

# Refrigerated Foods Association



43RD ANNUAL CONFERENCE & TABLETOP DISPLAY



## REACHING YOUR PEAK PERFORMANCE

FORT MCDOWELL, AZ | MARCH 3 - 5, 2024 | WE-KO-PA RESORT



Photos from: We-Ko-Pa Resort



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# 43rd Annual Conference & Tabletop Display

## Reaching Your Peak Performance

In today's ever-changing marketplace, staying ahead of current market trends, food safety regulations and technical issues is more important than ever. Join us at the Refrigerated Foods Association's 43rd Annual Conference & Tabletop Display as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2024 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Connie Podesta, author and speaker who will kick-off the presentations with a motivational speech about human behavior; Marcus Brody, Senior Food Scientist at Eurofins US, who will discuss Hydrocolloids in foods; our Technical Director, Doug Marshall who will get us up-to-date on everything we need to know regarding food safety and regulatory issues; and Faith Critzer, Associate Professor at University of Georgia Department of Food Science and Technology, who will deliver a great presentation on ready-to-eat vegetables. We will also learn everything we need to know about Cybersecurity from Lydia Edwards at Arthur J. Gallagher; and Levon Kurkjian of Opus Design who will discuss building organizational alignment and fueling profitable growth.



Photo: We-Ko-Pa Resort

Another highlight of the 2024 Conference is the Tabletop Display & Reception, with key suppliers showcasing the latest offerings in ingredients, equipment, packaging and services for the refrigerated foods industry. The Conference will also include the popular One-on-One CEO Sessions, which allow key decision makers of RFA Manufacturer and Associate members to meet face-to-face and discuss potential business opportunities. Ample social events will be featured at this year's Conference as well, including the annual golf tournament and closing dinner with awards and entertainment.

We-Ko-Pa Resort and Conference Center will serve as our host hotel throughout the event. At We-Ko-Pa Resort, guests can indulge in fun activities and relaxing amenities. Activities include exploring the scenic mountain landscape, relaxing by the outdoor pools, unwinding at Amethyst Spa, and visiting the 166,000 square foot smoke-free casino. Nearby Fort McDowell Adventures offers endless opportunities for outdoor fun. You will want to take advantage of everything that this year's conference has to offer. We look forward to seeing you March 3 - 5, 2024, in Fort McDowell, Arizona!

## A Special Thanks to the 2024 Conference Committee

CONFERENCE COMMITTEE CHAIR:  
**Mark Rosenfield, Reser's Fine Foods**

PUBLICITY COMMITTEE:  
**Wendie DiMatteo Holsinger, ASK Foods**  
Liliana Lawry, PSSI  
Marc Lencioni, Deli Star Corporation  
Andy Bahr, Bahr Transportation  
Bob Clark, Dawn's Foods  
Katie Small, RFA

GENERAL & KEYNOTE SPEAKERS:  
**William Bigelow, Blount Fine Foods**  
Josh Knott, Knott's Foods  
Mark Rosenfield, Reser's Fine Foods  
Mark Brown, Fresh Creative Foods  
Megan Levin, RFA

GOLF TOURNAMENT/NETWORKING:  
**Chris Staudt, Chairmans Foods**  
Lauren Edmonds, St. Clair Foods  
Jennifer Crow, ACM  
Scott Moffitt, Hans Kissle  
Jeff Woods, Coldbox Builders

TECHNICAL SPEAKERS:  
**Janet Rowat Kraiss, The Suter Co.**  
Doug Marshall, Eurofins  
Chris Biba, Garden-Fresh Foods  
Andrew Ward, Eurofins  
Dawn Moore, Revela Foods

TABLETOPS & CEO SESSIONS:  
**Jeff Rhodes, Ventura Foods**  
Stephanie Bloom, Reser's Fine Foods  
Danielle Smith, Stratas Foods  
Karl Bratnober, Trademark Transportation  
Steve Kassir, Kingsgate Logistics

