



3<sup>rd</sup> Annual Securing the Supply Chain Forum

## A Global Perspective of Food Protection to Secure Our Agriculture Economy

April 26, 2017



**Global Trade & Supply  
Chain Management**  
*Highline College*



## *Welcome from the Directors*

This year's forum brings together key knowledge experts and practitioners who will help us increase our awareness about needed food protection to secure and defend our agricultural and food economy. We will examine the challenges to business in addressing the vulnerability of the food supply chain and the need to address preparedness, response, recovery and mitigation issues related to our food supply, plant and animal health, and security. Our day is structured to engage representatives from the private and public sectors, educators, and students in a discussion that focuses on the intersection of food safety, food quality, and food defense.

The goal of the forum is to increase awareness about the potential targets and impacts of food safety emergencies and their impacts and outcomes on people, businesses and our economic viability. We want our attendees to understand that our food safety and security hinges on the entire value chain functioning properly whether they are involved in production, supply and distribution, or selling to the consumer. Everyone has a key role to play. In addition, we will discuss the desired connectivity between training, education and practice that links practitioner best practices.

A special thank you to Highline College and our supporters for making it possible to host our forum this year.

Best Regards,

*Dr. Mag Ryan*

Director

Center of Excellence – Global Trade & Supply Chain Management

*Linda Crerar*

Director

Center of Excellence – HSEM

## AGENDA

- 8:30 am Registration
- 9:00 am Welcome and Introductions  
**Dr. Meg Ryan**, Director, CoE Global Trade and Supply Chain Management  
**Alice Madsen**, Professional Technical Dean, Highline College
- 9:15 am **“Recognition of the importance that our vital agriculture sector be prepared for an natural or man-made incidents or disasters.”**  
Speaker: **Steve Fuller**, Policy Assistant to Director,  
Washington State Department of Agriculture
- 9:30 am **Food Modernization Act (FSMSA): Intent-Implementation-Impacts**  
Speaker: **Claudia Coles**, Policy & External Affairs, Food Safety & Consumer Services  
Division, WA State Department of Agriculture
- Q & A Questions
- 10:15 am 1<sup>st</sup> Panel: **“Preparing for Intentional and Natural Disasters”**  
Speakers:  
**Curry Mayer**, Emergency Management Director, City of Bellevue and former  
California Department of Agriculture Policy Associate.  
**Joe Zaccaria**, Managing Director, Premier Risk Solutions, LLC.
- Q & A Questions
- 11:30 am LUNCH  
Speaker:  
**Bill Marler**, Marler Clark, LLP, the Food Safety Law Firm
- 1:15 pm Industry Panel: **Transportation, Logistics, and Technology**  
Speakers:  
**Steve McQueary**, Sales Manager, Brown Line LLC – Lynden  
**Barry Maxon**, CEO, SafetyChain Software
- 2:30 pm BREAK – 15 minutes
- 2:45 pm Educators’ Panel:  
Speakers:  
**Bobby Butler**, Faculty, Urban Agriculture, Highline College

**Trevor Lane**, County Director, WSU Extension Community/Economic Development Program

**Dr. Steve Lettic**, Faculty, Criminal Justice and Homeland Security, Highline College

**Matt Williams**, Faculty, Agriculture, Walla Walla Community College

**Lindsey Williams**, Coordinator of Marketing Communication, CoE Agriculture, Walla Walla Community College

**Dr. Honorio Todino**, Faculty, Business, Engineering, & IT Division North Seattle Community College

Q & A Questions

3:30 pm

Summary, wrap up, and next steps

**Linda Crerar**, Director, CoE-Homeland Security/Emergency Management

4:15 – 6:00 pm

Networking

# Speaker/Panel Biographies

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## **Bobby Butler, Faculty, Urban Agriculture, Highline College**

Bobby began his career at The Open Gate Farm on Camano Island, WA where he managed a CSA (Community Supported Agriculture) delivery that served the Greater Seattle Metropolitan Area. Shortly after, he began his work at The Snohomish Conservation District as a Soil and Water Resource Assistant where he focused on community outreach to farmers, landowners, youth, and adult populations. There, he spearheaded the Lawns to Lettuce Program which sought to educate and provide resources to promote lawn to garden conversions. From there, he was hired as a Sustainable Farm Consultant at Equus Farms, where he assisted the farm in all major business and farming decisions.

Bobby is a Full-time Instructor and Program Manager of the Urban Agriculture Program at Highline College. There he teaches 7 different courses and manages the current 11 courses in the program. As a part of grant funding through the King Conservation District, Bobby also conducts continuous community outreach to address food insecurity among underserved populations in the South King County region.



## **Claudia Coles Policy & External Affairs, Food Safety & Consumer Services Division, WA State Department of Agriculture**

Claudia Coles is the Policy & External Affairs Advisor for the Food Safety and Consumer Services Division of the Washington State Department of Agriculture (WSDA). Other WSDA roles Claudia has held include: Administrator of the Office of Compliance and Outreach, Food Safety Program Manager, Assistant Compliance Program Manager, Regional Food Safety Supervisor, Food Safety Officer, Microbiologist and Laboratory Technician.

