

REGISTER NOW!
RFA FALL SYMPOSIUM



Milwaukee, Wisconsin
September 22 - 24, 2014



2014 RFA Symposium

The RFA Fall Symposium is an exciting three-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 Milwaukee, Wisconsin on September 22 – 24. The 2014 Fall Symposium includes sessions that are of interest to all facets of the industry and your business.

A highlight of this year's Fall Symposium will be visits to a high pressure processing plant and cheese manufacturing & processing plant tours. Attendees will have the opportunity to observe the cheese-making process and also see and learn about how HPP is applied to food and beverages. Other highlights include a visit to Rite-Hite Corporation to learn about loading dock equipment, industrial doors, safety barriers and high-volume, and low-speed industrial fans. Presentations from the University of Wisconsin and the Wisconsin Milk Marketing Board will be featured as well.

Networking opportunities will also be a highlight of this year's Fall Symposium. You will have the opportunity to spend three days in the company of other professionals in the refrigerated foods industry, sharing and learning from each other. A hot breakfast will be provided each day, and our group will enjoy a wine & cheese reception on Monday followed by a dine-around dinner (individual is responsible for their own dinner), sponsored lunches and transportation back to the airport on Wednesday.

The 2014 Fall Symposium promises to be of great value to you and your company. Whether you are involved in food safety and quality control, executive management, or marketing and operations, this event will offer valuable information and insights that can be applied to your own business. You can't afford to miss this year's Fall Symposium!

SPACE IS LIMITED – ONLY THE FIRST 55 PEOPLE WHO REGISTER WILL BE ABLE TO ATTEND!

Thank You RFA Technical & Industry Development Committees!

RFA Technical Committee

Bill Schwartz, Chair, Schwartz Consulting
Martin Mitchell, RFA Technical Director
Ahmad Tahajod, Sandridge Food Corp.
Andrea Urel, Hans Kissle Company
Andy Hwang, USDA
Antonio Gilges, B. Roberts Foods
Arezou Rahbari, Keybrand Foods, Inc.
Arletha Parks, Reser's Fine Foods
Bob Clark, Garden Fresh Foods
Bob Savage, HACCP Consulting Group
Bob Sapeta, AES- Nilma
Brock Richards, IPL Plastics
Bryan Westerby, The Suter Co.
Bryan Koster, Barilla America Inc.
Chris Niese, Lakeview Farms
Chris Thorpe, Arpac Food Group
Claudia Stohrer, Boston Salads
David Callandro, Dierbergs Markets, Inc.
David Horowitz, DuPont Nutrition & Health
David Weslow, The Suter Co.
Dee Ann Holbus, Dawns Foods
Don Perkins, Mrs. Stratton's Salads
Doug Kallemeyn, Mrs. Gerry's Kitchen
Ed Wellmeyer, Ventura Foods
George Bradford, Mrs. Stratton's Salads
Greg Levy, Arpac Food Group

Heather Aldrich, Boston Salads Prepared Foods

Heng Tsang, Dupont Nutrition 8 Health
Jairus David, Ph.D., ConAgra Foods Inc.
Jane Campbell, Ukrop's Homesytle Foods
Janet Rowe-Inman, House of Thaller
Janet Rowat-Kraiss, The Suter Company
Jennifer Shrader, Atlantic Coast Marketing
Jim Badalati, Stericycle
Jimmy Daskaleas, Walker's Food Products Co.
Joel Riegelmayer, Sandridge Food Corp
John Bowles, ACM
John King, IPL, Inc.
John Wyatt, Dupont Nutrition 8 Health
Judy Kahn, Zerega Pasta
Karen Bishop-Carbone, Kettle Cuisine, Inc.
Ken Schafner, Sandridge Food Corp.
Leland Jones, Knott's Wholesale Foods
Linda Smith, Polyainers, Inc.
Louann Marshman, ECOLAB
Mark Doyle, ASK Foods
Mark Rosenfield, Reser's Fine Foods
Michael Vella, The Suter Co
Nick Cortolillo, K.B. Specialty Foods
Oscar Santos, St. Clair Foods
Pat Cauller, Chemetall
Pat Denor, Lakeview Farms
Robert Shore, B. Roberts Foods

