Sunday, February 26, 2017

12:30 to 3pm Science & Regulatory Steering Committee Meeting

3 to 5pm Policy & Advocacy Steering Committee Meeting – committee members only

6:00 to 7:00pm First Timers Reception

7:00 to 8:30pm All Attendee Welcome Reception

Monday, February 27, 2017

8:30 to 9am Networking Breakfast

9 to 11:30am Plenary Session

Welcoming Address
Council President & CEO Lezlee Westine

Nominating Committee Report
Mark Pollak
Senior EVP & Assistant Secretary

Election of Officers

Chair’s Speech
Thia Breen
The Estee Lauder Companies Inc.
Group President of North America

Washington Report

Hear from Council senior staff on the continuing and emerging issues affecting the cosmetic and personal care products industry. This panel discussion, moderated by Council President & CEO Lezlee Westine, will update you on what’s happening in the Legislative, Regulatory, Legal, Publics Affairs and Global areas of our industry. Panelists include Mark Pollak, Senior EVP, Tom Myers, EVP, Legal & General Counsel, Beth Jonas, EVP, Science, John Hurson, EVP, Government Affairs, Francine Lamoriello, EVP, Global Strategies, and Lisa Powers, EVP, Public Affairs & Communications.
What Do the Nov. 8 Elections Mean For the Personal Care Industry?

Join the Council’s lobbying consultants for a discussion of the election impact on the Council’s legislative and regulatory goals at the federal, state, and local level, and the opportunities and challenges presented. Speakers include Bruce Mehlman, founding partner of the bipartisan lobbying firm Mehlman Castagnetti Rosen & Thomas, Darius Anderson, founder and CEO of Platinum Advisors, LLC, a government relations and public affairs firm with offices in Sacramento and San Francisco and Emily Giske, a partner with Bolton-St. Johns, a government relations and public affairs firm that specializes in developing research-based and solution-oriented strategies.

Keynote Speaker: Scott Belsky General Partner at Benchmark & Founder of Behance
Making Ideas Happen

Great ideas only see the light of day when creative people and teams are able to get organized, harness the forces of community, and become better leaders of themselves and others. Scott is a partner at Benchmark, the Silicon Valley private equity firm. He is the author of the national bestselling book Making Ideas Happen (Penguin Books, April 2010). He co-founded Behance, the world’s largest online platform of creative professionals. In 2012, Scott became Adobe’s Vice President of Product/Community after Adobe’s acquisition of Behance. Prior to joining Benchmark, Scott was an early-stage investor and active advisor to dynamic new companies including Uber, Warby Parker, Pinterest, and sweetgreen. In this session, Scott will share insights and practical tips that you can use to push bold creative projects to completion by overcoming the obstacles between vision and reality.

Keynote Speaker: Jennifer Cohan, President, Edelman New York
Earning Trust in an Age of Populism: A Roadmap to Brand Engagement

Jennifer Cohan is president of Edelman New York, the global communications and marketing firm’s largest office with 850 employees. In her role, Jennifer advises clients, develops new products and leads a group of dedicated professionals who promote and protect many of the world’s most progressive companies and brands, including many in the personal care, food, and retail sectors. She is the chief author of brandshare, Edelman’s study of consumers’ evolving relationship with expectation of brands. Her firm produces the annual Edelman Trust Barometer based on a global survey of 28 countries and 33,000+ respondents measuring how much consumers trust the four institutions of government, business, nongovernmental organizations and media to do what is right. Jennifer joined Edelman in 2013 after serving as managing director of GolinHarris New York and deputy managing director of Cohn & Wolfe London, where she led client engagements in Europe and Asia. Her work has been recognized for efficacy and innovation by PRWeek, The Holmes Report, and AdAge Campaign and Marketing.

Noon to 2pm Communications Executive Committee Meeting – committee members only

Noon to 2pm Legal Executive Committee Meeting – committee members only

3 to 5pm Board of Directors Meeting – board members only

7 to 9:30pm Board of Directors Dinner – by invitation
Sponsored by Condé Nast

Tuesday, February 28, 2017

8:30 to 9am Networking Breakfast
Millennial Beauty Brands: Creating Cultural Impact and Making a Connection

What are the beauty brands Millennials can’t live without right now and why? Daniella Wells, who heads up the corporate insights group at Condé Nast, will preview findings from their new Millennial research report. This ground-breaking, national brand affinity study conducted with a major Wall Street firm ranks the most loved brands in fashion, retail and beauty. She will be joined by Michelle Lee, Editor-in-Chief of Allure, who will talk to Ukonwa Ojo, Global Senior Vice President at CoverGirl, about future beauty trends and what it takes to capture the hearts and minds of today’s powerful Millennial consumer.

