



theUriahgroup

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FOOD DEFENSE SEMINAR PREPARES INDUSTRY

Falls Church, Virginia: Our food supply as a weapon of mass destruction? Unnerving to say the least. What would happen to the food retailers, distributors, and suppliers? The implications are enormous. The potential for the loss of life, economic catastrophe, and liabilities are part of the new world order we in the food industry live with on a daily basis. But the industry is fighting back with intention and commitment.

Our most valuable tool to counter this threat is preparation.

“The most secure food safety system in the world is also one of the most vulnerable. Our adversaries are smart and getting smarter,” according to Gordon Meriwether, Principal of the Uriah Group. “We need to match this with awareness and training of our own. Businesses that are proactive and prepared stand a better chance of standing tall when the smoke clears.”

To address the industry need to develop a workable, real-world risk management plan, The Uriah Group, in partnership with the Western Institute for Food Safety and Security (WIFSS) at The University of California at Davis has developed “Practical Tools for Protecting the Food Supply,” a two-day seminar being held in Washington, DC November 6-8 at the George Washington University’s Cafritz Center. This is the first in a series of planned food defense education seminars.

“This educational seminar builds on the tabletop exercises we’ve conducted with industry and states across the nation,” Meriwether continues. “These Reality Based ExercisesSM identify the serious food defense issues businesses face, played out in a war-game environment. The purpose of this food defense seminar is to leverage these lessons learned into practical applications for the industry.”

Attendees will include all sectors of the food industry, from retailers and distributors to regulators and emergency responders. The business-friendly focus equips the enterprise to plan, prepare, and respond to a food security incident. “The results of this seminar will provide the business community with a ‘walk away’ risk management plan to better prepare food industry for the unthinkable,” said Dr. Jerry Gillespie, Director of WIFSS.

Session Titles:

Risk Management, Risk Assessment, Risk Management Planning, Risk Mitigation, Government News, Business Response, Crisis Recovery, Risk Management Implementation

Registration Fees:

Through September 30, 2005 \$995
After September 30, 2005 \$1,295

Registration Information:

For more information, visit our website at www.FoodDefenseSeminar.com or call 703.556.6403. Register on-line at www.FoodDefenseSeminar.com.

About the Uriah Group:

The Uriah Group is dedicated to delivering effective, real-world solutions for emergency response that emphasize the importance of the business infrastructure in a crisis situation. Leveraging our unique experience in the food, intelligence, training, information technology, and program management arenas, The Uriah Group developed the concept of reality-based training for food defense. We were the first to bring to market a multimedia approach for this training. With our Reality Based ExercisesSM (RBX), we simulate real scenarios that effectively test the efficacy of a business's risk management plan. The Uriah Group also pioneered a multi-state approach to partnership building for food defense. All these firsts lead to one important outcome: The Uriah Group's goal is to help businesses survive a crisis. For more information about The Uriah Group, contact Terrie Dort, 703 556 6402, tdort@uriahgroup.com.

About WIFSS:

The mission of the Western Institute for Food Safety and Security at the University of California, Davis is to conduct research that will enhance food safety in all sectors of the food systems' continuum, from environment to consumer. The Institute is a leading resource for scientific information that will facilitate innovations and new practices against food security incidents directed at the food system, enhance economic stability of the food industry, and overall, lead to improved human health and welfare. For more information about WIFSS, contact Dr. Jerry Gillespie, Director, 530 757 5757, jrgillespie@wifss.ucdavis.edu.

For more information about the Food Defense Seminar, visit the website www.FoodDefenseSeminar.com

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