

**The Food, Drug, & Cosmetic Division of the American Society for Quality 21st West Coast Conference**  
**DIETARY SUPPLEMENTS: GMPs, CHALLENGES, & INITIATIVES**  
 Friday, September 24, 2010

7:30 AM	REGISTRATION & CONTINENTAL BREAKFAST	<b>Jane P. Reich</b> , Chief, Food Safety Inspection Unit, CDPH, <i>State Inspections</i>	3:15 - 4:45 PM	INTERACTIVE PANEL: <b>Other Challenges &amp; Initiatives</b>
8:00 AM	<i>Welcome</i>  <b>Ofelia U. Barretto</b> , Conference Chair <b>Jim Loseke</b> , Chair, ASQ-FDC	<b>Paul Hyman, Esq.</b> , Hyman, Phelps, & McNamara, P.C., <i>Capitol Hill Update</i>  <b>Ofelia U. Barretto</b> , Past Chair, ASQ-FDC; Principal Consultant, Compliant Quality Solutions, <i>Strategy for Surviving an Inspection</i>		Moderator: <b>Rosemarie Christopher</b> , Chair - Elect, ASQ-FDC; President & CEO, Med Exec International & Rx Research Staffing
8:10 AM	<i>Honoring the Memory of Steven McNamara</i>  <b>Ofelia U. Barretto</b> , Conference Chair <b>Paul Hyman, Esq.</b> , Hyman, Phelps, & McNamara, P.C.			<b>Andrew Shao, Ph.D.</b> , SVP, Scientific & Regulatory Affairs, Council for Responsible Nutrition, <i>Industry Initiative - Ingredient Supplier Qualification</i>
		12:00 - 1:00 PM		<b>V Srinivasan, Ph.D.</b> , Head, USP International Sites, & USP Verification Program, <i>Third Party Certification for Dietary Ingredients &amp; Other Raw Materials</i>
8:30 AM	<i>USFDA Update</i>  <b>Alonza E. Cruse</b> , District Director, USFDA, Los Angeles District Office	1:00 - 3:15 PM		
			INTERACTIVE PANEL: <i>Dietary Supplement Claims -- False Advertising, Fraud, Claim Substantiation</i>	
9:00 AM	<i>CDPH Update</i>  <b>Patrick Kennelly</b> , Chief, Food Safety Section, California Department of Public Health			Moderator: <b>Akiko Tagawa</b> , Past Chair, ASQ-FDC; Principal, Quality Facts  <b>Ann Stahl</b> , Investigator, Federal Trade Commission, <i>False Advertising</i>
9:30 - 9:45 AM	BREAK			<b>Joy Ann Joseph</b> , USP Council of Experts; President, Joys QM Systems, <i>How the USP Can Help</i>
9:45 - 12:00 Noon	INTERACTIVE PANEL: <i>Dietary Supplement GMP Compliance Program &amp; Enforcement Update</i>  Moderator: <b>Rick Perlman</b> , Past Chair, ASQ-FDC; Manager, Supplier Quality, Bayer Healthcare, Consumer Care  <b>Brad Williams</b> , Manager, Division of Dietary Supplement Programs, CFSAN, <i>FDA Update</i>	(2:00 PM - 2:15 PM)		4:30 PM
				<b>Closing Remarks --</b>  <b>Ofelia U. Barretto</b>
				<b>Daryl Roberts, Esq.</b> , Deputy District Attorney, Consumer/Environmental Protection Division, Napa County District Attorney's Office, <i>Fraud</i>  <b>Paul Hyman, Esq.</b> , Hyman, Phelps, & McNamara, P.C., <i>Claim Substantiation</i>  <b>Andrew Shao, Ph.D.</b> , SVP, Scientific & Regulatory Affairs, Council for Responsible Nutrition, <i>Industry Self - Regulatory Initiative on Advertising Claims</i>