# Conference Schedule

## SUNDAY, MARCH 3

- 12:00 - 7:00 p.m. Registration
- 2:00 - 4:30 p.m. Board of Directors Meeting
- 5:00 - 5:30 p.m. New Member / First Time Orientation
- 5:30 - 6:00 p.m. New Member/Press/Speaker Reception
- 6:00 - 7:00 p.m. Opening Welcome Reception
- 7:00 p.m. Dinner On Own

## MONDAY, MARCH 4

- 7:00 a.m. - 7:00 p.m. Registration
- 8:00 - 8:45 a.m. Welcome Breakfast
- 8:45 - 9:15 a.m. Business Meeting, Sizzle Tape
- 9:00 a.m. - 3:00 p.m. Exhibitor Set-Up
- 9:15 - 10:30 a.m. Keynote Address: Connie Podesta
- 10:30 - 10:45 a.m. Break
- 10:45 - 12:00 p.m. Technical Update: Doug Marshall
- 11:00 a.m. Spouse Event
- 12:00 - 1:00 p.m. Networking Lunch
- 1:00 - 2:00 p.m. Presentation: Cybersecurity
- 2:00 - 2:15 p.m. Break
- 2:15 - 3:15 p.m. Presentation: Brand Strategy
- 3:30 - 6:30 p.m. Tabletop Display & Reception
- 6:30 p.m. Dinner on own

## TUESDAY, MARCH 5

- 7:30 a.m. - 12:00 p.m. Registration
- 8:00 - 9:00 a.m. Associates' Meeting, Election, CEO Session Sign-up & Breakfast
- 8:30 - 9:00 a.m. Manufacturers' Breakfast
- 9:15 - 11:25 a.m. One-on-One CEO Sessions
- 11:40 a.m. Golfers Depart for Tournament
- 12:00 - 1:30 p.m. Martin Mitchell Food Safety Luncheon
- 12:30 p.m. Golf Shotgun Start
- 1:45 - 2:45 p.m. Presentation: RTE Veggies
- 2:45 - 3:00 p.m. Break
- 3:00 - 4:00 p.m. Presentation: Hydrocolloids in Foods
- 6:30 - 10:00 p.m. Closing Dinner, Awards and Passing of the Gavel at La Puesta Del Sol

## WEDNESDAY, MARCH 6

- 8:00 - 8:30 a.m. Board of Directors Meeting

# Keynote Address

## LIFE WOULD BE EASY IF IT WEREN'T FOR OTHER PEOPLE

### Connie Podesta Author & Speaker

Imagine what you could accomplish if you could decode the mystery of human behavior and truly understand what makes people do what they do and say what they say (including yourself!). Research shows that the #1 key to SUCCESS in any industry or organization is the ability to get along with other people, personally and professionally. Now that's something to really think about, right? That means with a deeper understanding of human behavior you could lead better. Communicate better. Sell better. Parent better. Live better. Negotiate better. The list goes on and on.



With laugh-out-loud humor, killer take-away strategies, powerful pops of psychology and her amazing insights into others (including a few who "drive you crazy"). Connie Podesta, an Expert in the Psychology of Human Behavior, will take you right inside the minds and personalities of the people you connect with every day both at work and home — bosses, colleagues, partners, customers, significant others, friends, and family -- so YOU can ACT, rather than REACT to whatever situations or people throw your way. In other words, you'll be able to read between the lines - making navigating conversations and negotiating your needs a thousand times easier. Want the secret communication insights and rare psychological know-how to build, maintain and grow your relationships and business to a whole new level? Then this is totally the session for you!

Connie is a game-changing, revenue-building, sales-generating ball of fire whose rare blend of laugh-out-loud comedy, killer take-away strategies, and interactive, no-power-point delivery style have made her one of the most unique and memorable speakers on the stage today. 30 years. Two million people. 1,000 organizations. Hall of Fame speaker. Award-winning author. Ten books. Former Radio/TV personality. Therapist. Expert on the psychology of sales, leadership, change, accountability, and engagement. Amazing ROI. Plus (what we all could probably use in today's crazy world )... a Comedienne.

