

The Web Seminar that Puts it All on the Table.

Traceability

*Where did it come from?
Where is it now?*

The last year has been enough to make you sick. Tainted ingredients used in food products have caused consumer illness, as well as mistrust. Food recalls have cost the industry millions of dollars. And bad press has brought on internal embarrassment and more external scrutiny.

But you're safe, right?

Not so fast! The **Food Safety Web Seminar** will let you know for sure. Hosted by SoftBrands, this **free, interactive forum** will take a hard look at pertinent issues affecting your business, including:

- Food supply in a connected world.
- Foreign imports of raw materials and finished goods.
- U.S. exports of raw materials and finished goods.
 - Responses of affected countries and the impact of new legislation.
 - Responsibilities of producers, importers and consumers.

Designed for the officers of manufacturing companies, this educational, informative discussion, aired **live on the Internet**, can help you get the facts you need to **protect your company** against tainted goods and prepare it for a **new era** in domestic and international food and beverage production.

The **Food Safety Web Seminar** will feature a moderated discussion between two esteemed industry experts representing both the compliance and regulatory sides of the business. No stone will be left unturned; no morsel will be left untouched.

SoftBrands, a world-wide supplier of enterprise application software and a global partner of SAP, has served the food and beverage manufacturing industry for more than 20 years with tools for managing the supply chain and tracing ingredients and products. The company looks forward to hosting this seminar for informational, not promotional, purposes.

Connectivity

*Where do you fit into
the global supply chain?*



Productivity

*Can you be safe and
efficient?*

Profitability

*Why is food safety
good business?*

Don't forget to join the
**Food Safety
Web Seminar!**

October 30, 2007

11:00 AM PDT

www.Fourthshiftdition.com

SoftBrands™



"The (Bush administration's interagency working group's) most important proposal would shift the first line of defense from inspections at the border to broader surveillance along the supply chain: from the original grower or manufacturer to distributors abroad to American importers, manufacturers and retailers."

-The New York Times

"Eighty-five percent of the seafood consumed in the U.S. is imported, and that is just one category of import that has come under intense government scrutiny following a wave of product recalls and food contamination cases this year, many of them involving China."

- Chicago Tribune

Don't Miss a Single Bite.

Tear off this card about the
**Food Safety
Web Seminar**
and post it next to
your computer!



**Food Safety
Web Seminar!**

October 30, 2007

11:00 an PDT

www.Fourthshiftdition.com

SoftBrands™



SPONSOR



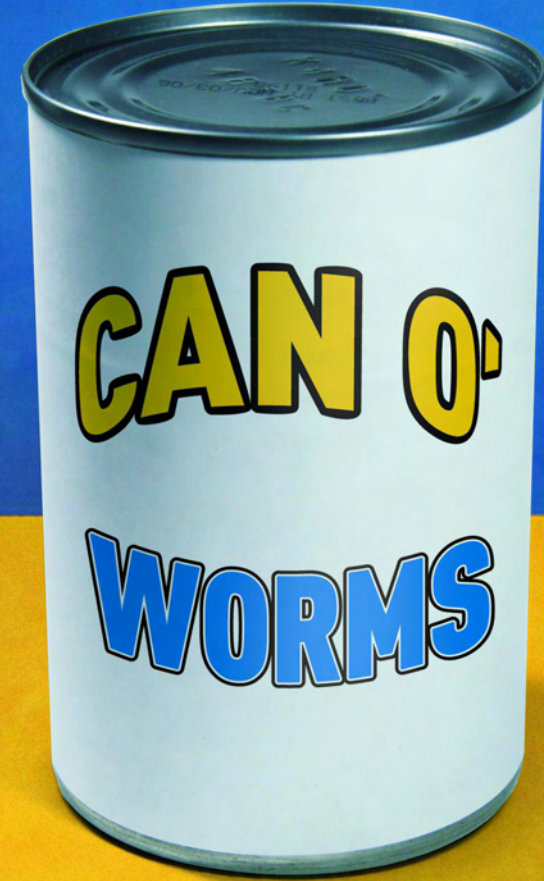
Summitt Business Solutions, LLC
5150 Pacific Coast Highway, Suite 200
Long Beach, CA 90804

SoftBrands™



**The Web Seminar on Food Safety that
You Can't Afford to Miss.**

ON OCTOBER 30



WE OPEN IT.

The Web Seminar that Puts it All on the Table.

