

# Excellence in Consumer Complaint Management:

*Improving Your Complaint Handling Skills and Techniques*



## 2008 Consumer Complaint Conference

April 16-18, 2008  
The Adolphus  
Dallas, TX



# AGENDA

## WEDNESDAY, APRIL 16<sup>th</sup>

6:00 p.m. . . . . Welcome Reception

## THURSDAY, APRIL 17<sup>th</sup>

8:00 a.m. . . . . Registration / Continental Breakfast

8:30–8:45 a.m. . . . . Welcome and Opening Remarks  
Steven Leslie  
*Manager, Claims Program,  
GMA*

8:45–9:45 a.m. . . . . What Consumers Really Want to  
Know About Food Recalls  
Dr. Cara Cuite  
*Research Project Manager,  
Rutgers University*

9:45–10:45 a.m. . . . . Latino Complaint Management:  
Learning from Custom Research  
Richard Shapiro  
*President,  
Center for Client Retention*

10:45–11:00 a.m. . . . . Refreshment Break

11:00–12:00 p.m. . . . . Best Practices for Handling Consumer  
Complaints: Del Monte Isn't Just Fruits  
and Vegetables Anymore  
Linda Pirlot  
*Assistant Risk Manager,  
Del Monte Foods*

12:00–1:00 p.m. . . . . Luncheon

## FRIDAY, APRIL 18<sup>th</sup>

8:00–8:30 a.m. . . . . Continental Breakfast

8:30–10:15 a.m. . . . . Four Mega Trends That Are Shaping  
Complaint Response  
Myra Golden  
*Myra Golden Seminars*

10:15–10:30 a.m. . . . . Refreshment Break

1:00–2:45 p.m. . . . . Restaurant Risk & Liability: Handling  
Food and Beverage Complaints  
C. Robert Dorsett, Jr., Esq.  
*Partner, Savrick, Schumann, Johnson,  
McGarr, Kaminski & Shirley  
(moderator)*  
Kay Anderson  
*Risk Manager,  
TGI Friday's/Carlson Restaurants*  
Julie Price  
*National Risk Manager,  
Fired Up, Inc.*  
*Additional expert panelists to be announced.*

2:45–3:00 p.m. . . . . Refreshment Break

3:00–4:00 p.m. . . . . What Consumer Complaint Handlers  
Need to Know About Food, Beverage  
and Consumer Products Labeling  
Regina Hildwine  
*Director, Food and Labeling Standards,  
GMA*

4:00–5:00 p.m. . . . . Chemical Ingredients and Contaminants:  
Fears vs. Facts  
Nancy Rachman, Ph.D.  
*Senior Director, Scientific Affairs,  
GMA*

5:00 p.m. . . . . Adjourn

10:30–11:45 p.m. . . . . Four Mega Trends That Are Shaping  
Complaint Response  
Myra Golden  
*Myra Golden Seminars*

11:45–12:00 p.m. . . . . Questions and Closing Remarks

12:00 p.m. . . . . Adjournment

## Who Should Attend

This conference is designed for individuals interested in improving their skills as consumer affairs representatives and team managers. The greatest benefits will be to persons working in the areas of:

- Consumer Affairs
- Call Centers / "1-800" Management
- Consumer Complaints
- Product Liability Claims

## What You Will Learn

- Best Practices for Handling Consumer Complaints
- How Consumers React to Recalls
- Risk and Liability Issues in Claims Originating at Restaurants
- Specialized Issues in Latino Complaint Management
- What Complaint Handlers Need to Know about Product Labeling
- Emerging Trends in Consumer Complaint Response
- Chemical Ingredients and Contaminants: Fears vs. Facts

## Registration Fees

GMA Members: \$750 per person  
Non-Members: \$900 per person

### Special Discount for GMA Members

Register three or more people from your company and benefit from a discounted registration fee of \$700 per person. To take advantage of this special members only offer, check the appropriate box on the attached registration form.

Please complete the attached registration form and fax with credit card information to  
202/639-5902

*or mail to:*

Debbie Kimmelman, Senior Meetings Manager, GMA  
1350 I Street, NW  
Suite 300  
Washington, DC 20005

## Questions?

For assistance with your registration, please contact Debbie Kimmelman, GMA Senior Meetings Manager, at 202/639-5904

*or*

via email at [dkimmelman@gmaonline.org](mailto:dkimmelman@gmaonline.org).

For more details about the conference program, please contact Steven Leslie, GMA Claims Program Manager, at 202/637-8461.

## Hotel Accommodations

GMA has reserved a block of rooms at The Adolphus Hotel in Dallas for members attending the Consumer Complaint Conference. A discounted room rate of \$189/night + tax will be offered to our meeting attendees until March 25, 2008. After this date, reservation requests will be accepted on a space available basis only. To make your reservations, please call The Adolphus directly at 800-221-9083 and refer to the GMA Consumer Complaint Conference to receive the discounted conference rate.

## Transportation from Area Airports:

### • Dallas/ Ft. Worth International –

**Taxi**– 25 minutes (18 miles)  
approximately \$45 each way

**Private Airport Shuttle**– multiple stops  
\$16 per passenger

### • Love Field Regional Airport –

**Taxi**– 15 minutes (7 miles)  
approximately \$25 each way

**Airport Shuttle**– \$25 per person

- **Super Shuttle** is also available from both airports. Visit the Super Shuttle Web site for current rates: [www.supershuttle.com](http://www.supershuttle.com)

# 2008 Consumer Complaint Conference

## Excellence in Consumer Complaint Management: Improving Your Complaint Handling Skills and Techniques

April 16-18, 2008 | The Adolphus, Dallas, Texas

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### REGISTRATION *(Please use one form per person)*

Attendee Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Name to appear on badge: \_\_\_\_\_  
Company: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Daytime Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

### REGISTRATION FEES

- \$750 GMA Member     \$900 Non-Member  
 \$700/ea. GMA Member Group Discount (three (3) or more registrants from one GMA Member company)

### PAYMENT

PAYMENT MUST ACCOMPANY REGISTRATION.

FAXED REGISTRATION FORMS WILL ONLY BE ACCEPTED WITH ACCOMPANYING CREDIT CARD PAYMENT.

My check payable to GMA is enclosed.

(or)

Please charge my credit card:

MasterCard     VISA     American Express

Credit Card No.: \_\_\_\_\_

Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

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**INSTRUCTIONS:** The registration deadline is March 25, 2008. No refunds will be made after that date, however we will allow and encourage substitutions if you need to cancel your registration. For assistance, please call 202/639-5904.



### Mail or fax completed form to:

Debbie Kimmelman, Senior Meetings Manager  
GMA, 1350 I Street, N.W., Suite 300, Washington, DC 20005  
Phone 202/639-5904 • Fax 202/639-5902