# Featured Presentations

## TECHNICAL AND REGULATORY UPDATE

### Doug Marshall

#### Technical Director, Refrigerated Foods Association

This ever-popular presentation provides up-to-the-minute regulatory and scientific information for CEOs, production managers, food safety and quality personnel, and suppliers to the industry. RFA Technical Director Doug Marshall will cover hot topics such as labeling, traceability, outbreaks, recalls, and new technology that will impact your bottom line.

In addition to his role with RFA, Dr. Marshall also serves as Chief Scientific Officer at Eurofins Microbiology Laboratories, Chair of the American Spice Trade Association Microbiology Task Force, and General Committee Member for the Netherlands based method certification organization MicroVal. During his career he has published over 250 scientific articles and is in demand as a speaker for other trade and scientific associations, having delivered over 270 invited talks. Much of his recent professional time is spent doing problem-solving consultations for clients, including several RFA members.



## MARTIN MITCHELL FOOD SAFETY LUNCHEON

All attendees who are involved in food safety and regulatory compliance are welcome to attend this lunch and meeting, which will be moderated by RFA's Technical Director, Doug Marshall. Along with Doug, our Technical Committee Chair Janet Rowat Kraiss will address timely topics and areas of concern in the technical realm. This session provides a great opportunity to brainstorm with others on challenges and solutions for the industry. Grow your network and learn, share and grow with us. The forum is meant to be an interactive event, so please bring your questions and topic discussions! We are looking forward to a lively, valuable meeting for all.

# Featured Presentations

## CHILLING THREATS: SAFEGUARDING THE REFRIGERATED FOODS INDUSTRY THROUGH CYBERSECURITY

Lydia Edwards

Cyber Specialist, CLCS

In today's digital age, the refrigerated food industry faces a growing and often underestimated threat - cyberattacks. This presentation delves into the alarming rise of cyber threats targeting the cold chain, highlighting the potential consequences of a successful breach, which could include compromised food safety, supply chain disruptions, and severe financial losses. We'll explore the specific vulnerabilities in the refrigerated food sector, from IoT-enabled refrigeration systems to sensitive customer data, and discuss real-world examples of cyber incidents in this industry. By understanding these risks, we can then delve into proactive cybersecurity measures and best practices that companies in the refrigerated food sector should adopt to safeguard their operations, protect their brand reputation, and ensure the integrity of the cold chain.



Amidst these evolving cyber risks, the role of cyber insurance in the food manufacturing industry becomes increasingly critical. This presentation will also provide an overview of the cyber insurance market specific to the food manufacturing sector, offering insights into policy coverage, risk assessment, and the financial protection that insurance can offer in the event of a cyber incident. We will discuss the factors that influence cyber insurance premiums, policy limits, and the steps food manufacturers should take to evaluate and select the right insurance coverage for their unique needs. By the end of this presentation, you'll have a comprehensive understanding of both the cyber threats facing the refrigerated food industry and the essential role of cyber insurance in mitigating these risks, ultimately ensuring the continued safety and resilience of the cold chain.

Lydia Edwards is a subject matter expert in the field of cyber liability and executive risk, making her an invaluable asset to Gallagher's Cyber Practice. She demonstrates an exceptional ability to navigate the ever-evolving landscape of cybersecurity and is recognized for providing practical solutions and guidance to her clients. Since joining Gallagher, Lydia has developed and implemented comprehensive cyber liability programs for clients spanning a diverse range of industry sectors. Her expertise extends to working with professional sports organizations, healthcare systems, and financial institutions, among others. Through her guidance, she empowers clients to proactively manage cyber risks and fortify their resilience against the rapidly evolving cyber threat landscape.

# Featured Presentations

*BUILDING ORGANIZATIONAL ALIGNMENT + FUELING PROFITABLE GROWTH*

Levon Kurkjian

Principal & Brand Strategy Director, Opus Design

Developing a robust and thoughtful brand strategy is one of the most important foundational practices in determining the sustained growth and success of any business and particularly companies operating in the food industry. However, it is often dismissed as only being relevant to B2C or D2C business models or deprioritized as an isolated and frivolous function of marketing.