Traceability

*Where did it come from?
Where is it now?*

The last year has been enough to make you sick. Tainted ingredients used in food products have caused consumer illness, as well as mistrust. Food recalls have cost the industry millions of dollars. And bad press has brought on internal embarrassment and more external scrutiny.

But you're safe, right?

Not so fast! The **Food Safety Web Seminar** will let you know for sure. Hosted by SoftBrands, this **free, interactive forum** will take a hard look at pertinent issues affecting your business, including:

- Food supply in a connected world.
- Foreign imports of raw materials and finished goods.
- U.S. exports of raw materials and finished goods.
 - Responses of affected countries and the impact of new legislation.
 - Responsibilities of producers, importers and consumers.

Designed for the officers of manufacturing companies, this educational, informative discussion, aired **live on the Internet**, can help you get the facts you need to **protect your company** against tainted goods and prepare it for a **new era** in domestic and international food and beverage production.

The **Food Safety Web Seminar** will feature a moderated discussion between two esteemed industry experts representing both the compliance and regulatory sides of the business. No stone will be left unturned; no morsel will be left untouched.

SoftBrands, a world-wide supplier of enterprise application software and a global partner of SAP, has served the food and beverage manufacturing industry for more than 20 years with tools for managing the supply chain and tracing ingredients and products. The company looks forward to hosting this seminar for informational, not promotional, purposes.

Connectivity

*Where do you fit into
the global supply chain?*



Productivity

*Can you be safe and
efficient?*

Profitability

*Why is food safety
good business?*

"Eighty-five percent of the seafood consumed in the U.S. is imported, and that is just one category of import that has come under intense government scrutiny following a wave of product recalls and food contamination cases this year, many of them involving China."

- Chicago Tribune

Don't forget to join the
**Food Safety
Web Seminar!**

October 30, 2007

1:00 pm CDT

www.Fourthshiftdition.com

SoftBrands[™]



"The (Bush administration's interagency working group's) most important proposal would shift the first line of defense from inspections at the border to broader surveillance along the supply chain: from the original grower or manufacturer to distributors abroad to American importers, manufacturers and retailers."

-The New York Times

Don't Miss a Single Bite.

Tear off this card about the
**Food Safety
Web Seminar**
and post it next to
your computer!



**Food Safety
Web Seminar!**

October 30, 2007

1:00 pm CDT

www.Fourthshiftdition.com

SoftBrands™



SPONSOR



T.B.C.
International
Consulting, Inc.

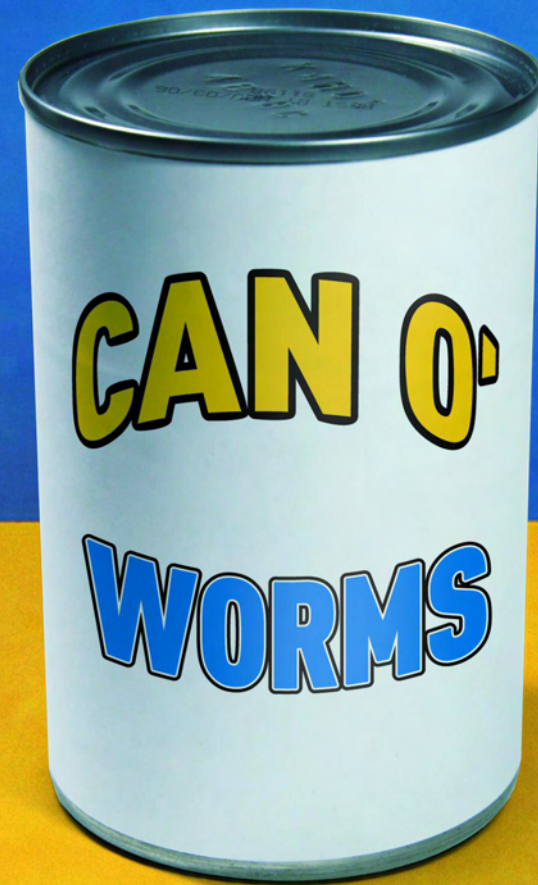
TBC International Consulting, Inc.
PO Box 652
Salado, TX 76671

SoftBrands™



**The Web Seminar on Food Safety that
You Can't Afford to Miss.**

ON OCTOBER 30



WE OPEN IT.

The Web Seminar that Puts it All on the Table.

