

[REDACTED]

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**From:** REINHARDT KAPSAK, WENDY (AG/1000) <wendy.reinhardt.kapsak@monsanto.com>  
**Sent:** Friday, November 09, 2012 7:47 AM  
**To:** Pamela Ronald  
**Subject:** RE: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

**Importance:** High

Pam! Thank you for getting back to me so quickly! Per your request, please consider the following...

- 1) **Food 3000 (February 15-19, 2013 in Vancouver, British Columbia)** – This is smaller meeting of 50-75 (100 with staff) 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.
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Overall, I feel you, your book and other endeavors (i.e. social media, etc.) would gain significant exposure at both venues. There may be a possibility to have you make books available at Food 3000 as it is more of a more "closed" meeting; the Academy make have stricter rules regarding commerce at their national meeting. Regardless, I will inquire about this for both meetings. And...I would love to read your book in full; perhaps I can get a signed copy! ☺

In terms of a speaker fee, both opportunities are all travel expenses paid (within Monsanto policies regarding airfare, etc.). Honorarium can also be provided for both events; please suggest an honorarium and I will determine if we can make it work given the overall program budget considering the full panel speaker fees and travel.

We are committed to the Food 3000 meeting. The Academy opportunity is a proposal needs to be submitted by November 15<sup>th</sup>; in working with Academy leadership, I believe that our chances for acceptance are higher than if submitting something just on our own.

Thank you, again, for your consideration. **Please confirm your availability for these speaking engagements (either way – yes or no) at your earliest convenience.**

I look forward to hearing from you and hopefully, having the opportunity to work with you.

Best regards,

Wendy

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

**From:** Pamela Ronald [mailto:pcronald@ucdavis.edu]

**Sent:** Thursday, November 08, 2012 9:47 PM

**To:** REINHARDT KAPSAK, WENDY [AG/1000]

**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

Dear Wendy

I would be pleased to consider participating

Please let me know the expected number of people that will attend, the speaking fee and if you will be able to buy copies of our book to make available

Thank you

All the best,  
Pam

<http://ScienceBlogs.com/tomorrowstable>  
<http://indica.ucdavis.edu>

Sent from my iPhone

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Dear Dr. Ronald,

My name is Wendy Reinhardt Kapsak; I am registered dietitian and new to the Monsanto Company. I am most familiar with you and your work in my time at the International Food Information Council (IFIC). As part of my new role with Monsanto, I am seeking out opportunities for us to engage further with the food and nutrition community on the issue of biotechnology and agriculture. **This email correspondence requests your interest in and confirmation of availability for some 2013 speaking engagements focused on the food and nutrition community.**

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Wendy Reinhardt Kapsak, MS, RD

Public Affairs

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**From:** PAMELA RONALD <pcronald@ucdavis.edu>  
**Sent:** Friday, November 09, 2012 8:54 AM  
**To:** REINHARDT KAPSAK, WENDY (AG/1000)  
**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

**Importance:** High

Dear Wendy

Thank you for the invitation. My normal speaker's fee is \$10,000 plus travel expenses, including business class airline tix and purchase of 50 books.

Please let me know if this fits within your overall budget.

I look forward to meeting you.

All the best,

Pam

On Nov 9, 2012, at 4:46 PM, "REINHARDT KAPSAK, WENDY (AG/1000)"  
<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

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Wendy Reinhardt Kapsak, MS, RD

Public Affairs

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community on the issue of biotechnology and agriculture. **This email correspondence requests your interest in and confirmation of availability for some 2013 speaking engagements focused on the food and nutrition community.**

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Thank you for your consideration. I look forward to hearing from you soon and am hopeful to have the opportunity to work with you in the future.

Best regards,

Wendy

Wendy Reinhardt Kapsak, MS, RD  
Public Affairs



[REDACTED]

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**From:** REINHARDT KAPSAK, WENDY (AG/1000) <wendy.reinhardt.kapsak@monsanto.com>  
**Sent:** Tuesday, November 13, 2012 3:37 PM  
**To:** Pamela Ronald  
**Subject:** RE: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

**Importance:** High

Hello there Pam! In consideration of program budgets and multiple panelist member fees, I would like to propose the following:

**The Academy of Nutrition and Dietetics (AND) Food and Nutrition Conference and Expo (FNCE) (October 19-22, 2013, Houston, TX)**

- The Academy is willing to pay some travel expenses (coach flight and one night lodging) in addition to a small honorarium (\$500). We will cover the difference between a coach class and business flight fare and meals during travel; in addition, we will provide a supplementary honorarium.
- NOTE: This opportunity is still in the proposal stage; we should know if it was accepted in early 2013.

