

From: REINHARDT KAPSAK, WENDY (AG/1000) <wendy.reinhardt.kapsak@monsanto.com>
Sent: Thursday, December 20, 2012 8:13 AM
To: Pamela Ronald
Cc: REINHARDT KAPSAK, WENDY (AG/1000)
Subject: ACTION: Food 3000 and related MON information

Importance: High

Hello there Pam! I hope all is well with you and that you are enjoying the remainder of your sabbatical! I spoke with someone at your lab and they mentioned you will be returning at the end of this month.

This email provides details related to the upcoming Food 3000 meeting. There are some items noted as **ACTION**, which require your attention. We are so delighted that you will be part of this panel. I am so happy to have an opportunity to work with you!

FOOD 3000 PROGRAM DESCRIPTION

Food 3000, is an intimate, annual conference, put on by Porter Novelli (a pr firm with a food and nutrition stakeholder practice). It brings together some of the most influential and media savvy food and nutrition communicators, many of whom are registered dietitians (RDs), to discuss hot topics in today's environment. Our panel on biotechnology will have a global perspective (potentially Lawrence Kent or someone else from the Gates Foundation), a science perspective (you), farmer perspective (Jennie Schmidt, farmer and RD) as well as an industry perspective (Natalie DiNicola, Vice President, Sustainable Agricultural Partnerships, Monsanto). The panel will be followed by an interactive discussion among panelists and attendees. This is smaller meeting of ~90 high media impact food and nutrition professionals/influentials. The goal of this meeting is interaction and relationship-building over the full meeting/event and hence, its' more intimate size. Our session has been scheduled for Monday, February 18, 2013, from 11:00 am-1:00 pm. Per your previous correspondence and stated preference, this day and time will necessitate your travel on Sunday to arrive Sunday evening and then departing on Monday afternoon or evening.

FOOD 3000 TENTATIVE TIMELINE

Week of 12/17/12

- **ACTION: A "Travel Instructions" document** will be sent to you this week or in the coming weeks from Porter Novelli (the PR firm responsible for the meeting), instructing you to register on the Porter Novelli web portal. It will provide you with the travel agent information, and after you have filled out the necessary registration information, you will be instructed to contact the travel agent to arrange all details for your flights, etc. This information should be completed by January 4, 2013.
- **ACTION: Initial Conference Call (date and time TBD):** During this call, we will discuss many details related to the session, including the elements of your presentation specifically. **Please suggest some days and times that will work for you to have this conference call the week of 12/31/12.**

Week of 12/24/12

- Enjoy the holiday season! And...safe travels!

Week of 12/31/12

- **ACTION: Initial Conference Call (As stated above, please suggest some days and times that will work best for you):** During this call, we will discuss many details related to the session, including the elements of your presentation specifically.

- **ACTION:** Determine potential product shipping logistics. Per our previous correspondence, we plan to provide all attendees with a copy of your and your husband's book; the books will be sent to attendees following the event. **Please provide your thoughts on the following:**
 - Would it be possible to get 100 signed copies of the book? I think this would be a nice touch if possible.
 - Regardless, from whom would you like us to order the books?
 - NOTE: I will work with Porter Novelli to get the books to the attendees.
- Complete all necessary travel forms as stated above.

Week of 1/7/13

- **ACTION:** Send DRAFT presentation deck to Wendy Reinhardt Kapsak (wendy.reinhardt.kapsak@monsanto.com)
- **ACTION:** Send biography and headshot to Wendy

Week of 1/14/13

- **ACTION:** Full Panel Conference Call (date and time TBD): Please suggest a few days and times that you are available this week at your earliest convenience. During this call, we will review all speaker presentations as well as session flow and potential attendee questions.

Week of 1/21/13

- Continue to refine individual presentations

Week of 1/28/13

- **ACTION:** Send FINAL presentation deck to Wendy Reinhardt Kapsak (wendy.reinhardt.kapsak@monsanto.com)

Week of 2/4/13

- Wendy to send all session speakers final session elements and materials, including results of pre-conference attendee survey. NOTE: The results of the pre-conference attendee survey should be helpful in understanding attendee knowledge and concerns regarding food biotechnology and in anticipating potential attendee questions.

Week of 2/11/13

- Potential and final full panel conference call to address any necessary tweaks given pre-conference survey responses from attendees
- Travel to Food 3000 begins. Safe travels!

February, 15-20, 2013, Food 3000 Conference

- See you in Vancouver, British Columbia!
- Monday, February 18, 11 am-1 pm is our tentative session time slot. We may elect to meet for breakfast in the morning to make some in-person introductions and go over any last-minute logistics.

Once again, I am so happy to be working with you on this panel. You really are the perfect person to provide the scientific perspective, while also sharing your intriguing story. Please do not hesitate to contact me if you have any questions or thoughts for making the session a further success!