Robin Beane, Hans Kissle Company

Ruth Vassey, ASK Foods, Inc.
Sally Bash, Kettle Creations
Scott Bunse, Dierbergs Markets, Inc.
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Steve Loehndorf, Reser's Fine Foods
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Victor Gramillo, Allison's Gourmet Kitchens
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Mark Brown, Reser's Fine Foods - Fresh
Creative Foods
Levon Kurkjian, Kettle Cuisine, Inc.
Andy Tully, Kurt Salmon

Symposium Highlights

HENNING'S WISCONSIN CHEESE

A highlight of this year's Symposium will be our visit to Henning's Wisconsin Cheese. RFA attendees will have the opportunity to visit this factory, founded in 1914, and see and learn about the cheese making process.

Henning's Wisconsin Cheese is a fourth generation family owned cheese factory based in rural Kiel, Wisconsin that features an on-site cheese store and museum. Henning's offers a wide variety of cheese, including Cheddars & Colbys that have won many national and world awards, including Gold, Silver and Bronze-winning entries in the 2014 World Championship Cheese Contest.

The company's story began in 1914, when Otto and Norma Henning made a decision to purchase a hometown cheese factory near Kiel, Wisconsin and devoted their lives to producing quality cheese. Their son Everett and his wife Jellane took the factory over in 1963, seeing it through many changes. Everett is still very involved with the factory today. Since then, three of Everett's children, Kay, Kerry and Kert, along with granddaughters, Mindy and Rebekah, continue the tradition. 100 years and three facility upgrades later, Henning's Wisconsin Cheese still stands as a testament of the family's commitment to making great quality cheese.

Small local family dairy farmers continue to provide Henning's cheese with a source of quality milk. These farmers pride themselves by pasture feeding their cows along with a carefully balanced diet of natural grains. Henning's uses natural, as well as non-animal, ingredients and offers a line of Kosher approved cheeses.

THE CHEESE PROCESS AT HENNING'S WISCONSIN CHEESE



Step 1
The cheese making process starts with quality milk from local dairy farmers. Enzymes and vegetable color (derived from an annatto seed) are added to pasteurized milk. (Unless the customer wants white cheese.)



Step 2
Coagulant is added to gel the milk. Master Cheesemaker Kerry Henning and his father Everett are checking the milk two different ways to see if it is ready to cut. The milk is cut into 1/8 inch squares. The curd and whey are cooked and stirred to the desired temperature.



Step 3
The curd is then pumped onto tables, and the cheddaring process begins.



Step 4
The cheese is piled up and slabs are formed. Slabs are turned and piled every 20 minutes.



Step 5
By the time the slabs are piled 5 high, the pH reading has reached its designated point.



Step 6
The slabs are put through a curd mill, and cut into cheese curds. The curds are salted for flavor then put into hoops. The cheese is pressed over night.

Symposium Highlights

THIEL CHEESE & INGREDIENTS

With more than 70 years of experience in cheese formulation, Thiel Cheese & Ingredients, LLC delivers functional and nutritional cheese-based ingredient solutions to America's most discriminating food manufacturers and foodservice providers. Thiel custom formulates and manufactures a complete line of pasteurized process cheese products in the heart of Wisconsin cheese country.

The in-house R&D team at Thiel prides itself on tackling challenging formulation problems, and works in partnership with its customers to provide fast, flexible, and cost-effective ingredient solutions.

The product line at Thiel is limitless. Starting in 1930 with Al Thiel, Sr. making natural cheese on his farm in Menasha, WI, business grew and a plant was constructed under the guidance of Al's sons, Kenneth and Al, Jr. A second plant was purchased in the 1950s outside of Hilbert, where Thiel Cheese & Ingredients stands today.

