



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

Sunday, March 4

12:00 p.m.	Hotel check-in, registration opens <i>Cypress Lobby</i>
12:00 – 1:30 p.m.	Light refreshments <i>Cypress Lobby</i>
1:30 – 1:45 p.m.	Welcome and introductions , Daniel Sumner, Seminar Academic Director <i>Cypress Ballroom</i>
1:45 – 3:15 p.m.	Opening Session - China: Customers and Competitors , Daniel Sumner (session chair), Scott Rozelle (presenter) <i>Cypress Ballroom</i>
3:15 – 3:45 p.m.	Break <i>Cypress Lobby</i>
3:45 – 5:15 p.m.	Discussion Groups - Harris Teeter and Tillamook <i>RLS 1, Big Sur I, II and III, PL I and II, Fairway Hospitality, Ocean Club</i>
5:15 – 6:00 p.m.	Break <i>Cypress Lobby</i>
6:00 – 7:30 p.m.	Welcome and dinner - Kenneth McCorkle, Neal Van Alfen <i>Monterey Bay</i>
7:30 – 9:00 p.m.	General Session - Harris Teeter , Roberta Cook (session chair), Edward McLaughlin (presenter), Andrew Groff (case executive) <i>Cypress Ballroom</i>

Monday, March 5

7:00 – 8:00 a.m.	Breakfast buffet <i>Monterey Bay</i>
8:00 – 9:30 a.m.	General Session - Tillamook County Creamery Association , Michael Boland (session chair), Kenneth McCorkle (presenter), Harold Strunk (case executive) <i>Cypress Ballroom</i>
9:30 – 9:45 a.m.	Break <i>Cypress Lobby</i>
9:45 – 10:30 a.m.	Discussion Group - Commodity Markets, Prices and Projections, with Implications for Mediterranean Products <i>RLS 1, Big Sur I, II and III, PL I and II, Fairway Hospitality, Ocean Club</i>
10:30 – noon	General Session - Commodity Markets, Prices and Projections, with Implications for Mediterranean Products , Michael Boland (session chair), Daniel Sumner (presenter) <i>Cypress Ballroom</i>
noon – 1:15 p.m.	Lunch <i>Monterey Bay</i>
1:15 – 2:00 p.m.	Discussion Group – Olam <i>RLS 1, Big Sur I, II and III, PL I and II, Fairway Hospitality, Ocean Club</i>
2:00 – 3:30 p.m.	General Session - Multinational Investment in California Agribusiness: The Olam Model , Daniel Sumner (session chair), Michael Swanson (presenter), Shekhar Anantharaman (case executive), Dave DeFrank (case executive), John Gibbons (case executive), Kaushal Khanna (case executive) <i>Cypress Ballroom</i>
3:30 – 3:45 p.m.	Break <i>Cypress Lobby</i>
3:45 – 5:15 p.m.	Discussion Groups - McDonald's and O'Neill <i>RLS 1, Big Sur I, II and III, PL I and II, Fairway Hospitality, Ocean Club</i>
5:15 – 5:30 p.m.	Break
5:30 – 6:30 p.m.	Reception <i>Monterey Bay</i>
6:30 – 8:00 p.m.	Dinner <i>Monterey Bay</i>

Tuesday, March 6

7:00 – 8:00 a.m.	Breakfast buffet <i>Monterey Bay</i>
8:00 – 9:30 a.m.	General Session - McDonald's , Roberta Cook (session chair), Kenneth McCorkle (presenter), Susan Forsell (case executive), Sheila Musolino (case executive), Vicki Spiller (case executive) <i>Cypress Ballroom</i>
9:30 – 9:45 a.m.	Break <i>Cypress Lobby</i>
9:45 – 11:15 a.m.	General Session - O'Neill Vintners and Distillers , Daniel Sumner (session chair, presenter), James Lapsley (presenter), Jeffrey O'Neill (case executive) <i>Cypress Ballroom</i>
11:15 – 11:30 a.m.	Break <i>Cypress Lobby</i>
11:30 a.m. – 12:15 p.m.	Discussion Group - Land Price Prospects and Outside Investors <i>RLS 1, Big Sur I, II and III, PL I and II, Fairway Hospitality, Ocean Club</i>
12:15 – 1:30 p.m.	Lunch <i>Monterey Bay</i>
1:30 – 3:00 p.m.	General Session - Land Price Prospects and Outside Investors , Daniel Sumner (session chair), Murray Wise (presenter), Tony Correia (presenter) <i>Cypress Ballroom</i>
3:00 p.m.	Seminar concludes