Best regards and Happy Holidays,

Wendy

Wendy Reinhardt Kapsak, MS, RD
 Senior Manager, Public Affairs
 office 314-694-4498 | mobile [REDACTED] | wendy.reinhardt.kapsak@monsanto.com
 Monsanto Company | A2N, 800 North Lindbergh, Saint Louis, MO 63167

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From: REINHARDT KAPSAK, WENDY (AG/1000) <wendy.reinhardt.kapsak@monsanto.com>
Sent: Thursday, January 10, 2013 9:40 AM
To: Pamela Ronald
Cc: REINHARDT KAPSAK, WENDY (AG/1000); Edward Hoffman
Subject: STATUS: Food 3000 - Speaker and Sponsor Documents
Attachments: Food 3000 Sponsor_Presenter Travel and Hotel Instructions_12_18_12.pdf; Food_3000_Personal Information_2013.pdf; Food_3000_Sponsor Speaker General_Release_2013.pdf

Importance: High

Pam! Happy New Year! I left you a voicemail as well regarding the following. Please see correspondence from late December below. This email requests your attention to a few action items regarding the Food 3000 meeting in February – just 4 weeks away! Please see **action items** as follows:

ACTION: Please see the attached documents. Next steps include:

- 1) Review the travel and hotel instructions attachment and use the link to “register” yourself with the travel company. This will get the ball rolling on your preference for various flights, etc. Please do this ASAP as travel arrangements must be made this week. ☺
- 2) Review and fill out the attached personal information and release documents attached and send those along to the specified Porter Novelli contact on the forms ASAP. ☺
- 3) Send me your full bio with a headshot or photo included in the bio.
- 4) **Let’s schedule a call TOMORROW (Friday) or early next week to review the elements of your presentation. Please suggest a day and time.** Per our previous correspondence, your presentation (15 minutes) should:
 - Provide a personal perspective by telling your story.
 - Provide an overview of current plant agricultural methods, including plant breeding with an emphasis on plant biotechnology.
 - Discuss the impact of plant biotechnology on the global food supply, the quality and nutritional value of foods, the use of crop pesticides and preservation of natural resources, citing peer-reviewed scientific literature.
 - Briefly address global regulatory structure for such crops with emphasis on the US
 - NOTE: Feel free to send along a presentation that you have previously completed/given; I can react to that and suggest some potential tweaks if that is easier. The overall program is as follows:
 - **Overall Program**
 - Introductory and Closing Remarks - *Wendy Reinhardt Kapsak, MS, RD, Public Affairs, Monsanto Company*
 - Moderator - *Mary Lee Chin, MS, RD, Nutrition Edge Communications*
 - Session Speakers
 - *Lawrence Kent, PhD, Senior Program Officer, Bill & Melinda Gates Foundation*
 - *Pamela Ronald, PhD, Professor, Plant Pathology and Faculty, The Genome Center, University of California-Davis; Director, Grass Genetics, Joint Bioenergy Institute; Author, Tomorrow’s Table*
 - *Jennie Schmidt, MS, RD, Owner-Operator, Schmidt Vineyard Management, LLC, Family Farmer, Schmidt Farms, Incorporated*
 - *Natalie DiNicola, PhD, Vice President, Sustainable Agricultural Partnerships, Monsanto Company*

- 5) Determine book shipping logistics. Per our previous correspondence, we plan to provide all attendees will a copy of your and your husband's book; the books will be sent to attendees following the event. **Please provide your thoughts on the following:**
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 - Regardless, from whom would you like us to order the books?
 - NOTE: I will work with Porter Novelli to get the books to the attendees.

Thank you so much, Pam! We are so excited to have you as a part of this panel!

Best regards,

Wendy

Wendy Reinhardt Kapsak, MS, RD
Senior Manager, Public Affairs
office 314-694-4498 | mobile [REDACTED] | wendy.reinhardt.kapsak@monsanto.com
Monsanto Company | A2N, 800 North Lindbergh, Saint Louis, MO 63167

From: PAMELA RONALD [<mailto:pcronald@ucdavis.edu>]
Sent: Thursday, December 20, 2012 3:28 PM
To: REINHARDT KAPSAK, WENDY [AG/1000]
Subject: Re: ACTION: Food 3000 and related MON information
Importance: High

Dear Valued email correspondent,

I am on sabbatical. If you do not hear from me and the matter still requires a response, please contact me again when I return in January 2013.

If you would like to contact someone in the lab please call 530 752-7834.

Thank you for your understanding.

All the best,

Pam

On Dec 20, 2012, at 5:13 PM, "REINHARDT KAPSAK, WENDY (AG/1000)"
<wendy.reinhardt.kapsak@monsanto.com> wrote:

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