

AGENDA
2009 LONG COMPANY ANNUAL CONFERENCE
SEPTEMBER 10-11
PENINSULA CHICAGO

Thursday September 10th

- 11:00am FEDERAL RESERVE TOUR
 MEET AT FEDERAL RESERVE AT 10:45AM
- 12:30pm LUNCH AT UNION LEAGUE CLUB
- 3:00-6:00pm REGISTRATION
- 3:30pm HOLSUM LICENSEES MEETING
 Water Tower Park II
- 6:00-8:00pm WELCOME COCKTAIL RECEPTION
 Grant Park I & II

Friday September 11th

Ballroom II

- 7:30-8:30am BREAKFAST
 Ballroom I
- 8:30-9:00am WELCOME TO MEMBERS
 DOUG WINDELER, PRESIDENT, THE LONG CO.
 DAVID A. GARDNER, BOARD CHAIRMAN
- 9:00-9:30am STATE OF THE INDUSTRY
 JOSH SOSLAND, SOSLAND PUBLISHING
- 9:30-10:00am HOW TO MAKE YOUR BAKERY SUSTAINABLE
 DAVID KRISHOCK, KANSAS STATE UNIVERSITY
- 10:00-10:45am MCDONALD'S PLACE IN THE BAKING INDUSTRY
 BOB MARSHALL, MCDONALD'S

10:45-11:30am THE US ECONOMY IN THE YEAR AHEAD: HOW WILL IT AFFECT YOUR BUSINESS?

RUSSELL LAMB, ECON ONE RESEARCH

11:30-12:30pm LUNCH
Ballroom I

12:30-1:00pm FEDERAL RESERVE
JERRY NELSON

1:00-1:30pm PRODUCT LIABILITY
J. RANDALL DAVIS, CASSIDAY SCHADE, LLP

1:30-2:00pm FOOD SAFELY ISSUES
AL BACHMAN, THE LONG COMPANY

Industry Groups Panel Discussion
Led by Al Bachman, The Long Company

2:00-3:00pm
IBA: NICK PYLE,
ABA: LEE SANDERS
BEMA: MIKE CORNELIS

Best Bread and Bun Trophy Presentation

3:15pm SHAREHOLDERS MEETING

3:45pm BOARD OF DIRECTORS MEETING
Lincoln Park

3:00-4:00 TABLE TOP MARKET PLACE

6:00-8:00pm COCKTAIL RECEPTION
Grant Park I & II