When an organization truly commits to building their brand strategy it requires participation from all functional areas and multiple levels in a hierarchy. It becomes the north star for everyone in the company. It guides more efficient decision making for major shifts and minor day-to-day details. It ensures alignment on messaging, strategies, and tactics. And it invigorates existing team members and improves the effectiveness of recruiting. Externally, a solid brand strategy helps companies improve the efficiency and effectiveness of signing on new customers, strengthens loyalty among existing customers, and empowers you to compete on value and preserve margin.

In this session you will learn about the core tenants of brand strategy, explore case study examples of how it is developed, and review how it can be brought to life in sales and marketing and also in operations, finance, HR, purchasing, QA, and more. You will walk away with actionable next steps to explore with your teams.

Levon is principal and brand strategy director at Opus Design in Boston, MA. For over five years, as the leader of the food and beverage industry practice at Opus, Levon has helped clients more deeply connect with their target audiences, exceed their sales growth and brand awareness objectives, and more completely deliver on their higher purpose.

Levon started his career as an owner and operator of an independent, full-service supermarket and after eight years at the helm and doubling annual sales he was able to sell the business and begin a post-graduate career as a marketing strategy consultant at Monitor Group (now Monitor Deloitte). At Monitor, Levon helped many Fortune 500 clients across a wide range of marketing challenges and opportunities.

Levon earned a BS in Finance and Entrepreneurship at Babson College and an MBA in Marketing at Boston College.





# Featured Presentations

## THE EVOLUTION OF FOOD SAFETY PRACTICES ON THE FARM

Faith Critzer

Associate Professor, University of Georgia

Food safety practices are continually evolving as the produce industry strives to implement knowledge gained from past outbreaks and recalls. In this session we will cover shifts in the cultivation and handling of fresh produce from the field to packinghouse with an emphasis on how programs have changed and an eye towards where the industry is moving. Attendees will hear how validation studies and environmental monitoring programs have been increasingly utilized for control of foodborne pathogens in whole fresh produce packing. They will also gain a better appreciation for challenges facing the produce industry in controlling contamination at the field.



Dr. Critzer has 15 years of experience working in fresh produce safety and is an Associate Professor at the University of Georgia in the Department of Food Science & Technology. She joined UGA in Fall of 2021 and prior to that she was an Associate Professor and Produce Safety Extension Specialist at Washington State University. Her research and education program is focused on identifying food safety risks tied to the production and packing of fresh fruits and vegetables, as well as identification of and education on risk mitigation strategies. The most recent work from her lab group has focused on *Listeria* control in the packinghouse; preharvest agricultural water treatment in order to inactivate bacterial foodborne pathogens; and validation of antimicrobials in postharvest flumes using industry-relevant conditions. She also has a passion for communicating science-based best practices and outcomes of research to the produce industry.

# Featured Presentations

## *HYDROCOLLOIDS IN FOODS: FORM, FUNCTIONALITY, AND PRACTICAL APPLICATIONS*

Marcus Brody, Ph.D.

Senior Food Scientist, Eurofins National Food Lab

Hydrocolloids are widely used in the food industry for structuring and stabilizing food, adding nutritional benefits, and delivering flavors or colors. One of the most widely used hydrocolloids is xanthan gum. Xanthan's unique structure allows it to work in a challenging environments like high acid, high heat, and high shear. Combinations of xanthan with other gums can form gels that are useful in foods such as plant-based meat alternatives and confectionary. However, demand for xanthan gum due to its unique versatility along with disruptions in the supply chain have led to a shortage. Many food producers are looking for practical ways to replace xanthan with other ingredients. A survey of hydrocolloids in foods will be presented. Special attention will be given to xanthan gum and practical methods to replace it in foods.



Dr. Marcus Brody spent his formative years in New Jersey, received his BA from Colgate University, and received his PhD from the University of Virginia. Dr. Brody has worked in biotech companies in both the US and Israel. After earning his MBA at Pepperdine University, Dr. Brody began his journey into the world of food science as one of the founders and chief scientist of Simply Vino, an award-winning sparkling wine. Dr. Brody can now be found in Ithaca, NY where he works as a Senior Food Scientist for the National Food Labs and resides with his wife, children, and pets.



