



### Preliminary Schedule

#### Monday, February 28th

9am–5pm	Registration Open	South Loggia
<b>Noon–3pm</b>	<b>Policy Summit</b>	Ponce Ballroom I&II
	<p>This new Council Annual Meeting feature will provide an opportunity to hear from thought-leaders who are helping develop legislative and regulatory initiatives that impact the personal care and cosmetics industry. The Summit will feature a luncheon, keynote address on <b><i>Keeping the Proper Perspective on Scientific Issues</i></b>, as well as discussion and commentary from industry issue experts and Council staff. It is open to registered attendees from finished product manufacturers, contract/private label manufacturers, raw material suppliers, fragrance suppliers and packaging suppliers. (Closed to media)</p> <p><b>Keynote Speaker: Joe Schwarcz</b>            Dr. Schwarcz is Director of McGill University's Office for Science and Society, a unique enterprise with a mandate of demystifying science for the public, the media and students. Dr Schwarcz also teaches a variety of courses in McGill's Chemistry Department and in the Faculty of Medicine with emphasis on health issues, including aspects of "Alternative Medicine." Dr. Schwarcz writes a weekly newspaper column in the Montreal Gazette entitled "The Right Chemistry" as well as a monthly column in Canadian Chemical News. He was the chief consultant on the Reader's Digest best sellers "Foods That Harm, Foods That Heal" and "The Healing Power of Vitamins, Minerals and Herbs" and contributed the chemistry chapter to the best-selling "Mental Floss."</p> <p><b><i>Keeping the Proper Perspective on Scientific Issues</i></b>            The public is confused. And often so are politicians. Almost every day we wake up to some new study claiming that yet another contaminant has been found in our environment that constitutes a risk to public health. Bisphenol A, phthalates, parabens and a host of other chemicals appear with great regularity in media reports. It is more important than ever to provide a proper perspective on such issues. A scientific, rather than emotional, evaluation of the risk-benefit ratio can go a long way towards clearing up the public's confusion and can help provide the framework for regulations.</p>	
4 – 5:30pm	International Communications Collaboration (Invitation Only)	
4 - 5pm	LEX & LARC Meeting (Committee Members Only)	
Noon–5pm	Open for Strategic Appointments	
5- 6pm	<b>Cocktails and Campaigns</b>	The Gold Room
	Reception discussion on the 2012 Presidential and Congressional races with Special Guest, Jonathan Martin, Politico	
<b>6–7pm</b>	<b>All Attendee Opening Reception</b>	Ocean Lawn
<b>7–10pm</b>	<b>All Attendee Opening Dinner</b>	Ponce de Leon Ballroom



## Tuesday, March 1st

- 7:45– 9am Government and Legislative Affairs Committee Breakfast Meeting (Committee Members Only)
- 9– 11:30am General Session** Ponce Ballrooms IV, V, VI
- Chairman’s Address**
- President’s Address**
- Keynote Speaker: Joshua Cooper Ramo, Managing Director, Kissinger Associates**  
 Ramo has been called “one of China’s leading foreign-born scholars” by The World Economic Forum. Questioning conventional thinking, Ramo puts forth a radical new model for thriving in a world of unexpected change. Prior to entering the strategic advisory business, Ramo was an award-winning journalist and the Foreign Editor of *TIME* magazine. Among his nearly two-dozen *TIME* cover stories were the 1997 Man of the Year profile of Andy Grove and most recently, a report on unemployment in America. In his most recent book, *The Age of the Unthinkable: Why the New World Disorder Constantly Surprises Us And What We Can Do About It*, Ramo argues that we are now in the midst of unprecedented change – instead of relying on our traditional models and institutions of the past, we must adapt to these changes with innovative solutions and creative problem-solving ideas to face the global challenges ahead. *Forbes* called it “a poignant, informed and optimistic book.” Ramo served as China analyst for NBC during the 2008 Olympic Games and has appeared on such programs as *Meet the Press*, *Fareed Zakaria GPS*, *The Today Show*, and *Charlie Rose*.
- CEO Panel:** Hear a team of leading cosmetic and personal care product CEOs reflect on Mr. Ramo’s insights and the current state of the industry.
- Moderator:** Amy Synnott-D’annibale, Beauty Director, Instyle
- Panel:** Scott Beattie, Chairman, President & Chief Executive Officer, Elizabeth Arden  
 Thia Breen, President, North America, The Estée Lauder Companies  
 Stefano Curti, President, J&J Consumer Products Co. Beauty
- 11:30am–6pm Open for Strategic Appointments
- 11:30am - 3pm Scientific Advisory Executive Committee Lunch Meeting (Committee Members Only)
- 3–3:30pm Board of Directors Mingle Mediterranean Ballroom
- 3:30–5:00pm Board of Directors Meeting Mediterranean Ballroom
- 6–7pm All Attendee Social Hour** Mediterranean Courtyard  
 Solidify those new connections into lasting friendships at this new Tuesday evening social hour.
- 7–10:00pm Board of Directors Dinner** The Gold Room  
*(Invitation Only)*



### Wednesday, March 2nd

7:30am–9am Public Affairs Committee Meeting (Committee Members Only)

9–11:30am **General Session**

Ponce Ballrooms IV, V, VI

**Keynote Speaker: Jim Carroll, World-Renowned Futurist, Trends Expert & Bestselling Author**

For more than 20 years, Jim Carroll has been studying what makes companies *relentlessly creative*, and how they ride critical trends in order to achieve dramatic success. As such, Jim has established a global reputation for his cutting-edge perspective into economic cycles, dynamic marketplace issues and consumer branding strategies. *Business Week* recently named him as one of only four sources of exceptional insight on innovation and creativity.

**Beauty Editors Panel:** Hear from an assembly of these leading consumer trend experts. What are the coming trends in beauty, cosmetics, personal care, men’s grooming, colors, fashion? And, what do these trends mean for your business? How can you capitalize on them to make a difference in your business?

**Moderator:** Art Spiro, Elizabeth Arden

**Panel:** Ying Chu, Beauty Director, Marie Claire  
 Emily Dougherty, Beauty Director, Elle  
 Amy Keller Laird, Deputy Editor, Beauty Director, Allure  
 Genevieve Monsma, Beauty Director, More

**Insider's Advantage:** We started with the Policy Summit and are ending with an insider's view to what's happening in the Legislative, Regulatory, Legal, and Global areas of our industry. Hear from Council senior staff about the major policy issues facing the industry and what the Council is doing to help. Take advantage of being on the inside at the 2011 Annual Meeting.

11:30-3:00pm - International Association Lunch (Invitation Only)

Noon–5pm **Open for Strategic Appointments**