

Tuesday, January 26th at International Dairy Foods Association “IDFA” 2016 Dairy Forum – Heather Draper, Director, The Ice Cream Club, Boynton Beach, FL participates in panel titled: **Caution: Company Under Pressure.**

The focus of the panel was:

Change. Thanks to the rapid expansion of social media and the growing prevalence of consumer activism, how companies respond publicly and privately to crisis situations has changed. **Challenge.** How can you find new ways to protect your brand and reputation when an unexpected public relations crisis or product recall threatens to throw your company into a tailspin? **Opportunity.** Take home real-life lessons from a panel of industry insiders who were recently on the front lines of brand crises and product recalls. Learn practical strategies for effective communication, damage control and reputation management.

Moderator: Stacey Stevens, *Senior Vice President, FoodMinds LLC*

Panelists:

Heather Draper, *Director, The Ice Cream Club, Inc.*

Gary Germaine, *Vice President of Global Quality, Leprino Foods Company*

Joseph A. Levitt, *Partner, Hogan Lovells US LLP*