Upon the death of Al Senior in 1959, Kenneth and Al Jr. took over the company. It was in the 1960s that Thiel began selling cold pack cheese spread and develop a gift catalog business. Thiel became involved in the fundraising industry, where its cold pack cheese spread became a signature item for the company. The company began manufacturing process cheese in the early 1980s, and was at this point run by Stephen, Mark and Jaqueline Thiel, the children of Ken. As the fundraising industry and gift catalog business began to decline, the focus at Thiel turned toward expanding the process cheese line and custom formulating process cheese as an ingredient. The cold pack line was discontinued in 2001, and the focus was placed on the process cheese business.

Today, as a leader in the industry, Thiel concentrates on developing new products such as its super no-melt and meat-flavored cheeses. Thiel process cheese products are used as ingredients in a wide variety of applications, from soups and sandwiches to frozen dinners and pizzas.



Symposium Highlights

AMERICAN PASTEURIZATION COMPANY (APC)

American Pasteurization Company is the first company in the United States to offer High Pressure Processing (HPP) on a commercial tolling basis to the food manufacturing industry. HPP kills bacteria that can cause spoilage and food-borne illness, and greatly extends shelf life. Applying HPP to foods and beverages - rather than heat pasteurization - results in products with a fresher taste and better appearance, texture and nutrition. HPP pasteurizes foods and beverages by uniformly applying extreme hydrostatic pressure around and throughout a food product, deactivating the cellular activities of foodborne pathogens and other spoilage organisms.



APC offers HPP service on a “pay as you go” basis, alongside product testing and development, post-application packaging, and the ability to arrange storage and distribution services for food manufacturers to insure the quality, safety, and value of food and beverage products. HPP is a natural pasteurization method, resulting in products which often require no chemical preservatives.

APC’s core competency is guiding companies through the HPP process from beginning to end. They do not manufacture any food or beverage product or sell HPP equipment – keeping the sole focus on serving customers that utilize HPP to enhance their products. From the idea phase, through product development and testing, to commercialization, APC’s more than 10 years of experience allow for a made to order and adaptable approach to every



product’s unique HPP needs. APC works with customers to create a customized framework for food safety and brand equity protection.

In 2012, APC partnered with the National Food Lab (NFL), a food and beverage consulting and testing firm based in Livermore, Calif., to better support customers with a full suite of HPP services. APC purchased a 2-liter HPP test unit, installed at the NFL, giving customers access to the most accurate and comprehensive HPP testing available. This collaboration provides companies of any

size with a complete HPP solution – from testing and validation through product design solutions and HPP implementation.

Symposium Highlights

RITE-HITE CORPORATION

Rite-Hite is a world leader in the manufacture, sale and service of loading dock equipment, industrial doors, safety barriers, high-volume, HVLS fans, industrial curtain walls and more – all designed to improve safety, security, productivity, energy consumption and environmental control. The family-owned company was founded in 1965 and from the start, placed an emphasis on research and development. The ongoing evolution of Rite-Hite products and services is fueled by the company's strong commitment to innovation and a passion to provide effective solutions for their customers.

Rite-Hite first rose to prominence as a manufacturer of loading dock equipment, specifically dock levelers and vehicle restraint systems. An early advocate and leader in loading dock safety, Rite-Hite introduced its groundbreaking DOK-LOK® trailer restraint in 1980. Through the years, acquisitions and internal product development have expanded the Rite-Hite family of products to encompass industrial performance doors, cold storage doors, dock seals and shelters, a full complement of loading dock accessories, and machine guarding systems. Two additional businesses - DuctSox and Caljan - provide solutions in the fabric HVAC ductwork and telescopic conveyor markets respectively.

