

REGISTER NOW!
REFRIGERATED FOODS ASSOCIATION
FALL SYMPOSIUM

SEPTEMBER 19 - 21, 2011

MINNEAPOLIS - ST. PAUL
MINNESOTA



***EVENT DETAILS AND
REGISTRATION***



PROGRAM OVERVIEW

The RFA Fall Symposium is an exciting two-day event that combines expert speaker presentations with educational tours to offer attendees a unique learning experience. This year's event will take place in Minneapolis - St. Paul, Minnesota, on September 19 - 21. Visits to Ecolab's Research & Development & Engineering facility and 3M's Innovation Center will highlight the 2011 Fall Symposium. Industry Development & Marketing and Technical & Food safety educational sessions will be interwoven together over the two days. As you will see, this year's Symposium includes sessions that are of interest to all facets of the industry. Whether you are involved in food safety and quality control, executive management, or marketing and operations, this seminar will offer valuable information and insights that can be applied to all aspects of your business.

Networking opportunities will also be a highlight of this year's Fall Symposium. You will have the opportunity to spend two days in the company of other professionals in the refrigerated foods industry, sharing and learning from each other. On Monday evening, there will be an opening meet & greet reception at the Crowne Plaza Hotel (Holiday Inn) at 6 p.m. On Tuesday evening, the RFA will host a dinner for attendees to be held at the Crowne Plaza Hotel (Holiday Inn) at 7:00 p.m. As previous attendees surely know, some of the best networking time comes on the bus rides to and from the different tour locations.

This year's Fall Symposium promises to be of great value to you and your company. Minneapolis - St. Paul is a very convenient location to get to and our headquarters hotel, the Crowne Plaza Hotel (name changing to Holiday Inn mid-summer), Ecolab and 3M are all easily accessible from the Minneapolis - St. Paul airport (MSP). Transportation will be provided for you from the moment you arrive in Minneapolis - St. Paul, to and from the airport and to the Ecolab and 3M visits. There is just one registration fee to attend all tours, presentations, and meals and the benefits of participating in this event will far outweigh the minimal costs. You can't afford to miss this year's Fall Symposium!

SPACE IS LIMITED – ONLY THE 1ST 60 PEOPLE TO REGISTER WILL BE ABLE TO ATTEND!

Thank You RFA Technical & Industry Development Committees!

RFA Technical Committee

Martin Mitchell, RFA Technical Director
Ahmad Tahajod, Sandridge Food Corporation
Andy Hwang, USDA ARS
Arezou Rahbari, Keybrand Foods, Inc.
Bill Schwartz, Orval Kent Foods
Bob Clark, Garden Fresh Foods
Bob Savage, HACCP Consulting Group
Bryan Westerby, The Suter Company
Claudia Stohrer, Boston Salads & Prepared Foods Corporation
David Horowitz, Danico, USA
Doug Nicoll, F&S Produce Co., Inc.
Gabriela Gonzalez, B. Robert's Foods
George Bradford, Mrs. Stratton's Salads
Jan Cabe-Inman, House of Thaller
Jan Payne, PURAC America
Janet Rowat Kraiss, The Suter Company
Jennifer Shrader, Atlantic Coast Marketing

Jennifer Yeagley, ASK Foods, Inc.
Joel Riegelmayr, Sandridge Food Corporation
John Bowles, Atlantic Coast Marketing
John King, IPL, Inc.
John Wyatt, Danisco, USA
Karen Bishop-Carbone, Kettle Cuisine
Mark Rosenfield, Reser's Fine Foods
Oscar Santos, St. Clair Foods
Pat Denor, Lakeview Farms
Pat Hadden, Ukrop's Homestyle Foods
Robert Shore, B. Robert's Foods
Robin Beane, Hans Kissle Co. Inc., LLC
Sally Bash, Kettle Creations
Steve Loehndorf, Reser's Fine Foods
Tim Hendra, Neogen Corporation
Julie Wankowski, Silliker, Inc.
Venkat Munukutla, Michael Foods