Traceability

*Where did it come from?
Where is it now?*

The last year has been enough to make you sick. Tainted ingredients used in food products have caused consumer illness, as well as mistrust. Food recalls have cost the industry millions of dollars. And bad press has brought on internal embarrassment and more external scrutiny.

But you're safe, right?

Not so fast! The **Food Safety Web Seminar** will let you know for sure. Hosted by SoftBrands, this **free, interactive forum** will take a hard look at pertinent issues affecting your business, including:

- Food supply in a connected world.
- Foreign imports of raw materials and finished goods.
- U.S. exports of raw materials and finished goods.
 - Responses of affected countries and the impact of new legislation.
 - Responsibilities of producers, importers and consumers.

Designed for the officers of manufacturing companies, this educational, informative discussion, aired **live on the Internet**, can help you get the facts you need to **protect your company** against tainted goods and prepare it for a **new era** in domestic and international food and beverage production.

The **Food Safety Web Seminar** will feature a moderated discussion between two esteemed industry experts representing both the compliance and regulatory sides of the business. No stone will be left unturned; no morsel will be left untouched.

SoftBrands, a world-wide supplier of enterprise application software and a global partner of SAP, has served the food and beverage manufacturing industry for more than 20 years with tools for managing the supply chain and tracing ingredients and products. The company looks forward to hosting this seminar for informational, not promotional, purposes.

Connectivity

*Where do you fit into
the global supply chain?*



Productivity

*Can you be safe and
efficient?*

Profitability

*Why is food safety
good business?*

"Eighty-five percent of the seafood consumed in the U.S. is imported, and that is just one category of import that has come under intense government scrutiny following a wave of product recalls and food contamination cases this year, many of them involving China."

- Chicago Tribune

Don't forget to join the
**Food Safety
Web Seminar!**

October 30, 2007

2:00 pm EDT

www.Fourthshiftdition.com

SoftBrands[™]



"The (Bush administration's interagency working group's) most important proposal would shift the first line of defense from inspections at the border to broader surveillance along the supply chain: from the original grower or manufacturer to distributors abroad to American importers, manufacturers and retailers."

-The New York Times

Don't Miss a Single Bite.

Tear off this card about the
**Food Safety
Web Seminar**
and post it next to
your computer!



**Food Safety
Web Seminar!**

October 30, 2007

2:00 pm EDT

www.Fourthshiftdition.com

SoftBrands™



SPONSOR



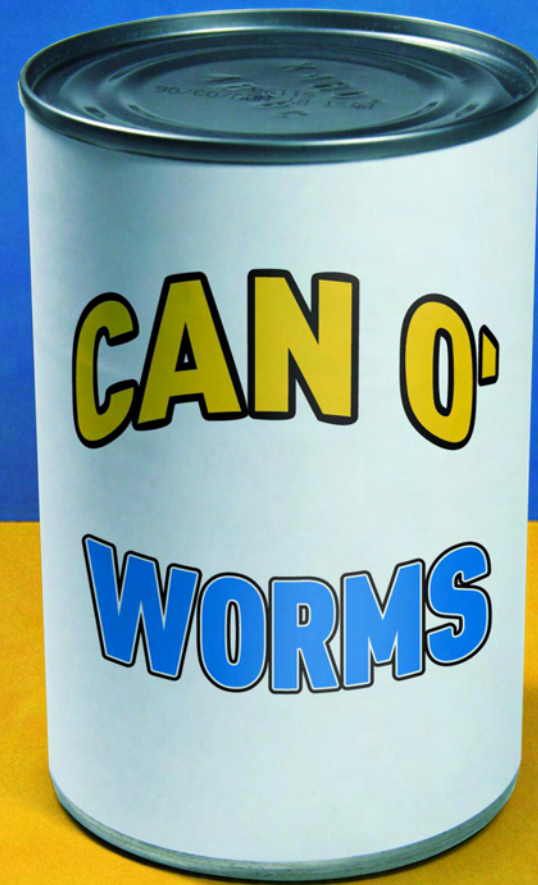
ACUMEN Corporation
Phillip G. Perkins
804-323-0467 x209
9020 Stony Point Parkway, Suite 350
Richmond, VA 23235-1947

SoftBrands™



**The Web Seminar on Food Safety that
You Can't Afford to Miss.**

ON OCTOBER 30



WE OPEN IT.

The Web Seminar that Puts it All on the Table.