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# Network & Learn with Today's Industry Experts

*Tabletop Display & Reception: Explore Solutions in Packaging, Equipment, Ingredients, Services and More!*

Looking for a new packaging design? Need to know about the latest food safety products available? Want to find a quality ingredient supplier? Then don't miss one of the highlight events of the RFA Conference – the Tabletop Display, where Associate members will display and discuss the latest innovations and technologies in packaging, equipment, ingredients, and services for the refrigerated foods industry.

**The Tabletop Display  
& Reception Hall  
will be open on  
Monday, March 4,  
from 3:30 - 6:30 p.m.**

Hosted by the RFA Associate members, the Tabletop Display & Reception is a valuable event for both suppliers and manufacturers. For Associates, it is the best way to get exposure for your products and services. For Manufacturers, the exhibition gives you the chance to see what's new in the industry and connect with the suppliers you need in order to make your company more productive and competitive. Most importantly, the intimate atmosphere provides the unique opportunity to develop personal relationships among suppliers and customers.

The Tabletop Display & Reception Hall will be open on Monday, March 4, 2024, from 3:30 - 6:30 p.m. There will be hors d'oeuvres and an open bar for the duration of the Reception. A Silent Auction will take place during the event, with some great deals on cool items and gifts! Space to showcase in the Tabletop Display is limited, so make sure to reserve your spot today!



# A Unique Opportunity for Members

## *One-on-One CEO Sessions: An Exclusive RFA Opportunity*

One of the most unique and popular features of the RFA Annual Conference is the One-on-One CEO Sessions, where Associate members meet with the CEOs of Manufacturer member companies for 10-minute sessions. New and innovative products and services are revealed and discussed.

**One-on-One  
CEO Sessions will be  
held Tuesday, March 5,  
from 9:15 - 11:25 a.m.**

The CEO Sessions are valuable for both Manufacturer and Associate members. They give Manufacturers the chance to learn about the new products and services available from Associates and find out how a supplier company can meet their company's specific needs. For Associates, the One on- One Sessions provide the opportunity to meet face-to-face with key decision makers and discover the individual needs of each manufacturing company.

This year's One-on-One CEO Sessions will be held on Tuesday, March 5, 2024 from 9:15 - 11:25 a.m. To participate, you must be a member of the RFA and registered for the full Conference. Look for more information in the coming months on how you can participate.



# Unforgettable Flavors

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43rd Annual Conference & Tabletop Display

## Register Today!

For more information and/or to register for the 2024 Annual Conference & Tabletop Display, visit the link below.

rfa

[WWW.REFRIGERATEDFOODS.ORG/RFA-CONFERENCE](http://WWW.REFRIGERATEDFOODS.ORG/RFA-CONFERENCE)

# We-Ko-Pa Resort

*"Renowned for many award-winning amenities, We-Ko-Pa Casino Resort is just 35 minutes from downtown Phoenix. And yet it feels worlds apart from everything."*

We are thrilled to be holding RFA's 43rd Annual Conference & Tabletop Display at The We-Ko-Pa Resort & Conference Center in Fort McDowell, Arizona, just 24 miles from Phoenix.

We-Ko-Pa Resort offers something for everyone, in a breathtaking setting. Along with an exciting smoke-free casino, We-Ko-Pa Resort also offers award winning golf, fine dining, a spa and much more. The resort is run by the Fort McDowell Yavapai Nation, a native American tribe that has lived in central Arizona's Sonoran Desert and mountainous Mogollon rim area for thousands of years. "We-Ko-Pa" is from the Yavapai pronunciation for "Four Peaks Mountain," referring to the sacred mountaintop that is celebrated statewide. The property carries with it all the heritage and pride of the Yavapai Nation.