In addition to manufacturing high-quality equipment, Rite-Hite is proud of its relationship-based approach to fulfilling customer needs through their exclusive Global Distribution Network. This network is comprised of both independent representatives and a wholly owned subsidiary, Arbon Equipment Corporation. Rite-Hite representatives can provide product solutions, service, and expertise to meet the ever-changing needs of their local customers - at the loading dock, and inside the facility. Rite-Hite employees stay active in trade and industry organizations to ensure Rite-Hite products continue to reflect evolving trends and challenges in material handling, logistics, and industrial settings.



Rite-Hite employs over 1,500 people worldwide and partners with more than 30 representative organizations in 100 locations throughout North America, Asia, Europe, and South America. Manufacturing locations include Memphis, TN; Dubuque, IA; Kunshan, China; Volkmarsen, Germany; Aarhus, Denmark; Liepaja, Latvia; and Jawor, Poland.



Featured Speakers

UNIVERSITY OF WISCONSIN

The University of Wisconsin Center for Dairy Profitability develops and delivers effective interdisciplinary education and applied research to dairy farms and dairy industry service providers, resulting in sustainable profitable decisions and a healthy and progressive dairy industry.

To assist Wisconsin dairy farmers they practice “Better Planning, Better Decisions.” With the goal of keeping Wisconsin’s dairy industry competitive, the Center and affiliates have developed a number of tools to help improve production efficiency and profitability. The Center provides valuable materials to Wisconsin dairy farmers to improve profitability and reduce costs.



We will hear from a speaker from the University on the economics of the dairy industry and the innovative methods they have developed to support dairy farmers within their state.

DINE AROUND NETWORKING OPPORTUNITY

All Symposium attendees are invited to participate in our Dine Around Dinner on Monday evening, following our Welcome Reception. We have made arrangements for group seating at 3 wonderful local restaurants, all within walking distance of the hotel. We invite you to select one and join other RFA members for dinner. This event is optional and checks will be paid by the individuals.

Restaurants include:

Kil@wat, at the InterContinental Hotel: serving American favorites, including Steaks, Seafood, Pasta, Burgers, Sandwiches, Soups, Salads (\$20-35)

Mader's, a Milwaukee classic serving traditional German food, steak and seafood (\$35-40)

Calderone Club, a casual yet refined eatery serving Italian, Pasta, Pizza, Sandwiches, Meats, Salads and Soups (\$15-30)

You will have the opportunity to sign up for your choice of restaurant once you have registered and the date nears.

Featured Speakers

WISCONSIN MILK MARKETING BOARD

We are pleased to present a presentation from the Wisconsin Milk Marketing Board (WMMB), a nonprofit organization funded by dairy farmers that promotes the more than 600 varieties, types and styles of Wisconsin Cheese and other dairy products from America's Dairyland.

WMMB is funded entirely by Wisconsin's dairy farm families. WMMB is farmer-owned and farmer-directed. Its 25 dairy farmer board members are elected by their peers. WMMB's farmer-directors have direct involvement in planning and monitoring the organization's marketing and promotional programs which are conducted by a staff of marketing, research and communications professionals.



WMMB was founded in 1983. Wisconsin dairy farmers established a milk marketing order. For every 100 pounds of milk produced and marketed in the state, ten cents goes to WMMB to promote Wisconsin-produced dairy products. An additional five cents goes to the National Dairy Promotion & Research Board for generic dairy promotion activities at the national level.

Their primary mission is to "help grow the demand for Wisconsin milk by providing programs that enhance the competitiveness of the state's dairy industry." Key WMMB roles within Wisconsin's dairy industry include: working to establish new markets, funding dairy-related research, educating consumers about the quality and nutritional importance of Wisconsin milk and dairy products, and showcasing the important economic contribution that dairy makes to their communities and the state of Wisconsin.

