



ABA News

Press Release from the American Bakers Association



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LARRY HUSTON, INNOVATION EXPERT, TO SPEAK AT 2007 AMERICAN BAKERS ASSOCIATION CONVENTION

“The American Bakers Association is excited to have Mr. Huston share his thoughts on how the industry can ramp up its product innovation strategies. His proven initiatives will be valuable to bakers and allied companies of all sizes and categories,” said ABA Chairman Ron Turano, Turano Baking Company. “In today’s ultra-competitive market the most successful companies will take advantage of every opportunity to grow their business.”

The American Bakers Association (ABA) today announced that Larry Huston, will speak on the topic of “Growth Through Innovation” on March 19, 2007 during the annual American Bakers Association (ABA) Convention at La Quinta Resort in Palm Springs, California. Mr. Huston’s speech will be sponsored by Turkington APV USA.

Mr. Huston is a sought-after speaker and consultant on the topic of innovation. As the Vice President for Innovation & Knowledge at Procter & Gamble, Mr. Huston led P & G’s “Connect + Develop” innovation strategy with the objective of sourcing 50% of the company’s concepts, products, packages, devices and technology innovations from outside of P & G. The Connect + Develop concept received extensive coverage in the business press, including *Business Week* and the *Harvard Business Review* and is one of the strategies that has led to turbo charging P & G’s innovation output as well as its stock price.

In 2004 P & G was ranked by Fortune Magazine as the number one global innovator, and by Forbes Magazine as the number one brand company. Over the last four years innovation productivity increased by 60% at P & G, product introduction success rates now exceed 75% (the highest in the consumer products industry), and R & D investment has decreased from 4.8% of sales to 3.2%. Top line growth has averaged 6% from innovation, and P & G stock price has doubled. Mr. Huston led the effort to increase P & G’s external innovation from 10% of total innovations to over 50%, and Connect + Develop has resulted in over 250 product innovations in the market, generating billions of dollars in new top line sales.

“Mr. Huston is part of the All-Star lineup for the 2007 American Bakers Association Convention,” said ABA President and CEO Robb MacKie. “Once again the Convention promises to be the premier ‘can’t miss’ industry event of the year.”

With a theme asking, “What’s Your Next Move?” the Convention will focus on topics such as “The Changing Retail Market”, “Growth Through Innovation”, and “Access to Capital and Evolving Technology”. Information about registering is available at www.americanbakers.org or by calling 202-789-0300.

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