We-Ko-Pa Resort features 246 upscale rooms and suites with luxurious amenities, and the entire property incorporates the Yavapai cultural elements in its design. Upon arrival, you will notice the beautiful display of Native American culture in the large blue circle in the center of the floor in the atrium and beautiful chandelier, which together represent the importance of water and rain to the local people. In fact, it is an artist's interpretation of Montezuma's Well, which is known as the origin of the Yavapai people. The blue path in the terrazzo floor design represents the Verde River, while the center and outer columns showcase the beauty of Yavapai basketry. The ceiling replicates a desert tortoise shell.

The custom-made carpet in the casino features elements of Yavapai basketry, as well as the natural pattern of surrounding rivers and trees. The lighting display above the main casino bar represents an eagle's wing. Take a moment to recognize and admire these unique features that make the resort such a special destination.

When it comes to activities, the resort offers plenty of options for every taste. During free time, Conference attendees can lounge by the resort-style pool, schedule a massage at the Amethyst Spa, head out for a tee time on one of We-Ko-Pa's two stunning, award-winning desert golf courses, or choose from the numerous outdoor activities available at Fort McDowell Adventures. Also located within the hotel are a variety of delicious restaurants.

All Conference events will take place inside the main resort building EXCEPT Tuesday evening's closing banquet. This event will require a 5-minute bus ride to La Puerta de Sol at Fort McDowell Adventures. Transportation will be provided, and it will be a night to remember!



Photos: We-Ko-Pa Resort

# Annual Golf Tournament

We-Ko-Pa Golf Club is truly Arizona's ultimate golf experience. The Club features 2 courses, Saguaro and Cholla, both of which are consistently ranked as the best courses in the state. With no homes, roads, businesses or development of any kind at We-Ko-Pa, it's just you, your ball and the sights and sounds of nature.

RFA's Annual Golf Tournament will take place on Saguaro Golf Course. This course combines distinctive desert-golf traits with the timeless traditions of links-style design. Hardly any dirt was moved to create Arizona's No. 1 ranked public course, meaning the elevation changes, meandering hole design and natural bunkering reflect and preserve the ancient land on which it was built.

Our Annual Golf Tournament will be held on Tuesday, March 5 with a shotgun start at 12:30 pm. You must sign up in advance. Club rental is available directly from the golf club for \$76.30, but please make advance arrangements with the RFA Office so the staff will have them ready for you.



Photo: We-Ko-Pa Golf Club



# 2024 RFA Spouses/Guest Event

## Something Fun and Special for the Spouses and Guests in Attendance

Please join your friends at the RFA for a fun and memorable Spouse/Guest event. Our warm, welcoming group is excited to meet new people, visit with old friends and experience the Sonoran desert together. All guests are invited to participate in this Spouse Event on Monday, which is organized and provided at no cost thanks to our sponsor company, Reser's Fine Foods.



Guests will be whisked away on Monday morning for an adventure, which will include lunch and fun for all. We will return to We-Ko-Pa Resort in time for the Tabletop Display and Reception. Many thanks to our extraordinary organizer and hostess, MariJo Prlain!

Please call the RFA Office with any questions or needs: 678-426-8175. We will be sending out details and a request to RSVP soon!

## An Evening of Fun!

### Dinner, Awards, Entertainment, and More!

Our Closing Banquet & Awards Ceremony on Tuesday evening will be an evening to remember! Guests will enjoy music, delicious food, an open bar, and awards! Awards will include the passing of the gavel, the President's Pin, and presentations for Membership and Outstanding Volunteer. The winners of the Golf Tournament will also be announced and recognized. Get ready for an entertaining evening of fun and laughs!



Photo: We-Ko-Pa Golf Club

This year's event will include a photo booth, games, and more! There will also be dancing and a chance to reflect on and celebrate our year of hard work. Looking forward to celebrating RFA's 43rd annual event with you!

The closing event will be held at the beautiful Puesta del Sol at Fort McDowell Adventures, which is Spanish for "the setting sun". This venue is just a short drive from the main hotel. Transportation will be provided directly to and from the hotel that evening.

