburn bio

- 1:41 pm -1:50 pm: Senator Clyburn's remarks via Zoom Livestream [\[SLIDE 36 with Senator Clyburn's photo & title\]](#)
- 1:50 pm: **Laura** thanks Senator Clyburn. **Laura** announces 10 minute break etc. **Safiyah and Mona** put out papers and coloring sheets.
- 1:50 pm - 2:00 pm: **Break** [\[SLIDE 37 with countdown timer\]](#)
- 2:00 pm: PBC student leader **Peyton McSharry** arrives
- 1:58 pm -1:59 pm: **Safiyah** ushers attendees back from break
- **2:00 pm-2:30 pm: Impact of the Plate: Portions & Food Waste - Fireside Chat**
 - 2:00 pm: **Laura** introduces Sara Burnett [\[SLIDE 38 - Session Title\]](#)
 - 2:02 pm-2:22 pm: **Sarah Burnett** introduces Jenny Roberts, Cameron Bresnahan and Angel Veza [\[SLIDE 39 with session title, all speakers' photos & titles\]](#). **Sarah** conducts Fireside Chat among panelists
 - 2:22-2:28 pm: Q&A
 - 2:28-2:30 pm - Call-to-Action - **Laura** encourages attendees/PBC collaborators to establish a PBC Food Waste Working Group. **Hope & Peyton** note responses.
- 2:30-2:32 - 2-minute break to transition panel [\[SLIDE 40\]](#)
- **2:32 pm-3:00 pm: PBC's White House Commitment: Join the "Eat for You" Portion Education Movement** - "Eat for You" Campaign Case Presentation and PBC Call-to-Action
 - 2:31 pm: **Laura** approaches the podium.
 - [\[SLIDE 41: Session title, Panelists' photos & titles\]](#)
 - **Hope** introduces Austin Price - *Highmark Health, Director of Stakeholder Engagement and Impact, Social Determinants of Health* AND
 - Sarita Bhargava (Bar-gava) Adjunct Professor, Integrated Marketing & Communications, Georgetown SCS | VP Engagement, Freedom Forum. Previously Sarita was VP of Integrated Marketing at 4-H Council. Her nonprofit experience includes Digital Promise and The Nature Conservancy where she led worldwide brand strategy for the organization. In this capacity, she led brand architecture, governance, identity and messaging, as well as celebrity sponsorships.
 - **Hope** provides an overview of the Eat for You program – mentions White House Commitment [\[SLIDES 42-43\]](#)
 - **Hope** - Austin will be presenting a small case study on the customized Highmark EFY campaign in the market. [\[SLIDE 44\]](#)
- 2:32 pm-2:40 pm: **Austin** comes to the podium. Presents 9 slides [\[SLIDES 45-53\]](#)
- 2:40 pm: **Hope** thanks Austin. **Hope** describes coloring placemats (on tables

- 2:41 pm-2:46pm: **Hope** communicates WH Commitment [\[SLIDES 54-57\]](#)
- 2:46pm **Hope** asks **Sarita** shares her experience and guidance on how to support a campaign like EFY from partnership and/or marketing perspective
- 2:47-2:52pm **Sarita** shares her perspective [\[No Slides\]](#)
- 2:52 pm: Activity - **Hope** provides instructions for interactive audience activity [\[SLIDE 58: Activity instructions\]](#)
 - Form self-selected groups of 3-4 people
 - brainstorm ideas on how to amplify EFY nationally (via WH commitment)
 - Brainstorm ways to overcome any organizational barriers.
- 2:53–2:59 pm Interactive audience activity happens. **Peyton** canvasses the room to answer questions and make sure everyone has pens and easel-back Post-It Notes, etc.
- 2:59pm-3:00pm: **Hope** welcomes back attendees. **Hope** pivots to Call to Action re: White House Challenge Working Group.
- 3:00 pm **Laura** wraps up the panel/session. **Laura** announces a **10-minute Break**
- 3:00 pm - 3:10 pm **Break** [\[SLIDE 59 Countdown Timer\]](#)
- 3:08-3:09 pm: **Safiyah & Peyton** usher attendees back into Fisher. **Hank** returns to stage to moderate panel.
- **3:10 - Laura** introduces Hank's session [\[SLIDE 60\]](#)
- 3:10 pm - 3:40 pm: The GLP-1 Wave - The Economic Impact of Weight Loss Medications and the Importance of Nutrition Education for Patients [\[SLIDE 61\]](#)
 - 3:10 pm **Hank** approaches the stage and welcomes back attendees. **Hank** introduces the panel.
 - Michelle Cardel, RD - Weight Watchers, Sr. Director and Head of Global Clinical Research and Nutrition
 - Brian Kay, Head of CPG, Numerator
 - Jaclyn London, Media Dietitian, CPG Food Product Consultant, Author
 - 3:11-3:39 pm **Hank** facilitates the panel.
 - 3:40 pm: **Hank** wraps up the discussion and thanks the panelists.
- 3:40 pm: **Hank** opens the floor for Audience Q&A.
- 3:41-3:45 pm: Q&A. Question and answer from the audience. **Safiyah** to run mics. **Mona** to field questions from Zoom.

- 3:45-3:50 pm: **Laura** makes **Final Calls to Action** and facilitates **Working Group Assignments**.
Use *flip pads to sign up or contact us*.
 1. White House Challenge: "Eat for You" Collective Impact Campaign
 2. Food Waste, Sustainability & Portions: "The Impact of the Plate"
 3. Weight Loss Medication: Industry Solutions & Portion Education
- 3:50 pm **Laura** provides closing comments – networking. **Laura** adjourns convening.
[\[SLIDE 62 - Thank You\]](#)
- 3:51-4:00 pm Networking and Event concludes
- 4:01 pm - 4:20 pm: Close of program. **Mona, Safiyah, Hope, and Peyton** put away chairs in the closet and clear the room.