

11:15 A.M.-12 Noon Safety Perspective: How Safe Is Safe?

Panel Moderator:

John E. Girling,
Consultant,
Girling Laboratories.

Clarification of facts from experts in the field of safety and energy.

1:30 P.M.-2:45 P.M. Standards Perspective: Progress Report.

Panel Moderator:

Craig Burbick,
Amana Refrigeration, Inc.

The standards committee will summarize their activities and present proposals for labelling of variable power.

3:00 P.M.-3:45 P.M. Research Perspective: Facts Versus Fiction.

Panel Moderator:

Gertrude Armbruster,
PhD., Associate Professor,
Cornell University.

New directions for microwave research, including a summary of documented nutritional studies.

MICROWAVE WORKSHOP COMMITTEE

Chairperson

Joanne Crocker
Magic Chef, Inc.

Program

Joanne Crocker,
Magic Chef, Inc.

Jane Nolt,
General Mills, Inc.

Verna Ludvigson,
Litton Microwave Cooking Products.

Publicity

Mary Beth Cyvas,
Finger's Furniture.

Janet Maizner,
Ruder and Finn.

Local Arrangements

Preston Hollier,
Union Carbide

Registration

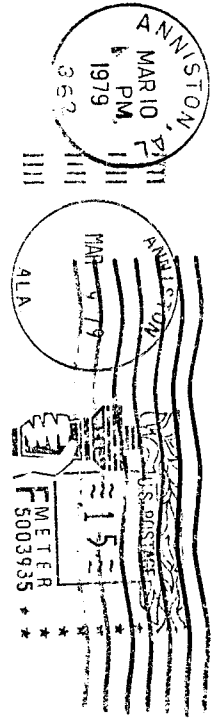
Susan Hutson
Magic Chef, Inc.

Reference Table

Nay Deen Weinberger,
Panasonic.

Susan Hutson
Registration Chairperson
Magic Chef
740 King Edward Avenue
Cleveland, TN 37311

ZR Glaser
Chief, Spcl. Hazards Eval.
NIOSH, 5600 Fishers Lane
Rockville, MD 20857



**Annual Meeting
and Workshop
of The Cooking Appliance Section
of IMPI
April 29 thru May 1, 1979
Omni International Hotel
Atlanta, Georgia**

- April 29 5 p.m. - 7 p.m. - Registration and Reception
- April 30 10 a.m. - 5 p.m. - Workshop
6:30 p.m. - Annual Meeting
- May 1 9 a.m. - 4 p.m. - Workshop

REGISTRATION

Microwave Superstar
 changing perspective in the 1980's
 IMPI CAS

Name: _____
 Title _____
 Affiliation _____
 Address _____
 City _____ State _____ Zip Code _____

IMPI or CAS Member \$100.00 _____
 Non-Member 125.00 _____

Late Registration Received After
 April 15, 1979 Add 20.00 _____

If you wish to join IMPI and/or CAS now, you may register as a member for the meetings and workshop.

IMPI/CAS Membership \$40.00 _____
 CAS Membership Only 15.00 _____

Total _____

Mail form with check or money-order (U.S. Funds) payable to IMPI
 Cooking Appliance section to:

Susan Hutson
 Registration Chairperson
 Magic Chef
 King Edward Avenue
 Cleveland, Tennessee 37311

Microwave Ovens: Changing Perspectives for the 1980's Omni International Atlanta, Georgia

Sunday, April 29, 1979
 5 P.M.-7 P.M.

Registration and Reception.

Monday, April 30, 1979
 10:15 A.M.-10:45 A.M.

Impact of a Superstar: The Microwave Oven or Microwave: Superstar of the Decade.

Hoyle Rymer, Vice President-Operations, Magic Chef, Inc.

Microwave perspective into the 1980's. An examination of the changes in market structure as the microwave market gains mass market appeal. Will sales reach 20 percent penetration in 1980? Mr. Rymer will comment on changing demographics, regional penetration, feature proliferation and changing price points at retail.

10:45 A.M.-12 Noon

Consumer Perspective: Changing Usage Patterns.

Panel Moderator:
 Verna Ludvigson,
 Director, Consumer Affairs,
 Litton Microwave Cooking Products.

Update on Microwave Oven features and a summary of current studies focusing on usage of the microwave oven. What foods are being microwaved? How frequently is this appliance used? What are the unfulfilled needs in the microwave-owning household?

1:30 P.M.-2:45 P.M.

Packaging and Utensil Perspective: Shape of Things to Come.

Panel Moderator:
 George Freedman,
 Manager, New Products Center,
 Raytheon Company.

What are the long-range outlooks for paper, foil, plastic and glass/ceramic usage into the 80's? How are new accessories conceived, developed and tested?

3:00 P.M.-4:00 P.M. **Food Perspective: New Food Concepts Waiting in the Wings.**

Panel Moderator:
 Jane Nolt,
 Research Food Scientist,
 (Microwave Applications),
 General Mills, Inc.

Food company representatives report on the effect 12 percent household saturation has on new product development. What marketing approaches are companies using to penetrate this market?

4:00 P.M.-5:00 P.M. **Educational Perspective: Optimizing Usage Through Education.**

Panel Moderator:
 Mary Jo Bergland,
 President,
 Microcooking Center, Inc.
 Effective education begins at the point-of-sale demonstration and continues through purchase and usage. How can consumer satisfaction with microwave cooking be maximized?

6:30 P.M. **Annual CAS Meeting and Election of Officers**
 Tuesday, May 1, 1979

9:00 A.M.-10:00 A.M. **Retail Perspective: How to Stimulate Sales.**

Panel Moderator:
 Rose Rennekamp,
 Product Manager,
 Radaranges,
 Amana Refrigeration, Inc.

A preview of new approaches to merchandising through specialty stores, appliance dealers, retailers and discounters. What kinds of programs for promoting and selling microwave ovens are needed to keep sales rolling?

10:15 A.M.-11:15 A.M. **Media Perspective: Is the Message Getting Across?**

Panel Moderator:
 Mary Ellen Jenks,
 Director, Consumer Affairs & Services,
 Green Giant Company.

What the industry communicators are saying versus what consumers are hearing. Comments from several media experts focus on ways to effectively communicate microwave cooking concepts to consumers.