**Food 3000 (February 15-19, 2013 in Vancouver, British Columbia)**

- This opportunity is confirmed.
- We will pay all travel expenses (business class fare, meals) and an honorarium as well as purchase 100 books for meeting attendees.
- NOTE: This meeting is more intimate and therefore, more interactive. You have the opportunity to participate in the full multiple day event/experience if you so chose; it is not required for participation.

We can provide a collective \$5,500 honorarium (includes both opportunities) as well as travel expenses and 100-book purchase; note - you would also receive a \$500 honorarium from the Academy. Should the FNCE panel not be accepted, we will still provide a \$3,000 honorarium for the Food 3000 event as well as travel expenses, and we will also purchase 100 books.

We value your expertise and believe that your perspective is important to have on these panels; in addition, these venues will provide excellent opportunities for increased exposure for your book and social media efforts among others.

Please let me know your thoughts and suggestions for moving forward. Again, I am hopeful to have the opportunity to work with you.

Best regards,

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**From:** PAMELA RONALD [mailto:pcronald@ucdavis.edu]  
**Sent:** Monday, November 12, 2012 11:11 PM  
**To:** REINHARDT KAPSAK, WENDY [AG/1000]  
**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19,

2013 (Vancouver, British Columbia)

**Importance:** High

Dear Wendy

Thank you for your quick reply. Feel free to propose an alternative.

All the best,

Pam

On Nov 12, 2012, at 10:46 AM, "REINHARDT KAPSAK, WENDY (AG/1000)"

<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

Hello there Pam. I hope you had a nice weekend!

I have inquired about the program budgets for both opportunities. We certainly value your expertise and feel that you would be a great addition to these programs. Considering the fees necessary for all members of the panel in both instances, it appears that your normal fee, while I would love to provide it, is simply not within the constraints of both programs' budgets. Would you be willing to consider an alternative amount? I will do my best to within the program allotments. Please feel free to contact me by phone if you prefer to discuss the possibilities versus email.

I look forward to hearing from you!

Best regards,

Wendy

Wendy Reinhardt Kapsak, MS, RD

Public Affairs

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**From:** PAMELA RONALD <pcronald@ucdavis.edu>  
**Sent:** Tuesday, November 13, 2012 5:17 PM  
**To:** REINHARDT KAPSAK, WENDY (AG/1000)  
**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

**Importance:** High

Dear Wendy

Thank you for your proposal. I would be pleased to attend the Food 3000 meeting in Vancouver BC as follows:

- We will pay all travel expenses (business class fare, meals) and a \$3000 honorarium as well as purchase 100 books for meeting attendees.
- NOTE: This meeting is more intimate and therefore, more interactive. You have the opportunity to participate in the full multiple day event/experience if you so chose; it is not required for participation.

Due to the complications of travel from Davis to houston, I must decline your offer to the houston meeting. Please let me know if attending the single meeting is acceptable. I look forward to meeting you.

All the best,  
Pam

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Wendy Reinhardt Kapsak, MS, RD

Public Affairs

office 314-694-4498 | mobile [REDACTED] | [wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)

Monsanto Company | A2N, 800 North Lindbergh, Saint Louis, MO 63167

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**From:** PAMELA RONALD [mailto:[pcronald@ucdavis.edu](mailto:pcronald@ucdavis.edu)]

**Sent:** Monday, November 12, 2012 11:11 PM

**To:** REINHARDT KAPSAK, WENDY [AG/1000]

**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

**Importance:** High

Dear Wendy

Thank you for your quick reply. Feel free to propose an alternative.

All the best,

Pam

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<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

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I look forward to hearing from you!

Best regards,

Wendy

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Overall, I feel you, your book and other endeavors (i.e. social media, etc.) would gain significant exposure at both venues. There may be a possibility to have you make books available at Food 3000 as it is more of a more "closed" meeting; the Academy make have stricter rules regarding commerce at their national meeting. Regardless, I will inquire about this for both meetings. And...I would love to read your book in full; perhaps I can get a signed copy! ☺

In terms of a speaker fee, both opportunities are all travel expenses paid (within Monsanto policies regarding airfare, etc.). Honorarium can also be provided for both events; please suggest an honorarium and I will determine if we can make it work given the overall program budget considering the full panel speaker fees and travel.

