

FaB Wisconsin's

Farm 
to
Factory 
to
Fork 

2019 EXHIBITOR GUIDE

with

FREQUENTLY ASKED QUESTIONS

INTRODUCTION

We're inspiring the next generation of talent to be a part of something big at our Career Discovery on May 10.

This year, students will learn how a food or beverage product gets to a grocer or restaurant. From generating a product idea to making it and taking it to market, students will meet the industry professionals and companies who make it all happen from farm to factory to fork. Join us for a high school student experience to discover and plan career futures with those who feed and quench our own and the world. In its fifth year, FaB's Farm-Factory-Fork Career Discovery offers juniors and seniors an impression-making career-based learning experience (CBLE) with Wisconsin's food and beverage companies and colleges and universities. It offers students and their schools a menu of ways to discover, plan, and pursue a career in the food and beverage industry from farm to factory to fork.

In our Industry Galleria, students can meet with industry professionals in a variety of positions and roles related to product development, along with their employers offering a variety of work-based learning opportunities. College and universities will be present as well sharing their industry degrees. We're pulling together a Young Professionals Panel for students to pepper with their questions. New this year, we'll feature Concordia University's Food Product Development program and engage in an accelerated process of product development facilitated by Concordia Faculty.



FaB's Farm to Factory to Fork
high school career discovery

May 10, 2019
8 AM - 1 PM

Hosted by
CONCORDIA UNIVERSITY
WISCONSIN

FaB
FOOD AND BEVERAGE WISCONSIN

Will your company or school come out to Farm-Factory-Fork with us?

2019 GOAL: 430-470 ATTENDEES

GOAL: 30 FOOD, BEVERAGE & RELATED COMPANIES WITH 90 PROFESSIONALS

Chr. Hansen (5 th year)	Richelieu Foods (1 st year)
Gehl Foods (3 rd year)	Sargento (3 rd year)
Johnsonville (3 rd year)	Sendik's Food Markets (2 nd year)
Krier Foods (2 nd year)	SITE Staffing (2 nd year)
Krones (3 rd year)	Sysco Eastern Wisconsin (1 st year)
M3 Insurance (2 nd year)	Vonco Products (3 rd year)
Maglio Companies (3 rd year)	Wixon (1 st year)
Masters Gallery Foods (3 rd year)	

GOAL: 10 COLLEGES & UNIVERSITIES WITH 30 REPRESENTATIVES

Concordia University (2nd year)
Milwaukee Area Technical College (5th year)
Mount Mary University (3rd year)

GOAL: 15 HIGH SCHOOLS WITH 350 JUNIORS, SENIORS & CHAPERONES

Bay View (2 nd year)	South Milwaukee (1 st year)
Hartford Union (1 st year)	Vincent (Milwaukee) (5 th year)
Reuther Central (1 st year)	Washington (Milwaukee) (2 nd year)
Sheboygan Falls (3 rd year)	

DETAILS

WHERE

Friday, May 10, 2019
8:30 AM - 1:00 PM

WHERE

Concordia University Field House
12800 N. Lake Shore Dr.
Mequon, WI 53097

PARKING

Lot J

MAP

cuw.edu/visit/_assets/map_parking.pdf

FEES & REGISTRATION

High Schools: Free

Includes breakfast and food and beverage samples. Schools must arrange and cover cost of transportation. Limited to 15 high schools with 20 students each.

