

CEUs* Approved for Alltech REBELation; May 17-20, 2015

SMPS = 10.5 total possible units

- Targets: Members of SMPS (Society for Marketing Professional Services)
- Note: Units only granted for following sessions and presentations:

Plenary Session (General Powell, Dr. Lyons, Jim Stengel) = **1.5 SMPS CEUs**

Digital Business

- MON. Let's Talk Over Here = **0.5 SMPS CEUs**
- MON. How's the View from your Spot on the Org Chart? = **0.5 SMPS CEUs**
- TUES. Digital Business up in the Air = **0.5 SMPS CEUs**
- TUES. The Internet of Things: Get Plugged In = **0.5 SMPS CEUs**
- TUES. Could you be the next SONY? = **0.5 SMPS CEUs**
- TUES. Digital Disruption: Are You Ready? = **0.75 SMPS CEUs**

Marketing for Business Growth

- MON. A Guide to Consumer Driven Innovation (Case Study: Chipotle) = **0.5 SMPS CEUs**
- MON. Branding a Commodity: Why Coca-Cola is Selling Milk. = **0.5 SMPS CEUs**
- MON. Panel Discussion: The Changing Face of Media = **0.5 SMPS CEUs**
- MON. Build a Brand from Scratch...or Mash? = **0.5 SMPS CEUs**
- TUES. The Power of Purpose: An Unstoppable Dynamic of Business... = **0.5 SMPS CEUs**
- TUES. Principles of Innovation: Brand Revival = **0.5 SMPS CEUs**
- TUES. Principles of Innovation: A story of Planned Abandonment OR The Billion Dollar Question: Understanding the Millennial consumer = **0.5 SMPS CEUs**
- TUES. Next Generation Sponsorship: Getting Closer to the Customer = **0.5 SMPS CEUs**

ARPAS = 10 units

- Targets: Members of ARPAS (American Registry of Professional Animal Scientists)
- Listing: http://www.arpas.org/member.asp?view=ceu_meetings&year=2014&cat=inonly
- Note: ARPAS is affiliated with other industry organizations. Members of those organizations must check how these 10 approved units can be applied:
 - [American Dairy Science Association](#)
 - [American Meat Science Association](#)
 - [American Society of Animal Science](#)
 - [Equine Science Society](#)
 - [Poultry Science Association](#)

AAVSB RACE = 12 units for Veterinarians and **12 units** for Veterinary Technicians

- Targets: Members of AAVSB RACE (American Association of Veterinary State Boards, Registry of Approved Continuing Education)

Commission on Dietetic Registration = 14 units for *The Food Revolution Symposium and Plenary Sessions* only

- Relevant targets: Registered Dietitians (RDs) and Registered Dietitian Nutritionists (RDNs) and Registered Dietetic Technicians (DTR)
- Applicable for 14 CPEUs for these Learning Codes:
 - 1000: Professional Skills
 - 2000: Science of Food and Nutrition
 - 7000: Business and Management
 - 8000: Food Service Systems and Culinary Arts
- The Alltech REBELation Food Revolution Symposium and Plenary Sessions are listed as a CPE option on http://www.cdrnet.org/go/and/cdr/cpe_search.cfm (Activity Number: 120123/Provider: Alltech, Inc.)

**CEUs = Continuing Education Units*