Traceability

*Where did it come from?
Where is it now?*

The last year has been enough to make you sick. Tainted ingredients used in food products have caused consumer illness, as well as mistrust. Food recalls have cost the industry millions of dollars. And bad press has brought on internal embarrassment and more external scrutiny.

But you're safe, right?

Not so fast! The **Food Safety Web Seminar** will let you know for sure. Hosted by SoftBrands, this **free, interactive forum** will take a hard look at pertinent issues affecting your business, including:

- Food supply in a connected world.
- Foreign imports of raw materials and finished goods.
- U.S. exports of raw materials and finished goods.
 - Responses of affected countries and the impact of new legislation.
 - Responsibilities of producers, importers and consumers.

Designed for the officers of manufacturing companies, this educational, informative discussion, aired **live on the Internet**, can help you get the facts you need to **protect your company** against tainted goods and prepare it for a **new era** in domestic and international food and beverage production.

The **Food Safety Web Seminar** will feature a moderated discussion between two esteemed industry experts representing both the compliance and regulatory sides of the business. No stone will be left unturned; no morsel will be left untouched.

SoftBrands, a world-wide supplier of enterprise application software and a global partner of SAP, has served the food and beverage manufacturing industry for more than 20 years with tools for managing the supply chain and tracing ingredients and products. The company looks forward to hosting this seminar for informational, not promotional, purposes.

Connectivity

*Where do you fit into
the global supply chain?*



Productivity

*Can you be safe and
efficient?*

Profitability

*Why is food safety
good business?*

"Eighty-five percent of the seafood consumed in the U.S. is imported, and that is just one category of import that has come under intense government scrutiny following a wave of product recalls and food contamination cases this year, many of them involving China."

- Chicago Tribune

Don't forget to join the
**Food Safety
Web Seminar!**

October 30, 2007

2:00 pm EDT

www.Fourthshiftdition.com

SoftBrands[™]



"The (Bush administration's interagency working group's) most important proposal would shift the first line of defense from inspections at the border to broader surveillance along the supply chain: from the original grower or manufacturer to distributors abroad to American importers, manufacturers and retailers."

-The New York Times

Don't Miss a Single Bite.

Tear off this card about the
**Food Safety
Web Seminar**
and post it next to
your computer!



**Food Safety
Web Seminar!**

October 30, 2007

2:00 pm EDT

www.Fourthshiftdition.com



SPONSOR



Tyrone Connor

VP Business Development and Sales

Office 678-388-9486

Cell 770-356-9224

Fax 770-514-6994

tyrone@elevgroup.com

Elevation Group LLC

125 TownPark Drive, Suite 300

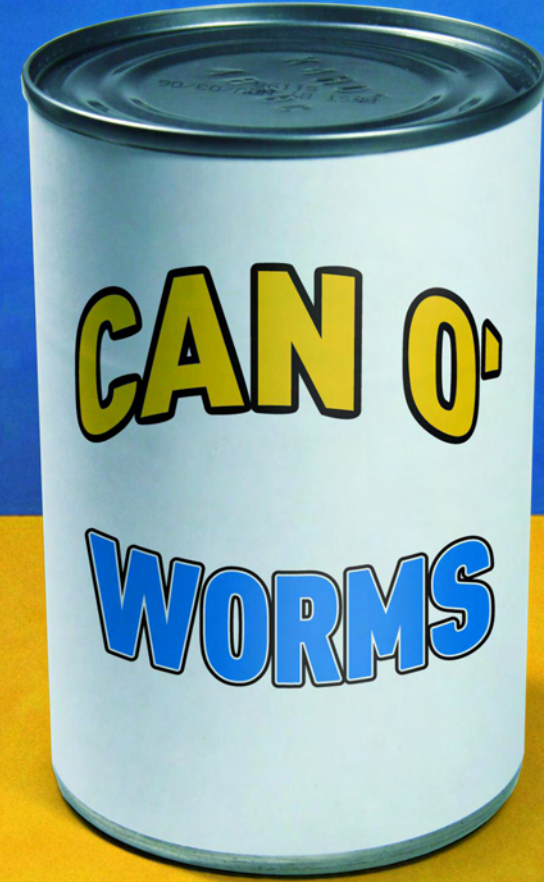
Kennesaw, Georgia 30144

SoftBrands™



**The Web Seminar on Food Safety that
You Can't Afford to Miss.**

ON OCTOBER 30



WE OPEN IT.

The Web Seminar that Puts it All on the Table.