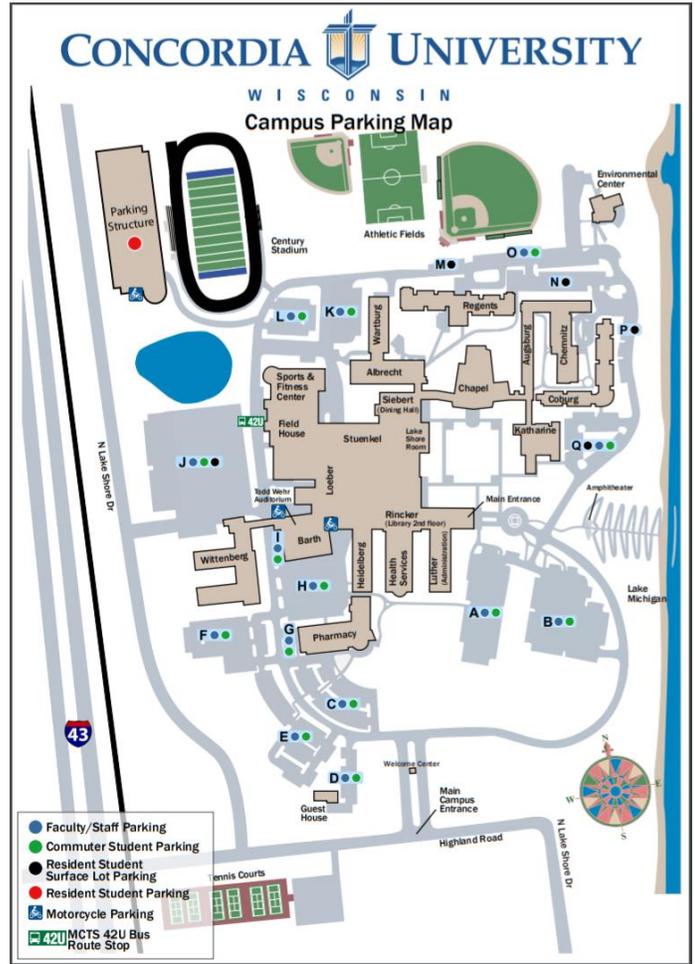
FaB Members: Companies & College Exhibitors

Non-profits/colleges/universities	\$250
For-profits with 100 or fewer employees	\$325
For-profits with 101-300 employees	\$500
For-profits with 301+ employees	\$600

Non-Members: Companies & College Exhibitors

Non-profits/colleges/universities	\$375
For-profits with 100 or fewer employees	\$487
For-profits with 101-300 employees	\$750
For-profits with 301+ employees	\$900

Exhibitors fee includes participation for up to three (3) company representatives, one 8-foot display table with linen, and FaB-made tabletop signage identifying your company/organization.



EVENT FORMAT

Large gymnasium with 30+ exhibitors (each with up to three representatives) positioned throughout with an 8-foot table, linen, signage, and some access to electrical.) Students, in groups of 100+, using their FFF Tour Guide, will navigate through the companies, colleges and universities exhibiting in three indexed ways: 1) by company/college; 2) by areas of career or academic interest; and 3) by work-based learning opportunities.

WHAT ARE SCHOOLS ANTICIPATING?

- Starting their day with a Kick-Start breakfast.
- A career-based learning experience: an opportunity for their students to learn about the life-long career opportunities of the food and beverage industry, from farm to factory to fork.
- Learning about the available industry positions and roles directly from professionals in the industry.
- Learning about the multitude of employers in the industry.
- Learning which employers and colleges and universities are offering work-based learning opportunities.
- Engaging in a product development exercise with a chance for their school to win \$500.
- Learning about the academic programs and training available to those pursuing a career in the food and beverage industry

BACKPACK SWAG SPONSOR



KICK-START BREAKFAST SPONSOR



AGENDA

8:30 – 9:20 AM | Arrival & Kick-Start Breakfast @ R. John Buuck Fieldhouse

All exhibitors and high schools will park in Lot J and arrive at the Concordia University John Buuck Field House within this window of time. Upon arrival, everyone must check in at the FaB Wisconsin table to pick up their Sargento backpack and 2019 FFF Tour Guide. All will proceed to the name badge table to make up their personal name badge, and onto their Kick-Start Breakfast station. (Water and coffee will be available for the duration of the event.)

