Business Solution Forum AGENDA (subject to change)
July 26, Louisville, KY

8:00 – 8:30
Registration & Breakfast

8:30 – 9:00
Welcome & Your Association 101
Rick Peluso, HCPA, Chief Operations Officer

9:00 – 10:15
Chemical Regulations: Advocacy and How it Relates to Small Business
Join HCPA’s state and federal government relations and public policy specialists for an overview of new legislative and regulatory activities in 2018. The discussion will cover new state legislation, such as California’s recently-passed ingredient communications law, and other new labeling proposals, federal legislation such as PRIA, and regulatory implementation of the Lautenberg Act. Attendees will also learn how to make sure their business’ voice is heard in the policymaking process.
Pete Vujovich, HCPA, Director, State Government Relations & Public Policy
Kevin Serafino, HCPA, Director, Government Relations & Public Policy

10:15 – 10:45
Networking Break

10:45 – 12:15
Communications: How to Handle Negative Media Attention
Facing an unfriendly news story or need to set the record straight with a reporter? Start here to find out how to handle public criticism, how to limit the damage and how to turn things around.
Beth Ludwick, HCPA, Vice President, Communications & Marketing

12:15 – 1:15
Lunch with Ignite Solutions and HCPA

1:15 – 2:45
Strategic Risk Management
Companies need to be aware of the business and liability risks they face, and how best to protect themselves. Careful contract drafting and having the right insurance are key to operating a successful company. We will be covering key contract clauses, negotiating strategy, and helping you make sure you are properly insured.
Jeff Altman, Whiteford Taylor Preston, Partner
Jennifer Jackman, Whiteford Taylor Preston, Partner
Recent trends have led to increased risks and liability for employers in handling employment matters. Today, companies need to be proactive in dealing with issues of harassment and discrimination, especially in this #metoo environment. We will identify key policies every employer should have in their handbooks and address best practices for preventing harassment claims and responding to internal complaints.

Jennifer Jackman, Whiteford Taylor Preston, Partner