RFA Industry Development Committee

Andy Tully, Kurt Salmon
Dave Lakey, Reser's Fine Foods, Inc.
Jason Dobis, Orval Kent Foods
John Bowles, Atlantic Coast Marketing
Levon Kurkjian, Kettle Cuisine, Inc.
Mark Brown, Orval Kent Foods
Wes Thaller, House of Thaller

TUESDAY SEPTEMBER 20TH

ECOLAB



On Tuesday, the Symposium will take place at Ecolab's Research & Development & Engineering Facility in St. Paul, Minnesota. Ecolab is a global leader in cleaning, sanitizing, food safety and infection prevention products and services. Ecolab delivers comprehensive programs and services to foodservice, food and beverage processing, healthcare, and hospitality markets in more than 160 countries. Attendees will

have the opportunity to interact with Ecolab food safety researchers and discuss the RD&E programs at the facility. A tour of Ecolab's state of the art facility is sure to be a highlight and tour stops will include:

- **Field Technical Support Call Center**
(dispenser displays utilized to troubleshoot over the phone with Ecolab field reps)
- **Knowledge Information resource** *(global library, patent wall),*
- **Water Care** *(scale control, corrosion control, water re-use)*
- **Technical Service Lab** *(samples analysis, water testing, product compatibility)*
- **Pest Elimination Lab** *(traps, rodent stations)*
- **System Engineering Lab** *(prototype engineering and testing, dispensers, systems development)*
- **Analytical Lab** *(sample analysis and identification, water analysis, separations, hi-powered microscopes / instruments)*
- **Microbiology** *(Product development, regulatory compliance)*

Two very informative and interesting presentations will also be given during our visit to Ecolab. The first of which will be Ecolab's Perspective on Market Trends. This presentation will feature information on customer trends, including retail and food service. The second presentation, Food Safety – Trends, Issues, and Hurdles, will be given by Ecolab's Vice President of Food Safety. This presentation will focus on the latest trends and technologies in regards to food safety.



FEATURED SPEAKER: JOE VICTOR, MGEX



Joe Victor (above)

Joe Victor, MGEX, will be giving a presentation titled, “Shrinking Supplies of Grains and Oilseeds” featuring Hard Red Spring Wheat, Hard Red Winter Wheat, Soft Red Winter Wheat, Corn and Soybean Oil in regards to domestic and global supply and demand at the Ecolab facility. Joe is the primary contributor to the RFA’s quarterly Commodity E-News. Joe will incorporate a brief weather outlook for the U.S. in regards to commodities. Joe’s presentation will highlight the best time for the end user to secure supplies of each commodity and incorporate the use of futures and or options to put risk management in place.



MGEX: Since its inception in 1881, MGEX has been the principal market for hard red spring wheat (HRSW) – first as a cash market, then futures and options. Millers, exporters, elevators, farmers and speculators look to MGEX when they trade HRSW wheat. It offers the liquidity, the product line and the oversight to ensure fair and accurate trading for all its participants.

Joe Victor earned his Master of Arts Degree in Agriculture Education/Nutrition, with his Bachelor of Science majors in Production Agriculture, Agriculture Business and Ag Education from Western Kentucky University, Bowling Green, Kentucky. His Associates in Applied Science Degree was earned from Cobleskill Ag and Tech, Cobleskill, New York, with a major in Dairy Science.

From 1987 to 1991, Joe was employed by a large regional country grain elevator. In 1991, Joe became director of marketing with Allendale, Inc. In 1996 he was promoted to vice president of marketing.

In 2010, Joe became business development specialist at MGEX. His duties include organize and conduct a wide array of educational and promotional events to promote the services of the exchange and educate the broad constituency on the benefits of using the hedging process to conduct transactions. Joe is also responsible for analyzing market opportunities for new contracts and new business services, responsible for MGEX research including trading tools and information geared to various market participants, assist with planning and executing long-range strategies as well as represent MGEX and actively participant at events and conferences with key trade and market organizations, including presentations and keynote address.