Exhibitors should be set up by 9:20 AM and should help themselves to the Kick-Start Breakfast. Students proceed to their identified bleacher section to enjoy their Kick-Start Breakfast.

9:20 – 9:30 AM | Welcome

While seated in the bleachers, students will receive a warm welcome and instructions before embarking on their Career Discovery.

9:30 – 9:40 AM | Transition to Career Discovery Experience

High schools, within their pre-identified group (one of three), will rotate through the three distinct career-based learning experiences of FFF, spending one hour in each. Chaperones will follow guides and signage, while monitoring time, to move their students from experience to experience, given 10 minutes to transition between each experience.

9:40 – 10:40 AM | First Round of Career-Based Learning Experience

GROUP 1	GROUP 2	GROUP 3
Career Discovery & Industry Galleria <i>FH: R. John Buuck Field House</i>	Career Panel <i>B107: Todd Wehr Auditorium</i>	Product Development Experience <i>Location to be Confirmed</i>

Students, using their FFF Tour Guide, and in groups of ~100, will have 60 minutes to navigate through the anticipated 30-40 exhibitors. Exhibitors will jumpstart student engagement with an introductory "discovery activity," an interactive activity that can be used to introduce their employers and themselves.

EXHIBITORS WILL BE INDEXED IN THE FFF TOUR GUIDE BY:
 Company or college
 Career departments (or academic programming) aligned with their representatives
 Work-based learning opportunities they may offer

Our moderated Career Panel will feature young people in the food and beverage industry. They'll represent various industry professions and career pathways, as well as industry sectors from farm to factory to fork. Our moderator will weave together a series of questions to a panel of 8-10 and take questions from the students.

FORMAT:
 Moderator provides industry context using a FaB video
 Moderator facilitates panel introductions
 Moderator poses a series of questions to the panelists
 Student panel Q&A facilitated by the moderator

In this Product Development Experience facilitated by Concordia University faculty, each group of approximately 100 students is divided into four sub-groups ~25 students each. They will move through two 30-minute product development experiences.

CONTEST:
 The student whose product idea is determined to have the greatest potential will receive a \$500 donation to their high school on behalf of Concordia University and FaB Wisconsin.

10:40 – 10:50 AM | Transition

10:50 – 11:50 AM | Second Round of Career-Based Learning Experience

GROUP 1	GROUP 2	GROUP 3
Career Panel	Product Development Experience	Career Discovery & Industry Galleria

11:50 AM – Noon | Final Transition

Noon – 1:00 PM | Final Round of Career-Based Learning Experience

GROUP 1	GROUP 2	GROUP 3
Product Development Experience	Career Discovery & Industry Galleria	Career Panel

FREQUENTLY ASKED QUESTIONS

Questions? Please scroll through the following Frequently Asked Questions. If you're still wanting more information, email Shelley Jurewicz (FaB's Executive Director) at sjurewicz@fabwisconsin.com.

1. **What's the first step to participating in FFF 2019?** Complete our [online application](#) by Monday, April 29. Upon receiving your application, Emily Allen (FaB's Communications Manager) will follow up with to garner additional information we will need and your invoice for your participation fee.
2. **Are there any deadlines to meet?** Yes. Monday, April 29 is the deadline to provide us with the following information that will be included in the Students' FFF Tour Guide:
 - Your company logo
 - A 10-word maximum company description. Please consider that your audience is high school juniors and seniors.
 - Identify your three (3) representatives and their departments. See **Question 8** for more detail.
 - Identify any work-based learning opportunities your employer may offer. See **Question 11** for more detail.

Please email your information to Emily Allen at eallen@fabwisconsin.com. Companies may register to exhibit after April 29 but will not be included in the printed FFF Student Tour Guide.