# Registration Information

## **CONFERENCE REGISTRATION:**

To register, fill out the enclosed 2024 Conference Registration Form and email it to [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org) if paying by credit card or ACH. If paying by check, mail the form with your check to:

Refrigerated Foods Association  
3823 Roswell Road Suite 208  
Marietta, GA 30062

## **REGISTER ONLINE:**

You can register online for the 2024 Conference through the RFA website: <https://www.refrigeratedfoods.org>

## **For RFA Members:**

The Conference early registration fee must be received by February 7 and is \$1,030.

The discounted rate for check payments is \$995. After February 7, the rate is \$1,130, discounted to \$1,095 for check payments.

## **For RFA Guests:**

The early registration fee is \$930, discounted to \$895 for check payments. After February 7, the registration fee is \$1,030, discounted to \$995 for check payments.

## **For Non-Members:**

The registration fee is \$1,230. The discounted rate for check payment is \$1,195. Guest fee is \$1,030, discounted to \$995 for check.

## **CANCELLATION POLICY:**

Cancellations made by February 7 will receive a full refund. Cancellations made after February 7 or "no shows" will not receive any refund. You can transfer your registration to another person within your company at any time.

## **REGISTRATION CONFIRMATION:**

Your confirmation will be sent to you two weeks prior to the Conference. The confirmation will include everything you need to know about the event.

## **GOLF TOURNAMENT:**

The RFA Golf Tournament will be held on Tuesday, March 5 at the We-Ko-Pa Golf Club. The fee is \$260 and includes transportation, prizes, green fee, cart fee, range balls and a boxed lunch. We will have a shamble format and offer contests, including Closest to the Pin and Longest Drive.

Please note on the registration form if you need rental clubs - the fee is \$76.30. The tournament will tee off with a shotgun start at 12:30 pm. The dress code is as follows: collared shirts with slacks or Bermuda shorts. Denim is not permitted.

## **TABLETOP RECEPTION:**

This year's Tabletop Display & Reception will be held on Monday, March 4 from 3:30-6:30 pm, with cocktails and hors d'oeuvres being served. Registration information for the Tabletop Display have been sent separately.

For questions, please contact the RFA office at 678-426-8175.

# Registration Information

## **HOTEL RESERVATIONS:**

We-Ko-Pa Resort and Conference Center is the RFA's host hotel. All Conference sessions and events will be held at We-Ko-Pa Resort (or nearby Fort McDowell Adventures).

To make hotel reservations, please use the following link:

<https://reservations.travelclick.com/96432?groupID=3149663>.

If you would like to extend your stay outside of our conference dates, our discounted group room rate is available 3 days prior and 3 days post Conference. Refrigerated Foods Association Conference attendees will receive a special room rate of \$209 plus tax. The resort fee has been waived. The deadline for room reservations is February 7, 2024.

Complimentary Internet will be provided throughout the entire resort.

## **TRANSPORTATION FROM AIRPORT:**

The closest commercial airport to We-Ko-Pa Resort is the Phoenix Sky Harbor International Airport (PHX). The resort is 24 miles—around 30 minutes—from PHX. Ubers and taxis will be readily available at the airport.

We-Ko-Pa Resort address:  
10438 WeKoPa Way  
Fort McDowell, AZ 85264

You can rent a vehicle from Avis Transportation. The RFA's Worldwide Discount (AWD) Number is J095952. Please use this number when calling Avis directly at 1-800-331- 1600 to receive the best car rental rates available.

Complimentary valet parking is available for resort guests.

For more information about We-Ko-Pa Resort, visit <https://www.wekopacasinoresort.com>.

## **CONFERENCE SPONSORSHIPS:**

Sponsorships are available for social, educational and networking events. Company sponsorships totaling \$5,000 or more will earn one complimentary registration to the 2024 Conference! As a sponsor, you will receive:

- Company exposure to all attendees
- Signage at sponsored event with company name and logo
- Sponsor ribbon for name badge of all company attendees
- Recognition in Conference Program
- Recognition in post-Conference newsletter

You can view and sign up for Sponsorships online:

<https://www.signupgenius.com/go/10C0A45ABA2EA20-43130421-rfaconference>



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www.MoodyDunbar.com

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