

Recall Ready Workshop
June 28-29, 2023
Speaker Bios

Elizabeth Fawell, Hogan Lovells

Elizabeth has worked with every segment of the food industry, including manufacturers, distributors, retailers, restaurants, and food service operators, as well as their trade associations. Her work on behalf of food industry clients with the Food Safety Modernization Act (FSMA) since its inception and her understanding of Hazard Analysis Critical Control Point (HACCP) systems provides her with the experience and perspective needed to counsel clients on how to comply with new requirements under the law. Elizabeth is also a Preventive Controls Qualified Individual (PCQI) and has completed the FSPCA PCQI training.

Elizabeth understands how laws, regulations, and guidance documents are developed, interpreted, and enforced. Her extensive knowledge enables clients to prevent or respond to enforcement actions such as Warning Letters, Import Alerts, and agency investigations. She helps clients in determining whether an RFR report is necessary and whether a recall is warranted. If so, she helps manage the recall to minimize business impacts.

Elizabeth provides real-time advice during factory inspections, helps clients prepare 483 responses, and drafts inspection manuals. She assists clients in lawfully and creatively promoting their products such as the development of labels, claims, and website and promotional campaigns. Elizabeth also supports clients in advertising disputes and with responses to FTC and Attorney General investigations. Elizabeth helps clients stay informed of and ahead of public policy issues and develops strategies for effective advocacy before regulators.

Amy Philpott, Philpott PR Solutions, LLC

Amy is the Founder and Chief Brand Protector at Philpott PR Solutions LLC in Washington, DC. Amy has dedicated more than 20 years to assisting companies and organizations throughout the food supply chain use traditional and digital communications to protect their brands, reputations and business relationships in domestic and foreign markets. She has helped companies throughout the human and animal food supply chains communicate about sensitive issues such as biotechnology, food additives, pesticide residues, food safety, and more.

Amy co-authored the 2022 [Asian Pacific Economic Cooperation's \(APEC\) Food Safety Risk Communication Framework](#) and authored three of the six associated guidelines. She is also a co-contributor to the International Food Information Council's (IFIC) *Food Safety: A Communicator's Guide to Improving Understanding* and served on the joint United Nations FAO and World Health Organization working group that developed [Risk Communication Applied to Food Safety Handbook](#).

Amy is fully accredited in public relations (APR) and holds bachelor's and master's degrees from California State University, Fresno, in business administration and international relations, respectively; she also earned a Master of Arts in public communication from American University in Washington, DC. She currently serves on the Executive Advisory Board for the Preventive Controls Alliance and is an active member of the Public Relations Society of America's National Capital Chapter.

Gretchen Wall, International Fresh Produce Association

Gretchen is the Director of Food Safety and Quality at the International Fresh Produce Association (IFPA) where she supports IFPA members and industry stakeholders by providing technical support, educational opportunities, and science-based information on all aspects of produce safety and quality from farm to fork.

Gretchen's background in food science, food safety, and horticulture enables her to assist a wide variety of food producers as they navigate complex regulatory requirements and market demands. Her prior experience in education and extension at Cornell University's Produce Safety Alliance allows her to guide growers and packers toward practical and achievable food safety outcomes, foster long-term business viability, and work towards achieving public health goals.

Gretchen earned her M.S. in Interdisciplinary Studies in Food Science and Safety at Colorado State University and her B.S. in Food Science at The Pennsylvania State University. She is the current Chair of the International Association of Food Protection's (IAFP) Fruit and Vegetable Safety and Quality Professional Development Group and a Provisional Subject Matter Expert for the Center for Produce Safety (CPS) Technical Committee.