

## Schedule of Events (as of 10/1/25)

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### Monday, October 13

8:00 – 9:00 a.m.	AEB Executive Committee Meeting (committee members only)
9:00 – 11:30 a.m.	UEP Executive Committee Meeting (committee members only)
11:30 – 12:30 p.m.	Executive Joint Working Lunch Session (committee members only)
12:00 – 1:00 p.m.	Grab-and-Go Lunch
1:00 – 3:00 p.m.	AEB Scientific Research & UEP Environment & Sustainability Committees
3:15 – 4:30 p.m.	AEB Innovation Committee
4:45 – 6:00 p.m.	AEB Consumer Insights Committee
6:30 – 7:30 p.m.	Welcome to Louisville Reception

### Tuesday, October 14

7:00 – 8:30 a.m.	Breakfast
7:30 – 8:30 a.m.	UEA Allied Meeting
7:30 – 8:15 a.m.	AEB Finance Committee
8:15 – 9:30 a.m.	AEB External Relations Committee
9:45 – 11:30 a.m.	AEB Marketing & Communications Committee
10:30 – 2:00 p.m.	Guest Activity – Fascinator Class and Lunch
12:00 – 1:15 p.m.	Lunch
1:30 – 5:30 p.m.	Joint General Session
1:30 – 1:50 p.m.	<b>Welcome &amp; Opening Remarks</b> <i>Chad Gregory, United Egg Producers &amp; Emily Metz, American Egg Board</i>
1:50 – 2:30 p.m.	<b>We Have a Deal – Deviled Egg Co.®</b> <i>Raechel Van Buskirk and Alexi Wellman, Deviled Egg Co.®</i>
2:30 – 3:15 p.m.	<b>Customer Panel: How Consumer Insights Influence Business Strategies</b> <i>Kimberly Dale, Giant Eagle</i> <i>Jaimi St. John, Armanino Foods</i> <i>Scott Weisenbeck, Hormel Foods</i> <i>Moderated by: Nate Hedtke, American Egg Board</i>
3:15 – 3:30 p.m.	Break

# STRONGER

BY THE DOZEN

- 3:30 – 3:50 p.m. **An Egg a Day for the First 1,000 Days: Helping Children Grow Healthier in Honduras**  
*Camila Reina, Honduras Outreach Inc.*
- 3:50 – 4:35 p.m. **Protecting America's Egg Supply: The Plan for HPAI Vaccination in Layers**  
*Dr. John Clifford, USAPEEC*  
*Dr. Craig Rowles, Versova*  
*Dr. Travis Schaal, Forsman Farms (formerly of Boehringer-Ingelheim)*  
*Dr. David Swayne, Birdflu Veterinarian LLC*  
*Moderated by: Dr. Mickey Rubin, American Egg Board*
- 4:35 – 4:55 p.m. **Feed Ingredients Market Outlook**  
*Ron Sterk, Sosland Publishing*
- 4:55 – 5:25 p.m. **Epidemiological Research Leading the Way for Improving HPAI Control Measures**  
*Dr. Brian McCluskey, Lonestar Epi Consulting*
- 5:25 – 5:30 p.m. **Closing Remarks**  
*Chad Gregory, United Egg Producers & Emily Metz, American Egg Board*
- 5:30 – 6:30 p.m. Cocktail Reception

## Wednesday, October 15

- 7:00 – 8:00 a.m. Breakfast
- 8:00 – 11:30 a.m. Joint General Session
- 8:00 – 8:10 a.m. **Welcome**  
*Chad Gregory, United Egg Producers & Emily Metz, American Egg Board*
- 8:10 – 8:15 a.m. **Comments and Keynote Introduction**  
*Emily Buehler, Mid-America Farm Credit*
- 8:15 – 9:15 a.m. **Make it Matter**  
*Matthew Emerzian, Every Monday Matters*
- 9:15 – 9:55 a.m. **Gene Editing to Solve Disease and Animal Welfare Challenges**  
*Matt Culbertson, Genus/PIC*
- 9:55 – 10:40 a.m. **United Egg Producers Town Hall**  
*Oscar Garrison – Navigating the regulatory world of eggs*  
*Larry Sadler – UEP certified cage free campaign with Bader Rutter*  
*Chad Gregory – UEP Bylaws/Articles, UEP Membership, UEP Chapter 3, Antitrust Training*

# STRONGER

BY THE DOZEN

10:40 – 11:25 a.m.

## **American Egg Board Town Hall**

*Katie Hayes – Strong Body, Strong Mind: A Strong Case for Eating Eggs*

*Nate Hedtke – The Eggcelerator Lab – Driving Demand through Innovation*

*Bill Winkelman – Incredible Farmer - Expertise and Resources for Egg Farmers*

*Moderated by: Emily Metz*

11:25 – 11:30 a.m.

## **Day 2 Closing Remarks**

*Chad Gregory, United Egg Producers & Emily Metz, American Egg Board*

11:30 – 1:00 p.m.

Eggshell Upcycling Meeting Working Lunch

11:30 – 1:00 p.m.

Lunch

1:00 – 2:00 p.m.

AEB State Marketing Executive Meeting

1:00 – 2:00 p.m.

UEP Government Relations Issues Briefing & Committee Meeting

2:00 – 3:00 p.m.

UEP Food Safety Issues Briefing & Committee Meeting

2:00 – 3:00 p.m.

UEP Animal Welfare Issues Briefing & Committee Meeting

3:00 – 4:30 p.m.

UEP Animal Health & Biosecurity Issues Briefing & Committee Meeting

4:30 – 5:30 p.m.

Transportation from Omni to Churchill Downs

5:30 – 9:30 p.m.

Award Banquet Reception & Dinner

5:30 – 7:30 p.m.

Cocktail Reception & Mock Race

7:30 – 9:30 p.m.

Awards Banquet: Dinner and Program

9:30 – 10 p.m.

Shellshocked

9:30 – 10:30 p.m.

Transportation from Churchill Downs to Omni

## **Thursday, October 16**

6:30 – 7:30 a.m.

Breakfast

7:30 – 9:30 a.m.

AEB Board Meeting

10:00 – 12:00 p.m.

UEP Membership & Board Meetings (UEP Members Only)