



PRELIMINARY AGENDA
(AS OF 1/19/18)

Sunday, February 25, 2018

- 12:30 to 3pm Science & Regulatory Steering Committee Meeting
- 3 to 5pm Policy & Advocacy Steering Committee Meeting – *Committee members only*
- 6 to 7pm First Timers Reception
- 7 to 8:30pm All Attendee Welcome Reception
BeautyKind, sponsor of the Opening Reception and Power of Beauty, Power of Kind Initiative

Monday, February 26, 2018

- 8:30 to 9am Networking Breakfast
- 9 to 11:30am Plenary Session

Welcoming Address

Council President & CEO Lezlee Westine

Outgoing Chair's Speech

Nominating Committee Report

Mark Pollak

Senior EVP & Assistant Secretary

Election of Officers

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; Alexandra Kowcz, EVP, Science; John Hurson, EVP, Government Affairs; Francine Lamoriello, EVP, Global Strategies; and Lisa Powers, EVP, Public Affairs & Communications.

Keynote Speaker: Stephen Wunker, Managing Director, New Market Advisors
Driving Customer-Centered Innovation

Stephen Wunker is the managing director of New Markets Advisors. As a specialist in new markets, he combines world-class strategy-consulting and entrepreneurial skills. He is the author of *Capturing New Markets: How Smart Companies Create Opportunities Others Don't*, named one of the five Best Business Books of 2011, as well as co-author of *Jobs to be Done: A Roadmap for Customer-Centered Innovation*. As an entrepreneur and corporate venturer, Wunker led the team that created one of the world's first smartphones, and he subsequently built several companies in mobile marketing, commerce, and social networking. In this session, he will share on driving customer-centered innovation.

Keynote Speaker: R. David Edelman, Former White House Special Assistant to the President for Technology & Economic Policy during the Obama Administration
Cybersecurity: What You Can (and Can't) Do to Protect Yourself & Your Business

R. David Edelman has spent a decade as one of the government's leading voices on how technology is changing the economy, national security, and our daily lives. [An expert on some of the most pressing challenges facing the world today](#)- from cybersecurity and privacy threats to artificial intelligence (A.I.) and automation - his insights have helped shape national and international policy at the highest levels. In 2017, he joined MIT's Internet Policy Research Initiative to direct the Project on Technology, the Economy, and National Security.

12 to 2pm Communications Executive Committee Meeting – *Committee members only*

12 to 2pm Legal Executive Committee Meeting & Luncheon – *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 27, 2018

8:30 to 9am Networking Breakfast

9 to 11:30am Plenary Session

What Does the Trump Administration Mean For the Personal Care Industry?

Join the Council's lobbying consultants for a discussion on the Trump administration's impact on the Council's legislative and regulatory goals at the federal, state, and local level, and what it means for this industry in the coming year. 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 California government relations and public affairs firm; and Emily Giske, a partner with Bolton-St. Johns, a New York government relations and public affairs firm.

Driving the Beauty Industry Forward with Data

As technology continues to disrupt existing business models, this panel will explore how personal care companies can use data to understand their markets, competitors, and customers to change their business models. Participants include: Susan Babinsky, SVP of Kline & Company, a leading market intelligence and consulting firm; Conor Begley, co-founder of Tribe Dynamics, which offers advanced marketing technology for lifestyle brands; Moiz Ali, founder of Native, the indie deodorant brand recently acquired by P&G; and Larry Levin, EVP of Consumer and Shopper Marketing, IRI.

12 to 2pm State Government Affairs Committee Meeting – *Committee members only*

12 to 2:45pm Manufacturer and Supplier Partnership Luncheon – *RSVP Required*

4 to 5pm Beauty Editors Reception – *by invitation*

6 to 7:30pm All Attendee Social Hour
Sponsored by Coty

Wednesday, February 28, 2018

8:30 to 9am Networking Breakfast

9 to 10am Plenary Session

10:30am to 5pm International Association Collaboration Meeting – *by invitation*

7 to 10pm International Association Dinner – *by invitation*

Thursday, March 1, 2018

8am to 2pm International Executive Steering Committee – *Committee members only*