3. **What requirements do you have for exhibiting?** Exhibitors are industry companies or colleges/universities who will engage students within the FFF Career Discovery Galleria component of our event. Exhibitors must determine and provide us in advance:
 - Your representatives and their departments
 - Your introductory discovery activity
 - Your work-based learning opportunities
4. **Does FaB provide us an exhibitor table?** Yes. Exhibitors receive an exhibitor an 8-foot table with white linen cover, chairs, and tabletop signage and name badges provided by FaB. You may complement your table display with your own company signage and can anticipate approximately 5 feet behind your table.

If you feel the need for two tables, you must request a second table by emailing Emily at eallen@fabwisconsin.com.

5. **Will our exhibitor table have access to an electrical outlet?** Some will, yes. If you require electrical access, you must request it and you will need to bring your own extension cord. With limited outlet access, priority will be given to companies requiring electrical to heat their product or to execute their discovery activity (not including running a laptop).

Request access to an electrical outlet by emailing Emily at eallen@fabwisconsin.com.

6. **Will we have access to any coolers or refrigerated areas?** No. If you require cooler storage for any of your product samples, you will need to bring one with you.
7. **How do we select our company representatives?** Identify a maximum of three (3) employees to represent your company, keeping in mind your most difficult positions to fill. For each representative, you will be required to associate their role with one of the departments below. The employees you select should have an interesting story that has led them to working in the food and beverage industry and to their current position, and they should have an approachable demeanor with students.

Younger and more diverse individuals will resonate most with students. Each exhibitors' representatives will identify, in advance, the department that best associates with their current position. (We ask employers to draw beyond their HR/talent recruitment team for their representatives.)

Career Interests by Department:

- | | |
|------------------------------|--------------------------|
| 1. Information Technology | 8. Supply Chain |
| 2. Marketing | 9. Quality & Food Safety |
| 3. Engineering | 10. Finance & Accounting |
| 4. Manufacturing Production | 11. Legal |
| 5. Manufacturing Maintenance | 12. Human Resources |
| 6. Research & Development | 13. Communications |
| 7. Sales | 14. Others? |

Please email eallen@fabwisconsin.com to identify a department not listed.

8. **How will our representatives engage with students?** Students, in groups of ~100, using their Student FFF Tour Guide, will have 60-minutes to navigate through the anticipated 30-40 exhibitors in our Career Discovery Galleria. You will jumpstart your student engagement with an introductory "discovery activity," an interactive activity that can be used to introduce your company and your representatives.
9. **What are some examples of discovery activities?** Your introductory discovery activity serves as a springboard to catch the attention of students while introducing your company and three departments your representative work in. Your activity should be interactive and short and simple, as new students will continue to flow to your table. For examples of activities used in the 2018 FFF, see Appendix 2.
10. **What do you mean when you ask us to identify our work-based learning opportunities?** Work-based learning opportunities offer students from high school to college an opportunity to work in a food and beverage company to garner early industry experience. Identify which of the following work-based learning options your employer provides:
- | | |
|--|---|
| <input type="checkbox"/> College Internships | <input type="checkbox"/> Youth Employment |
| <input type="checkbox"/> College Co-Ops | <input type="checkbox"/> Job Shadow |
| <input type="checkbox"/> Youth Apprenticeships | <input type="checkbox"/> Sorry, we don't offer any work-based learning opportunities. |
| <input type="checkbox"/> Youth Co-Op | |

Please email your work-based learning opportunities to Emily at eallen@fabwisconsin.com.

11. **Can you describe the students we'll be engaging with?** **Yes.** We've targeted high schools that are considered STEM or STEAM schools (A = Arts, where culinary programs fall). Students targeted are juniors or seniors. Schools will identify up to 20 students to participate in the FFF Career Discovery.
12. **How can my company stand out?** **Come prepared** with your discovery activity, identify interesting company representatives, and provide samples and swag.
13. **Can our representatives plan on enjoying the Kick-Start Breakfast and refreshments?** **Yes.** Everyone participating can grab a hot breakfast sandwich and juice. We'll have coffee and water available all day.