Keynote Speaker Karin Tracy, Head of Industry, Beauty & Luxury, Facebook
From Beauty Inspiration to Business Transformation

With the evolving impact of mobile technology, the democratization of beauty, and resulting mergers and acquisitions (M&A), how does one keep with today’s beauty shopper who is a constant work-in-progress, has access to everything, and can follow the trends faster than we can make them? Hear from Facebook’s Beauty Head of Industry, Karin Tracy, as she shares insights from Facebook’s 1.9B users, outlining the convergence of several key trends in the beauty industry in recent years. She’ll share Facebook’s perspective on these trends, as well as some practical tips on how to thrive, no matter what your business role or size, in an industry that is continually transforming.

Keynote Speaker: Stephanie Horbaczewski, CEO of StyleHaul
Listen to the Beauty Influencer

As the CEO of StyleHaul, the leading global style network for YouTube and social content creators, Stephanie will provide a snapshot of what StyleHaul does, and discuss how influencer marketing works and why fashion and beauty creators and their messaging are so relevant and integral to the global redefinition of beauty standards.

Joining Stephanie will be StyleHaul’s Beauty and Fashion Vlogger, Loey Lane, who will share some of her experiences and what she hears from fans/viewers on the challenges and opportunities of being unique and trailblazing in the space.

Keynote Speaker: Edwin Wong, Vice President, Research & Insights at Buzzfeed
Digital Humanism: The Coming Age of Content

Edwin leads research efforts to identify key trends in consumer behavior and help advertisers capitalize on these trends to effectively connect with their core audiences. He’s been studying digital consumer behavior for ~20 years. Prior to Buzzfeed, he created the Partner Insights function at Pinterest. Wong also held numerous insight roles at Yahoo for over a decade. Wong has been published in the ANA magazine, Journal of Social Psychology, and WOMMA. He received his BA from Pomona College.

Keynote Speaker: Yomi Abiola, Editor at Vogue Italia online
The Global Shea Alliance: Redefining the connection between consumers and ingredients

Yomi will lead a discussion about a unique worldwide initiative that promotes the sustainability of the shea butter industry, and economic empowerment for the women of Africa. Yomi is the founder of Stand Up for Fashion (STUFF) which promotes social accountability and responsibility in the fashion industry. Panelists include Safia Andani Alhassan, Chair of the Pagsung Shea Pickers and Processors Association; Naa-Sakle Akuete, founder and CEO of Eu’Genia Shea, a Brooklyn based mother/daughter-
run social enterprise dedicated to empowering women through the sale of shea based moisturizers; and
Shannon Hess, Associate Director-Responsible Sourcing, Burt’s Bees. With approximately 600,000 tons
collected each year, shea serves as a critical source of nutrition and income from the food and cosmetics
industries.

Noon to 2pm State Government Affairs Committee Meeting – committee members only

Noon to 2:45pm Manufacturer and Supplier Partnership Luncheon – RSVP Required
Sponsored by Lubrizol

Back by popular demand, the Manufacturer and Supplier Partnership Luncheon will focus on “Hazard vs.
Risk: Advocating Risk Assessment in a World Increasingly Pre-occupied with Hazard.” The session will
examine ingredient defense in light of current risk and hazard based regulations. Speakers will provide
an overview of the political landscape examining the safety frameworks established by various
government and nongovernmental authorities, and then examine the challenges faced in the defense of
specific ingredients. Speakers will include Beth Jonas, the Council; Jay Ansell, the Council; Steve
Gettings, Avon; Ken Marenus, The Estée Lauder Companies Inc.; John Chave, Cosmetics Europe; and Kathy
Plotzke, Dow Corning Corporation.

6 to 7pm All Attendee Social Hour
Sponsored by AMA Labs

Wednesday, March 1, 2017

8:30 to 9am Networking Breakfast

9 to 10am Plenary Session

Hear from a panel of international cosmetic association executives from around the world who will
discuss the outlook for global regulatory harmonization and free trade.

10am to 5pm International Association Collaboration Meeting – by invitation

7:00 to 10:00pm International Association Dinner – by invitation

Thursday, March 2, 2017

8:30am to 2pm International Executive Steering Committee – committee members only