



**UC Davis Agribusiness Executive Seminar  
Monterey Plaza Hotel and Spa, Monterey, Calif.  
March 4–6, 2012**

**Sunday, March 4**

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| 1:00 p.m.        | Hotel check-in  |
| 1:00 – 1:30 p.m. | <i>Light refreshments</i>   |
| 1:30 – 1:45 p.m. | <b>Welcome and introductions</b> , Daniel Sumner, Seminar Academic Director   |
| 1:45 – 3:15 p.m. | Opening Session - <b>China: Customers and Competitors</b> , Daniel Sumner (session chair), Scott Rozelle (presenter)                |
| 3:15 – 3:45 p.m. | <i>Break</i>  |
| 3:45 – 5:15 p.m. | Discussion Groups - <b>Harris Teeter</b> and <b>Tillamook</b>   |
| 5:15 – 6:00 p.m. | <i>Break</i>  |
| 6:00 – 7:30 p.m. | <i>Welcome and dinner</i> - Kenneth McCorkle, Neal Van Alfen  |
| 7:30 – 9:00 p.m. | General Session - <b>Harris Teeter</b> , Roberta Cook (session chair), Edward McLaughlin (presenter), Andrew Groff (case executive) |

**Monday, March 5**

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| 7:00 – 8:00 a.m.  | <i>Breakfast buffet</i>   |
| 8:00 – 9:30 a.m.  | General Session - <b>Tillamook County Creamery Association</b> , Michael Boland (session chair), Kenneth McCorkle (presenter), Harold Strunk (case executive) |
| 9:30 – 9:45 a.m.  | <i>Break</i>  |
| 9:45 – 10:30 a.m. | Discussion Group - <b>Commodity Markets, Prices and Projections, with Implications for Mediterranean Products</b>   |

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| 10:30 – noon            | General Session - <b>Commodity Markets, Prices and Projections, with Implications for Mediterranean Products</b> , Michael Boland (session chair), Daniel Sumner (presenter)  |
| noon – 1:15 p.m.        | <i>Lunch</i>  |
| 1:15 – 2:00 p.m.        | Discussion Group - <b>Olam</b>  |
| 2:00 – 3:30 p.m.        | General Session - <b>Multinational Investment in California Agribusiness: The Olam Model</b> , Daniel Sumner (session chair), Michael Swanson (presenter), Shekhar Anantharaman (case executive), Dave DeFrank (case executive), John Gibbons (case executive), Kaushal Khanna (case executive) |
| 3:30 – 3:45 p.m.        | <i>Break</i>  |
| 3:45 – 5:15 p.m.        | Discussion Groups - <b>McDonald's</b> and <b>O'Neill</b>  |
| 5:15 – 5:30 p.m.        | <i>Break</i>  |
| 5:30 – 6:30 p.m.        | <i>Reception</i>  |
| 6:30 – 8:00 p.m.        | <i>Dinner</i>   |
| <b>Tuesday, March 6</b> |   |
| 7:00 – 8:00 a.m.        | <i>Breakfast buffet</i>   |
| 8:00 – 9:30 a.m.        | General Session - <b>McDonald's</b> , Roberta Cook (session chair), Kenneth McCorkle (presenter), Susan Forsell (case executive), Sheila Musolino (case executive), Vicki Spiller (case executive)  |
| 9:30 – 9:45 a.m.        | <i>Break</i>  |
| 9:45 – 11:15 a.m.       | General Session - <b>O'Neill Vintners and Distillers</b> , Daniel Sumner (session chair, presenter), James Lapsley (presenter), Jeffrey O'Neill (case executive)  |
| 11:15 – 11:30 a.m.      | <i>Break</i>  |
| 11:30 a.m. – 12:15 p.m. | Discussion Group - <b>Land Price Prospects and Outside Investors</b>  |
| 12:15 – 1:30 p.m.       | <i>Lunch</i>  |
| 1:30 – 3:00 p.m.        | General Session - <b>Land Price Prospects and Outside Investors</b> , Daniel Sumner (session chair), Murray Wise (presenter), Tony Correia (presenter)  |
| 3:00 p.m.               | <i>Seminar concludes</i>  |