WEDNESDAY SEPTEMBER 21ST

3M



A visit to 3M's Innovation Center in St. Paul, Minnesota will be the focus of Wednesday's schedule. 3M is a leading global manufacturer of innovative solutions that help the food industry optimize the quality and safety of their products to enable consumer protection. 3M develops, manufactures and markets products that cover a broad spectrum of sample preparation, identification, testing and monitoring needs. At every step, 3M provides products that help mitigate risk, improve operational efficiencies and impact the bottom line.

A tour of 3M's state of the art Innovation Center will be a highlight of our visit to 3M. 3M is fundamentally a science-based company and they have spent over \$7 billion over the last 5 years on research & development. During the tour, you will learn about a wide range of technologies and products that are being researched and developed by 3M. You will be amazed by how many industries and products 3M is involved with that you never even knew about!

While at 3M, you will also have the opportunity to participate in numerous hands on demonstrations with 3M products and the technologies behind them. These interactive demonstrations will include allergen testing & detection, hygiene monitoring, packaging, petrifilm, and others. Informative presentations on Marketing & Branding and New Food Safety Technology will be featured while at 3M as well. The Marketing & Branding presentation will include success stories at 3M and provide you with valuable strategies and tools to take away with you to your own businesses. During the New Food Safety Technology presentation, 3M's experts will present the latest in new food safety technology trends and how they see the FDA's new Food Safety Modernization Act affecting the industry. From this presentation, you will take away strategies to help you adjust to the FSMA's new guidelines and also stay in tune with the latest cutting edge food safety technologies.



2011 SYMPOSIUM SCHEDULE

Monday, September 19, 2011

- 5:00 – 7:30 p.m. Registration
- 6:00 – 7:30 p.m. Welcome Reception at hotel

Tuesday, September 20, 2011

- 6:00 – 7:30 a.m. Complimentary breakfast in hotel restaurant at your leisure
- 7:00 – 7:30 a.m. Registration in lobby
- 7:45 a.m. Bus departs hotel for Ecolab
- 8:00 – 8:30 a.m. Ecolab Introduction and Overview
- 8:30 – 9:45 a.m. Perspective on Market Trends Presentation
- 9:45 – 10:00 a.m. Break
- 10:00 a.m. – 12:30 p.m.
Research, Development & Engineering Tour
- *Pest Elimination Lab*
 - *Knowledge Information Resource*
 - *Water Care*
 - *Technical Service Lab*
 - *System Engineering Lab*
 - *Analytical Lab*
 - *Microbiology Lab*
 - *Technical Support Center*
- 12:30 – 1:30 p.m. Networking Lunch
- 1:45 – 3:00 p.m. Food Safety Trends, Issues, and Hurdles Presentation
- 3:00 – 3:15 p.m. Break
- 3:15 – 4:30 p.m. Joe Victor Commodities Presentation at Ecolab
- 6:00 – 7:00 p.m. Technical Committee Open Discussion at hotel
- 7:00 p.m. Networking Dinner at hotel

Wednesday, September 21, 2011

- 6:00 – 7:15 a.m. Complimentary breakfast in hotel restaurant at your leisure
- 7:30 a.m. Bus departs hotel for 3M Innovation Center
- 8:00 – 8:30 a.m. 3M Welcome and Introductions
- 8:30 – 9:00 a.m. Food Safety Overview Presentation
- *Food Safety Review*
 - *Food Safety Plans*
 - *Q & A*
- 9:00 – 10:00 a.m. 3M Innovation Center Tour
- 10:00 – 10:45 a.m. New Food Safety Technology Presentation
- *New Technologies*
 - *Customer Requested Innovation*
- 10:45 – 11:00 a.m. Break
- 11:00 – 11:30 a.m. 3M Packaging
- *Production Introduction*
 - *New technologies*
 - *Hands On Activities*
- 11:30 a.m. – 12:00 p.m. Petrifilm
- *Product Overview*
 - *Hands On Activities*
- 12:00 – 1:00 p.m. Lunch
- 1:00 – 2:15 p.m. Hygiene Monitoring
- *ATP Demonstration*
 - *Allergen Demonstration*
 - *Hands On Experiments*
- 2:15 – 2:30 p.m. Break
- 2:30 – 3:15 p.m. Marketing & Branding presentation
- *3M Brand*
 - *Marketing Initiatives*
- 3:15 – 3:30 p.m. Q & A Wrap Up
- 4:00 p.m. Bus arrives at MSP airport
- 4:15 p.m. Bus returns to hotel

2011 REGISTRATION FORM

Symposium Schedule: The RFA Symposium will run from 6:00 p.m. Monday, September 19, 2011, to 4:00 p.m. on Wednesday, September 21, 2011. There is just one registration fee to attend all the presentations, tours and networking meal functions.