We are committed to the Food 3000 meeting. The Academy opportunity is a proposal needs to be submitted by November 15<sup>th</sup>; in working with Academy leadership, I believe that our chances for acceptance are higher than if submitting something just on our own.

Thank you, again, for your consideration. **Please confirm your availability for these speaking engagements (either way – yes or no) at your earliest convenience.**

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Dear Wendy

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Please let me know the expected number of people that will attend, the speaking fee and if you will be able to buy copies of our book to make available

Thank you

All the best,  
Pam

<http://ScienceBlogs.com/tomorrowstable>

<http://indica.ucdavis.edu>

Sent from my iPhone

On Nov 9, 2012, at 12:22 AM, "REINHARDT KAPSAK, WENDY (AG/1000)"<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

Dear Dr. Ronald,

My name is Wendy Reinhardt Kapsak; I am registered dietitian and new to the Monsanto Company. I am most familiar with you and your work in my time at the International Food Information Council (IFIC). As part of my new role with Monsanto, I am seeking out opportunities for us to engage further with the food and nutrition community on the issue of biotechnology and agriculture. **This email correspondence requests your interest in and confirmation of availability for some 2013 speaking engagements focused on the food and nutrition community.**

More than ever, your voice and perspective are so important to the dialogue on food, nutrition and agriculture. Currently, there is a lot of interest in the dietetics community regarding food biotechnology as well as other agriculture practices. There is a desire to learn more about the science and safety regarding these practices; we feel that you could provide an important scientific grounding for this audience while also sharing your unique experiences and perspectives. **There are two venues where your time and scientific expertise would be most helpful. They are as follows:**

- 3) **Food 3000 (February 15-19, 2013 in Vancouver, British Columbia)** - 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. The panel would have a science perspective (you, potentially), farmer perspective (perhaps Jennie Schmidt, farmer and RD) as well as an environmental/sustainability perspective (perhaps someone from the Nature Conservancy or World Wildlife Foundation) and/or global perspective (perhaps Lawrence Kent from the Gates Foundation). The panel would be followed by an interactive discussion among panelists in response to attendee questions.
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**REQUEST: Please confirm your interest in and availability for these speaking engagements (either way – yes or no) at your earliest convenience. NOTE: The deadline to submit the AND FNCE proposal is November 15<sup>th</sup>; your swift confirmation on this opportunity would be most helpful.**



Thank you for your consideration. I look forward to hearing from you soon and am hopeful to have the opportunity to work with you in the future.

Best regards,

Wendy

Wendy Reinhardt Kapsak, MS, RD

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[REDACTED]

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**From:** REINHARDT KAPSAK, WENDY (AG/1000) <wendy.reinhardt.kapsak@monsanto.com>  
**Sent:** Wednesday, November 14, 2012 1:57 PM  
**To:** Pamela Ronald  
**Subject:** RE: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

**Importance:** High

Hello there Pam. Thank for getting back to me so quickly.

I have inquired about your requested fee for the Academy FNCE/Houston meeting. At this time, it is unlikely that we can commit to the requested amount, considering other member fees on the FNCE 90-minute national level panel. I wish we could meet your request. We can commit to an increase in the honorarium considering the additional travel time. We/the Academy can provide business class flight and travel expenses as well as the Academy honorarium (\$500) and provide a supplementary honorarium of \$3500. Please let me know if you would consider this and confirm your participation status. Again, I am hopeful that you will consider this larger venue as well as Food 3000.

We are delighted that you will be able to participate in the Food 3000 meeting. ☺ For Food 3000, I wanted to confirm if you plan on attending the full event or just part of the event. As I mentioned, there is a lot of interaction with an opportunity to promote your work via relationship building throughout the meeting. Hence there are a number of social events and meals planned, building on what the event locale has to offer. While the event organizers are encouraging speakers to stay on; we understand you are busy and not making it a requirement for participation. Still, we want to give you the opportunity to participate fully if that is your desire. Given your schedule, do you anticipate staying for the full event or coming in the night before the session and leaving the following day? Please provide your thoughts at your earliest convenience. In addition, please provide your travel information so arrangements can be made accordingly.

I look forward hearing from you and working with you!