2014 Fall Symposium Schedule

Monday, September 22, 2014

- 12:30 p.m. Registration open at hotel
- 2:00 - 3:15 p.m. University of Wisconsin
- 3:15 - 3:45 p.m. Break
- 3:45 - 5:00 p.m. Wisconsin Milk Marketing Board
- 6:00 - 7:00 p.m. Welcome Reception with Cheese Tasting
- 7:00 pm. Dine-Around /Dinner on Your Own

Tuesday, September 23, 2014

- 6:45 a.m. Breakfast
- 7:30 a.m. Bus departs hotel for Tours
- 9:00 - 11:00 am Tour of Hennings Cheese
- 12:00 - 3:30 p.m. BBQ Lunch and Tour of Thiel Cheese & Ingredients
- 5:30 p.m. Bus returns to hotel
- 6:30 p.m. Open Discussions and Dinner at hotel



Museum at Hennings Cheese

Wednesday, September 24, 2014

- 6:30 - 7:30 a.m. Breakfast
- 7:30 - 8:00 a.m. Welcome Presentation by American Pasteurization Company at hotel
- 8:00 Bus departs hotel for Tours
- 8:30 - 9:30 a.m. Tour of American Pasteurization Company
- 10:00 - 1:30 p.m. Tour of Rite-Hite Corporation
coffee, light lunch will be provided
- 2:00 p.m. Bus drops attendees off at Milwaukee airport before returning to hotel



2014 REGISTRATION FORM

Fall Symposium Schedule: The Symposium will kick-off with at 2:00 p.m. on Monday, September 22 and will end at 1:30 pm on September 24. Participants may pick up their name badges and materials at the hotel on Monday, September 22, beginning at 12:30 pm.

Registration Fees: The fee includes all transportation to off-site events and tours, opening reception, breakfast and lunch on Tuesday and Wednesday, and dinner on Tuesday evening. The fees are as follows (prices are per person):

RFA Members Early Registration Fee for Event

(Received ON or BEFORE August 15, 2014):

Payment by Credit Card: \$410; Discount by Check: \$395

RFA Members Registration Fee for Event

(Received AFTER August 15, 2014):

Payment by Credit Card: \$465; Discount by Check: \$450

To register, please fill out the this registration form and return it to the RFA office along with payment. Forms should be received no later than September 8, 2014. Confirmation will be sent by e-mail approximately two weeks before event. Full details and online registration also available at www.refrigeratedfoods.org.

Travel and Accommodations: Sleeping accommodations are not included in the registration fee. Rooms have been reserved at the Intercontinental Milwaukee, 139 E. Kilbourn Avenue, Milwaukee, WI 53202. To make your room reservations, please call the hotel at 414-935-5943. The RFA's discounted group rate is \$149/night. The hotel registration cut-off date is September 1, 2014. Complimentary internet access is provided in the guest rooms, as well as on the coach bus as we travel on the tours.

The hotel is located 8 miles from the Milwaukee Airport (MKE). The rate for a taxi is \$25-30. Shuttle service is available for \$14/person one-way through Riteway Connections; reservations online at www.goriteway.com.

Company: _____ Phone: _____

Address: _____ City, State, Zip: _____

Attendee 1: _____ Are you riding RFA Transportation Sept. 23? ☐

E-mail address: _____ Are you riding RFA Transportation Sept. 24? ☐

Attendee 2: _____ Are you riding RFA Transportation Sept. 23? ☐

E-mail address: _____ Are you riding RFA Transportation Sept. 24? ☐

Attendee 3: _____ Are you riding RFA Transportation Sept. 23? ☐

E-mail address: _____ Are you riding RFA Transportation Sept. 24? ☐

Payment Method: Check-payable to Refrigerated Foods Association

Credit Card: ☐ Visa

☐ Mastercard

☐ AMEX

☐ Discover

Card #: _____ Expiration Date: _____

Name on Card: _____ Card Security Code: _____

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

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Signature: _____

TO REGISTER: Return this form with payment to Refrigerated Foods Association at
P.O. Box 862156, Marietta, GA 30062.
or by email to info@refrigeratedfoods.org.