Claudia is responsible for bringing a number of FDA cooperative agreement projects to WSDA such as the new Produce Safety Cooperative Agreement, the Rapid Response Team Cooperative Agreement, the Manufactured Foods Regulatory Program Cooperative Agreement, Recall Coordinator Cooperative Agreement as well as a number of USDA grant projects.



**Linda Crerar, Director CoE Homeland Security Emergency Mgmt.;  
Pierce College**

Linda is an experienced business and government executive with more than 30 years experienced in the private and government sectors in Washington State. She has a Masters in Applied Behavioral Science from Whitworth College in Spokane, WA and Bachelor of Arts from The Evergreen State College in Olympia, WA. Linda currently serves as the Director for the Center of Excellence for Homeland Security/Emergency Management's where she works with the 34 Community and Technical Colleges across the state of Washington and coordinates Center projects to provide outreach in education and training in the HSEM field.



**Steve Fuller, Policy Assistant to Director, Washington State  
Department of Agriculture**

Steve Fuller is a policy advisor to the director of the Washington State Department of Agriculture. His policy portfolio includes food safety, food assistance, regional markets, plant protection, and cannabis. Before joining the director's policy team, Steve developed the agency's food emergency Rapid Response Team and served key management roles on multiple food emergency incident response teams. Mr. Fuller holds a Master's Degree in Public Health from UCLA and a Bachelor's Degree in Environmental Health/Industrial Hygiene from California State University, Fresno.



**Trevor Lane, Doctoral Candidate (WSU Ferry County Director /  
Asst. Professor)**

Trevor Lane is an Assistant Professor of Community & Economic Development at Washington State University, and co-founder of the Community Intelligence Lab, a rural community think-tank that combines open data, science and citizen inquiry to address rural problems in Washington. He is currently pursuing his doctorate with an emphasis in food systems and agritourism. His leadership in community and economic development, technology, and agricultural programming achieved collaboration on more than \$1.5M in regional and statewide federal grants. He has also received State and National awards and recognition for innovative technology and video production of agritourism and rural small business in Ferry County.



**Dr. Steve Lettic, Faculty, Criminal Justice and Homeland Security-Emergency Management, Highline College**

Stephen “Steve” Lettic has 24 years of experience in law enforcement and law enforcement training. He has served as a police officer, field training officer, and narcotics detective. He has been involved in training and education since the late 1990s delivering law enforcement courses both nationally and internationally. Currently Steve holds a position as the faculty and coordinator within the criminal justice department at Highline College. Steve holds a Bachelor’s degree in Law and Justice, Master’s Degree in Organizational Development, and finishing his PhD in Human Services.



**Alice Madsen, Professional Technical Dean, Highline College**

Alice Madsen is Dean of Instruction for Professional Technical Programs at Highline College. She is active in workforce initiatives locally and globally and is dedicated to supporting student access for career education.



**William (Bill) Marler, Marler Clark, LLP, the Food Safety Law Firm**

An accomplished personal injury lawyer and national expert in food borne illness litigation, William (Bill) Marler has been a major force in food safety policy in the United States and abroad. He and his partners at Marler Clark have represented thousands of individuals in claims against food companies whose contaminated products have caused serious injury and death. His advocacy for better food regulation has led to invitations to address local, national, and international gatherings on food safety, including recent testimony to US Congress Committee on Energy and Commerce. Marler Clark is considered the nation’s foremost law firm representing victims of foodborne illness.

Marler began litigating foodborne illness cases in 1993, handling the seriously injured survivors of the landmark Jack in the Box E. coli O157:H7 outbreak. Since then, Marler has represented victims of every large foodborne illness outbreak in the United States against such companies as Wholesale Club, Chili’s, Chi-Chi’s, ConAgra, Dole, Excel, Golden Corral,



KFC, Sheetz, Sizzler, Supervalu, and Wendy's, securing over 500 million dollars for his clients.

In 2010, Bill Marler was awarded the NSF Food Safety Leadership award for Education. He has the top rating from Martindale, is voted a Superlawyer every year, and has been voted into Best Lawyers in America.



### Barry Maxon, CEO and President

Barry Maxon brings over 20 years' software and consulting management experience to his role as CEO and President of SafetyChain. Barry inspires innovation while ensuring accountability and customer success. Before his role as CEO and President, Barry led SafetyChain's sales and consulting team facilitating the fast-growth and adoption of SafetyChain's technologies in the marketplace. Prior to SafetyChain, Barry was an integral member of the executive team at Enwisen Software where he helped the company become a market-leader. He was a management consultant at A.T. Kearney helping companies optimize their operations and served as an officer in the US Navy.



### Curry Mayer, Emergency Management Director, City of Bellevue

Curry Mayer is currently the Emergency Manager for the City of Bellevue, WA. Ms. Mayer has over 25 years of experience in emergency management and homeland security. She came to Washington after 20 years in California supporting state and local emergency management programs. Her experience includes serving as the emergency management advisor to the CA Department of Food & Agriculture, as Director of Training & Exercises for the Governor's Office of Emergency Services, and as a Master Trainer for the White House Military Office in Washington D.C.