Best regards,

Wendy

---

**From:** PAMELA RONALD [mailto:pcronald@ucdavis.edu]  
**Sent:** Wednesday, November 14, 2012 1:59 PM  
**To:** REINHARDT KAPSAK, WENDY [AG/1000]  
**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)

Dear Wendy

My fee for the Houston meeting is \$10K plus bus class travel and 100 books. As you can understand my time is very tight in October

All the best,

Pam

On Nov 14, 2012, at 11:52 AM, "REINHARDT KAPSAK, WENDY (AG/1000)"  
<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

Pam – Please suggest an approach for me to put forth. Thanks so much! Wendy

---

**From:** PAMELA RONALD [mailto:[pcronald@ucdavis.edu](mailto:pcronald@ucdavis.edu)]  
**Sent:** Wednesday, November 14, 2012 12:57 PM  
**To:** REINHARDT KAPSAK, WENDY [AG/1000]  
**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)  
**Importance:** High

Dear Wendy

I appreciate your interest. I would be willing to reconsider another proposal.  
All the best,  
Pam

On Nov 14, 2012, at 7:02 AM, "REINHARDT KAPSAK, WENDY (AG/1000)"  
<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

Pam! I am delighted that you will be able to participate in the Food 3000 meeting. You will be a fabulous panel member and the group will be very interested in hearing your thoughts and perspectives. I certainly understand the challenges of traveling in multiple time zones from Davis to Houston for the AND FNCE meeting. Still, I believe that you really are the best person for this panel. Since the AND panel takes place in Monsanto's next fiscal year (October 2013 – our FY 2014), perhaps I can speak to others about covering some additional costs/travel time for you considering the time zone change, etc. Would you be willing to reconsider the Houston/AND FENCE opportunity if I was able to offer a higher honorarium considering additional travel time? Again, I believe that you are the best person to address this audience.

Please let me know your thoughts ASAP as I need to submit the proposal this week. I look forward to hearing from you!

Best regards,

Wendy

---

**From:** PAMELA RONALD [mailto:[pcronald@ucdavis.edu](mailto:pcronald@ucdavis.edu)]  
**Sent:** Tuesday, November 13, 2012 7:17 PM  
**To:** REINHARDT KAPSAK, WENDY [AG/1000]  
**Subject:** Re: Speaking Opportunity: AND FNCE - October 19-22, 2013 (Houston, TX) and Food 3000 - February 15-19, 2013 (Vancouver, British Columbia)  
**Importance:** High

Dear Wendy

Thank you for your proposal. I would be pleased to attend the Food 3000 meeting in Vancouver BC as follows:

- We will pay all travel expenses (business class fare, meals) and a \$3000 honorarium as well as purchase 100 books for meeting attendees.



- NOTE: This meeting is more intimate and therefore, more interactive. You have the opportunity to participate in the full multiple day event/experience if you so chose; it is not required for participation.

Due to the complications of travel from Davis to houston, I must decline your offer to the houston meeting. Please let me know if attending the single meeting is acceptable. I look forward to meeting you.

All the best,

Pam

On Nov 13, 2012, at 3:36 PM, "REINHARDT KAPSAK, WENDY (AG/1000)"

<[wendy.reinhardt.kapsak@monsanto.com](mailto:wendy.reinhardt.kapsak@monsanto.com)> wrote:

Hello there Pam! In consideration of program budgets and multiple panelist member fees, I would like to propose the following:

**The Academy of Nutrition and Dietetics (AND) Food and Nutrition Conference and Expo (FNCE) (October 19-22, 2013, Houston, TX)**

- The Academy is willing to pay some travel expenses (coach flight and one night lodging) in addition to a small honorarium (\$500). We will cover the difference between a coach class and business flight fare and meals during travel; in addition, we will provide a supplementary honorarium.
- NOTE: This opportunity is still in the proposal stage; we should know if it was accepted in early 2013.

**Food 3000 (February 15-19, 2013 in Vancouver, British Columbia)**

- This opportunity is confirmed.
- We will pay all travel expenses (business class fare, meals) and an honorarium as well as purchase 100 books for meeting attendees.
- NOTE: This meeting is more intimate and therefore, more interactive. You have the opportunity to participate in the full multiple day event/experience if you so chose; it is not required for participation.

We can provide a collective \$5,500 honorarium (includes both opportunities) as well as travel expenses and 100-book purchase; note - you would also receive a \$500 honorarium from the Academy. Should the FNCE panel not be accepted, we will still provide a \$3,000 honorarium for the Food 3000 event as well as travel expenses, and we will also purchase 100 books.

We value your expertise and believe that your perspective is important to have on these panels; in addition, these venues will provide excellent opportunities for increased exposure for your book and social media efforts among others.

Please let me know your thoughts and suggestions for moving forward. Again, I am hopeful to have the opportunity to work with you.

Best regards,

Wendy Reinhardt Kapsak, MS, RD  
Public Affairs

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