



SOUTHEAST EGG INDUSTRY REGIONAL CONFERENCE

JUNE 22-24, 2021
WILLIAMSBURG, VA

HOSTED BY:
NORTH CAROLINA EGG ASSOCIATION

SCHEDULE OF EVENTS

Tuesday, June 22, 2021

1:30–6:00 p.m.	Meeting Registration	Meeting Convention Lobby
4:00–6:00 p.m.	Hospitality Suite	Suite
3:00–5:00 p.m.	Florida Poultry Federation Annual Meeting (Members Only)	
3:00–5:00 p.m.	North Carolina Egg Association Annual Membership and Board Meeting	Wareham Room
6:00–7:00 p.m.	Welcome Reception	
7:00–9:30 p.m.	Networking Dinner	
9:30 p.m.–Midnight	Hospitality Suite Open	Suite

Wednesday, June 23, 2021

6:30–8:30 a.m.	Grab and Go Breakfast	Meeting Convention Lobby
8:30 a.m.-1:00 p.m.	Golf Tournament	River Course (8:30 a.m. tee time with shotgun start)
7:15 a.m.-1:30 p.m.	Fishing Excursion on the James River and Networking Lunch	Kingsmill Marina
9:00-10:00 a.m.	Mimosa Brunch	
1:30-2:30 p.m.	Ice Cream Social	
3:00-6:00 p.m.	Hospitality Suite Open	Suite
6:00-7:00 p.m.	President's Reception	
7:00-8:00 p.m.	President's Dinner	
8:00-8:30 p.m.	Remarks and Awards	
8:30-10:30 p.m.	Closing Entertainment	
10:30 p.m.-Midnight	Hospitality Suite Open	Suite

Thursday, June 24, 2021

EGG-UCATION SESSION

7:30-8:30 a.m.	Breakfast Buffet	Meeting Convention Lobby
8:25 a.m.	Welcome Remarks	
8:30-9:00 a.m.	Industry Audits - What You Should Know	<i>Michael P. Martin, DVM, MPVM, ACPV NC Dept of Agriculture & Consumer Services</i>
9:00-9:30 a.m.	How the Consumer Engages with the Industry: Successes and Opportunities	<i>Emily Metz, President & CEO, AEB</i>
9:30-9:45 a.m.	Break	
9:45-10:15 a.m.	Cage Free Production and New Trends	<i>Dr. Richard Gates, Egg Industry Center</i>
10:15-11:00 a.m.	KEYNOTE: Leveraging Values and Transparency as Part of Your Communications Strategy	<i>Hinda Mitchell President and Founder, Inspire PR Group</i>
11:00 a.m.	Adjourn	