Ms. Mayer has developed emergency management and homeland security programs and tools for all levels of government. Her work in Washington D.C. included projects for the United Nations, the Department of the Army, the National Guard Bureau, and the White House Military Office. During her time in California, she supported the Governor's Office of Emergency Services, myriad CA State Departments, and local governments. She holds certifications in the Homeland Security Exercise & Evaluation Program (HSEEP) and Master Exercise Practitioner Program (MEPP), and is certified to teach in both programs.





**Steve McQueary, Sales Manager, Brown Line LLC – Lynden**

Steve has been the subject matter expert for the Lynden Family of Companies for the Transportation of Human and Animal Foods Regulations for the past seven (7) years. He is a member of the Trade Support Network (US Customs Advisory Group) Serving on the Multi Modal Manifest Committee and the American Trucking Association, Food Safety Advisory Committee. From 1979-2006, Steve was the General Manager for Brown Line LLC, a refrigerated carrier specializing in seafood and other chill and frozen commodities. Providing both Truckload and less than truckload service.



**Dr. Meg Ryan, Director, CoE Global Trade and Supply Chain Management**

Dr. Margaret (Meg) Ryan is the director of the Center of Excellence for Global Trade & Supply Chain Management at Highline College. Meg's career spans over thirty years of teaching in community colleges, primarily marketing communication, retailing, and human relations. She is a member of the Council for the Study of Community Colleges, the Council of Supply Chain Management

Professionals, the World Trade Center Tacoma, the Seattle Metropolitan Chamber of Commerce, and the Washington Council for International Trade. She has worked extensively on international educational partnerships in South Africa, Namibia, and China. She holds a PhD in Educational Leadership and Policy Studies in Higher Education from the University of Washington, Seattle.



**Dr. Honorio Todino, Faculty, Business, Engineering, & IT Division  
North Seattle Community College**

Dr. Todino has been a member of the board in 4 organizations: a startup high-tech firm; a university; a high school; and a World Bank funded wholesale financial institution. He has also been a small company founder; and an executive of a major New York bank. Dr. Todino has been a management consultant to American and Latin American multinationals; Latin American governments; the World Bank and the United Nations. He has also taught in MBA and executive MBA programs for 8 universities in 5 countries, along with developing, supervising, designing, and instructing around 30 distinct online or hybrid courses, the majority at the master's level, since 1995. Dr. Todino has had the privilege to help more than 2,000 students, around 1,500 of them post bachelor, in more than 25 years of guiding them in business, management, marketing,

economics, finance, information systems, and technology management classes.



**Matt W. Williams, M.S., Instructor, Walla Walla Community College**

Matt resides in his hometown of Walla Walla where he received his AAAS degree in Turfgrass Management and AA degree from Walla Walla Community College (2001, 2003). He then transitioned to Washington State University where he earned his B.S. (2005) and M.S. (2008) degrees in Crop Science. During his pre-college and college years Matt worked in the Turfgrass industry both on golf courses and as a research technician before accepting a faculty position at WSU in 2008. In 2010 Matt accepted a faculty position at Walla Walla Community College which afforded him the opportunity to focus on his passion; instruction in plant and soil science. Matt is a published scientist, being an author on more than 50 plant science technical publications and 6 peer reviewed publications. He currently teaches courses in plant and soil science, serves as Faculty Lead of Agriculture Programs, and is President of Faculty Senate at Walla Walla Community College.



**Lindsey M. Williams, Coordinator of Marketing and Communications, Agriculture Center of Excellence, Walla Walla Community College**

Lindsey grew up in Leavenworth, WA, cultivating a love for natural resources early in life. She attended Wenatchee Valley College, earning her transfer degree, and then moved to Washington State University (WSU) where she earned a B.S. in Forestry. While at WSU, Lindsey began working for the USDA-ARS in both the field and greenhouse, providing the start for her interest in agriculture. In 2014, she was offered a part-time position as Education Assistant at the Walla Walla Community College Water & Environmental Center, and later that year was offered an additional part-time position with the Agriculture Center of Excellence (Ag Center). In late 2015, Lindsey was excited to accept a full time position with the Ag Center, which she now holds, giving her the ability to focus on agriculture and natural resource education statewide.



**Joe Zaccaria, CFDC, Managing Director, Premier Risk Solutions, LLC.**

Joe is a Certified Food Defense Coordinator (CFDC) by AIB. He is certified in CPTED by the National Crime Prevention Institute at the University of Louisville. He has completed numerous ASIS professional development programs, was a Certified Protection Professional (CPP) for more than 10 years' time, and holds several FCC radio licenses. He has over 30 years of international security expertise in Threat & Risk Assessment, Crime Prevention Through Environmental Design (CPTED), Food Defense, Security & Business Continuity in critical environments such as government, law enforcement - PSAP/911, food production &

distribution, high-tech, and financial environments. He has been called upon by world-renowned architects to support them with security architectural design requirements for significant community projects.

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