Traceability

*Where did it come from?
Where is it now?*

The last year has been enough to make you sick. Tainted ingredients used in food products have caused consumer illness, as well as mistrust. Food recalls have cost the industry millions of dollars. And bad press has brought on internal embarrassment and more external scrutiny.

But you're safe, right?

Not so fast! The **Food Safety Web Seminar** will let you know for sure. Hosted by SoftBrands, this **free, interactive forum** will take a hard look at pertinent issues affecting your business, including:

- Food supply in a connected world.
- Foreign imports of raw materials and finished goods.
- U.S. exports of raw materials and finished goods.
 - Responses of affected countries and the impact of new legislation.
 - Responsibilities of producers, importers and consumers.

Designed for the officers of manufacturing companies, this educational, informative discussion, aired **live on the Internet**, can help you get the facts you need to **protect your company** against tainted goods and prepare it for a **new era** in domestic and international food and beverage production.

The **Food Safety Web Seminar** will feature a moderated discussion between two esteemed industry experts representing both the compliance and regulatory sides of the business. No stone will be left unturned; no morsel will be left untouched.

SoftBrands, a world-wide supplier of enterprise application software and a global partner of SAP, has served the food and beverage manufacturing industry for more than 20 years with tools for managing the supply chain and tracing ingredients and products. The company looks forward to hosting this seminar for informational, not promotional, purposes.

Connectivity

*Where do you fit into
the global supply chain?*



Productivity

*Can you be safe and
efficient?*

Profitability

*Why is food safety
good business?*

"Eighty-five percent of the seafood consumed in the U.S. is imported, and that is just one category of import that has come under intense government scrutiny following a wave of product recalls and food contamination cases this year, many of them involving China."

- Chicago Tribune

Don't forget to join the
**Food Safety
Web Seminar!**

October 30, 2007

2:00 pm EDT

www.Fourthshiftdition.com

SoftBrands[™]



"The (Bush administration's interagency working group's) most important proposal would shift the first line of defense from inspections at the border to broader surveillance along the supply chain: from the original grower or manufacturer to distributors abroad to American importers, manufacturers and retailers."

-The New York Times

Don't Miss a Single Bite.

Tear off this card about the
**Food Safety
Web Seminar**
and post it next to
your computer!



**Food Safety
Web Seminar!**

October 30, 2007

2:00 pm EDT

www.Fourthshiftdition.com

SoftBrands™



SPONSOR



Crossroads Partner
CONSULT + DELIVER + GUARANTEE

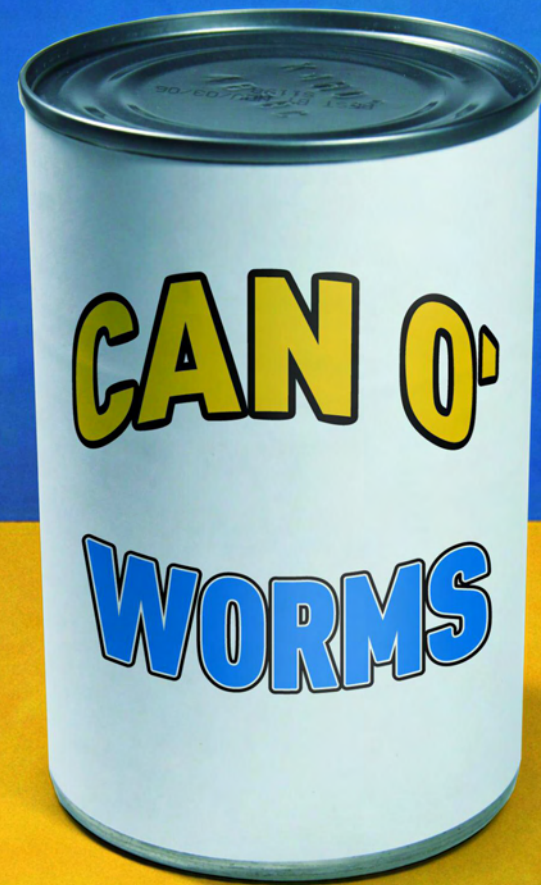
April Merrill
877-276-7714 x 13
a.merrill@crossroadspartner.com
www.crossroadspartner.com
1050 Winter St., Suite 1000
Waltham, MA, 02451

SoftBrands™



**The Web Seminar on Food Safety that
You Can't Afford to Miss.**

ON OCTOBER 30



WE OPEN IT.