DESIGN CONSTRUCTS

CAREER DISCOVERY INDUSTRY GALLERIA CONSTRUCT

To provide students this information, all exhibiting companies and their representatives will be asked to identify themselves in advance by a typical company career department. We ask that companies plan to offer students a hands-on introductory activity to begin their discovery with your people. Each company will also provide in advance whether you offer any work-based learning opportunities.

CAREER PANEL CONSTRUCT

We're still confirming panelists – do you have an individual in mind?

The talent required to operate and grow a food and beverage company comes from many of the career clusters and can move into a variety of departments. Our FFF Career Panel will feature 8-10 young industry employees who will represent various sectors of the industry, with each professional offering a unique food story to share based on the representation categories below. A panel moderator will weave together a series of questions to panelists and open questions up to the student audience. Panelists will repeat their performance, three times, each time following this agenda:

5 MINUTES	Moderator provides industry context using a FaB video
5 MINUTES	Moderator facilitates panel introductions
30 MINUTES	Moderator poses a series of questions to the panelists
20 MINUTES	Student panel Q&A facilitated by the moderator

Panel representation will include:

MODERATOR	To be determined
YOUTH CO-OP	1 employee involved in a youth co-op
YOUTH APPRENTICE	1-2 employees involved in a youth apprenticeship
TUITION REIMBURSEMENT	2-3 employees under 30 who benefited from a company Tuition Reimbursement Program
CAREER STORIES	2-3 employees under 30 working in IT, Marketing, R&D, Engineering, Maintenance, and Production with interesting career stories

Our first panelist:



Meet Agron (Goni) Hidri, Regulatory Affairs Specialist with Chr. Hansen. ([LinkedIn](#))

Goni started with Chr. Hansen at the age of 18, in 2008, with a high school degree. He started as an Operator 1 in our Culture plant and over 7 years progressed to an Operator 5, where he was then knowledgeable on all processes in the Culture plant. As an Operator 5, he took on leadership responsibilities, such as training and acting as a subject matter expert. A continuous learner, Goni transferred to our Packaging department and began learning the processes in that area of the business.

While achieving all of this, Goni was utilizing Chr. Hansen's 100% tuition reimbursement program. Goni achieved his Associate of Applied Science degree in Business Management from MATC in 2015 and went on to earn his Bachelor's of Science degree in Marketing from UW-Parkside in 2018. Goni worked extra hours while working on his Bachelor's degree, and spent time working on special projects in Marketing to help put his classroom knowledge to practice. In the summer of 2018 Goni was promoted into our Regulatory Affairs department, where he works as a Regulatory Affairs Specialist. His job in this role is to respond to internal and external inquiries related to the company's products and the regulations governing them, and ensure all registrations, certifications, and regulatory records are maintained and submitted to the appropriate government and 3rd party entities.

APPENDIX 1: HIGH SCHOOL INVITE EMAIL TEMPLATE

I wanted to reach out to you as we have an exciting opportunity for your high school that I would like to invite you to participate in. <Company name> will be there as one of 30 anticipated companies participating in FaB (Food and Beverage) Wisconsin's annual Farm-Factory-Fork Career Discovery. It's free to Wisconsin high schools with a focus on **STEAM**-related (Science, Technology, Engineering, the Arts (culinary), and Mathematics) classes. In its fifth year, FaB's Farm-Factory-Fork Career Discovery offers high school students an impression-making career-based learning experience with Wisconsin's food and beverage companies and colleges and universities. It offers students and their schools a menu of ways to discover, plan, and pursue a career in the food and beverage industry.

At the 2019 FFF, students and their chaperones (often teachers or counselors) will be meeting industry professionals in a variety of positions and roles, meeting food and beverage companies with a variety of work-based learning opportunities, and meeting colleges and universities which offer industry degrees. New this year, students will also engage in a process of product development being led by Concordia University's team behind their [Master in Food Product Development Program](#).

