

BCI REGIONAL MEMBER MEETING: USA

THURSDAY, FEBRUARY 23, 2017

10:00A – 4:45P

MEMPHIS, TENNESSEE

8:30a – 9:30a: Pre-Meeting BCI Basics

New to BCI? Come for a basic introduction to BCI and the Better Cotton Standard before the full meeting, for a wider understanding of the organization.

AGENDA

Time	Topic	Details	Presenter
9:30a – 10:00a	Meeting check-in and coffee.		
10:00a – 10:15a	Welcome and Introduction	Cotton's importance to the textile industry, production impacts, and the need for a global sustainability standard.	Daren Abney, <i>Membership Engagement Manager,</i> BCI
10:15a – 10:35a	BCI Around the World	What is BCI? How and where do we work? What's our global scale, evolution, and what are the long-range plans?	Corin Wood-Jones <i>Senior Programme Manager – Global Supply,</i> BCI
10:35a - 11:00a	BCI in the US	Learn how Better Cotton production is expanding rapidly in the USA.	Scott Exo, <i>USA Country Manager</i> BCI
11:00a – 11:25a	Trends for Sustainability in Business	How apparel brands and retailers are applying a sustainability 'lens' to their entire supply chain, and why.	Robert Antoshak, <i>Managing Director,</i> Olah, Inc.
11:25a – 12:15p	From the Retailers and Brands	Two examples of BCI member brands and their corporate sustainability programs.	Alice Hartley, <i>Senior Manager,</i> <i>Sustainable Innovation,</i> GAP Inc. and additional brand member to be confirmed.
12:15p – 1:15p	Lunch and Networking		

1:15p – 2:00p	Case Study in Better Cotton Supply Development: Cargill	Cargill Memphis will discuss why and how Cargill chose to run the 1 st BCI group assurance project in the US., and share his view of the larger cotton market.	Robin Pigot, <i>Global Trading Manager,</i> Cargill
2:00p – 2:30p	Creating your own Better Cotton Supply	Learn how the group assurance model allows merchants, coops and others to create a pool of Better Cotton. What's required, and how to get started.	Scott Exo, <i>USA Country Manager</i> BCI
2:30p – 2:55p	Speed Networking	Get to know your other members of the cotton supply in this fast-pasted lightning round of introductions.	Daren Abney, <i>Membership Engagement Manager,</i> BCI
2:55p – 3:15p	Coffee break and networking		
3:15p – 3:45	Continual Improvement in US cotton production	The Better Cotton Standard emphasizes continual improvement. In this session a guest speaker will share improvements in soil, water and/or biodiversity issue in US cotton production.	Speaker to be announced
3:45p – 4:00p	Success in Better Cotton Licensing	Examples from Australia and Brazil - how becoming licensed has brought a relevant value to the grower, and what that could mean in the US.	Corin Wood-Jones <i>Senior Programme Manager – Global Supply,</i> BCI
4:00p – 4:20p	How to get engaged: BCI Membership	New member services, new ways to engage, what are the membership requirements for the entire supply chain. Q&A	Daren Abney, <i>Membership Engagement Manager,</i> BCI
4:20p – 4:30p	Ask BCI	Your chance to opening ask any lingering questions of the BCI Team.	BCI Staff
4:30p – 4:45p	Closing	Wrapping up the day and next steps.	Scott Exo, <i>USA Country Manager</i> BCI

WHY ATTEND?

- Learn how the BCI group assurance model is benefiting US farms, merchants and co-ops;
- Learn how and where the US Better Cotton supply is growing;
- Learn about larger sustainability trends in the textile business; and,
- Network with active BCI Members from throughout the cotton supply chain.

REGISTRATION:

[Click HERE](#) for required online pre-registration.

**Limited seating available.*

WHO SHOULD ATTEND?

Cotton Growers, Co-ops, Gins, Merchants, Retailers & Brands, including BCI Members and interested guests.

LOCATION

Crowne Plaza Memphis East
2625 Thousand Oaks Blvd.
Memphis, TN 38118

Discounted Hotel Group Rate:

BCI attendees have access to a king room for \$119, or a king room with breakfast & wifi for \$129. To book directly with the hotel, [Click HERE](#). **Offer expires January 13, 2017.**

QUESTIONS?

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