****Participants may pick up their name badges and materials at the Crowne Plaza Hotel (*changing name to Holiday Inn*) beginning at 5:00 p.m. on Monday and/or 7:00 a.m. on Tuesday.**

Registration Fees: The Registration fee will cover your attendance for all 3 days. If you plan to attend only certain sessions, please note on the registration form below. The fee also includes transportation from the hotel to the seminar events and, opening reception, lunches on Tuesday and Wednesday, and Tuesday's dinner.

The fees are as follows (prices are per person):

RFA Members Pre-Registration Fee (Received ON or BEFORE August 5, 2011):

Payment by Check: **\$280**

Payment by Credit Card: **\$295**

RFA Members Registration Fee (Received AFTER August 5, 2011):

Payment by Check: **\$330**

Payment by Credit Card: **\$350**

Non-Member Registration Fee

Payment by Check: **\$380**

Payment by Credit Card: **\$400**

To register, please fill out the attached registration form and return it to the RFA office along with payment.

Forms should be received no later than September 5, 2011. Confirmation will be sent by e-mail. Full details and registration form also available at www.refrigeratefoods.org.

Cancellation: No refunds available. Members already registered may be substituted by another company employee.

Travel and Accommodations: Sleeping accommodations are not included in the registration fee. The hotel reservation cut-off date is September 5, 2011. Rooms have been reserved for those attending the Symposium at the Crowne Plaza Hotel, 2700 Pilot Knob Road, Eagan, MN 55121 (**Changing name to Holiday Inn**). To make reservations, please call the hotel directly at (651) 454-3434 or visit www.vipstay.com and enter the code, RFA, to receive the room rate of \$114.99. A complimentary airport shuttle will be provided. Complimentary internet access in guest rooms, and a complimentary hot American breakfast buffet will be available each morning.

2011 RFA FALL SYMPOSIUM REGISTRATION FORM

Company: _____ Phone: _____

Address: _____ City, State, Zip: _____

Please fill out the attendee name(s) below and **note all sessions each attendee will be participating in.** Also, please note if planning to attend the optional networking dinners on Monday and Tuesday.

Attendee 1: _____ Attending: Day 1 ☐ Day 2 ☐
Riding Bus Day 1 ☐ Day 2 ☐ Monday's Reception ☐
E-mail address: _____ Lunch Day 1 ☐ Day 2 ☐ Tuesday's Dinner ☐

Attendee 2: _____ Attending: Day 1 ☐ Day 2 ☐
Riding Bus Day 1 ☐ Day 2 ☐ Monday's Reception ☐
E-mail address: _____ Lunch Day 1 ☐ Day 2 ☐ Tuesday's Dinner ☐

Attendee 3: _____ Attending: Day 1 ☐ Day 2 ☐
Riding Bus Day 1 ☐ Day 2 ☐ Monday's Reception ☐
E-mail address: _____ Lunch Day 1 ☐ Day 2 ☐ Tuesday's Dinner ☐

Payment: Check-payable to *Refrigerated Foods Association*

Credit Card: ☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover

Card #: _____ Expiration Date: _____

Card Security Code/CVV*: _____ *For Visa, Mastercard or Discover, it is a 3-digit number that appears to the right of your card number on the back. For AMEX, it is a 4-digit number that appears on the front of your card.

Billing Address: (Must match Credit Card if different from above): _____

Cardholder name: _____ Phone: _____

Address/City/State/Zip: _____

Signature: _____

TO REGISTER: Return this form with payment by mail to Refrigerated Foods Association at 1640 Powers Ferry Road, Building 2, Suite 200A, Marietta, GA 30067 or by fax at (770) 303-9906.