This year's event will take place on May 10th, 2019 from 8 AM to 1 PM at Concordia University in Mequon. The experience is filled with tasty samplings and includes a Kick-Start Breakfast. This event is free for schools (limited to 20 students/school); however, schools must arrange and cover the cost of transportation.

For more information and to register, you can visit <https://www.fabwisconsin.com/event/fff2019>.

This truly is an awesome event and we would love to see representation from your school and help you expand your business partnerships!

Feel free to call me with any questions or forward my email to the FaB/NAF/ProStart teacher at your High School.

Cheers,

Your email signature

APPENDIX 2: 2018 FFF EXHIBITOR ACTIVITIES

Exhibitors came with industry professionals prepared to share the personal food stories that have shaped their careers. And they came prepared to engage students with career discovery activities design to offer a memorable glimpse into how their companies are making *better* food and beverage. *Better*, as in cleaner, closer, smarter, safer, bolder. They also came with product samples and swag.

ANGELIC BAKEHOUSE

Baker of non-GMO, all-natural, sprouted grain bakery. Incorporated a beach ball toss to students who answered questions about sprouted grain products.

CHR. HANSEN

Developer of natural ingredients. Had students puzzle together the fermentation process and peer into a microscope at finished cultures after fermentation.

GATEWAY TECHNICAL COLLEGE

Wisconsin vocational and technical college. Asked students to visually compare two quantities of cheese on a pre-made pizza, and with an educational poster, discover the financial impact of waste and lack of portion control.

KERRY, INC.

Maker of flavors and seasonings. Offered a testing of students' sensory skills in a Dorito Triangle Test.

KLEMENT SAUSAGE CO.

Maker of sausage products. Engaged students in learning about the difference between fermented and non-fermented sausage.

KRIER FOODS

Co-packer of non-alcoholic beverages. Demonstrated carbonization and asked students to explain their experience in drinking a carbonated vs. non-carbonated drink.

KRONES

Technology/service provider for the beverage and liquid food industry. Offered a matching game for students to match various bottles to their customer label.

LAKELAND UNIVERSITY

Higher education university. Focused on food safety sanitation and what is seen and unseen to the naked eye. Students swabbed surfaces and transferred the swab onto a microbiology plate.

M3 INSURANCE

Industry risk management and insurance advisor. Used the interactive problem-solving game, Problems & Preventions, to facilitate students matching a problem to the type of prevention needed to ensure food safety.

MAGLIO COMPANIES

Top-quality fresh produce supplier. Had students focus on two items to demonstrate the value-added benefits of High Pressurized Processing (HPP), including food safety.

MILWAUKEE AREA TECHNICAL COLLEGE

Vocational and technical college. Students tested the pH of beverage products and related the analysis to food safety.

NUESKE'S

Maker of the world's finest Applewood smoked meats. Tested students' phones for bacteria growth to demonstrate the importance of sanitation and introducing them to new testing technology.

PALERMO'S PIZZA

Maker of frozen pizzas. Offered students two different cheese toppings - one low-fat mozzarella and the other whole milk Wisconsin mozzarella - to discuss their differences: cost savings, nutrition facts, etc.

QPS EMPLOYMENT SERVICES

Full-service staffing provider. Offered the Personal Protective Equipment (PPE) Challenge, engaging students in a competition to put on the correct protective gear for working in a food and beverage manufacturing plant.

SARGENTO FOODS

Leading maker of sliced, shredded, and snack natural cheese products. Took students through their new product development process and a sensory experience of their new award-winning snack.

SENDIK'S MARKETS

Your trusted, local grocer since 1926. Had students match pictures of produce and names of farms and locate them on a Wisconsin map to demonstrate the sourcing of locally-grown fruit and vegetables.

SITE STAFFING

Your partner in finding a great job. Gave students a "career passport" that sent them on a mission to meet professionals working at various roles at some of the exhibiting companies.

VONCO PRODUCTS

Advanced liquid tight packaging manufacturer. Engaged students in learning about different packaging material and having them seal the packages.