



Refrigerated Foods Association

Your Wingman for 35 Years



"Advancing & Safeguarding the Refrigerated Foods Industry"



35th Annual Conference & Exhibition

Park Hyatt Aviara
Carlsbad, CA
March 1 – 4, 2015



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Your Wingman for 35 Years

To successfully position your company in today's marketplace, it is imperative to stay abreast of current market trends, food safety regulations, and technical procedures. Attend the Refrigerated Foods Association's 35th Annual Conference & Exhibition as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2015 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Carey Lohrenz, the first female F-14 Tomcat Fighter Pilot in the U.S. Navy, will share her fascinating experiences operating in one of the world's most challenging environments, an aircraft carrier. She is uniquely qualified in the fundamentals of winning under pressure, reducing errors and overcoming obstacles. Joe Mignone will share insights on "Creating Greater Customer Value and Profitability with Lean." This presentation will include several effective tools you can use upon returning to your business. Martin Mitchell's annual "Technical Update: US and Canada" is always a can't miss presentation featuring up-to-the-minute information on current technical and regulatory issues impacting your business.

Another highlight of the 2015 Conference is the full Exhibition, with key suppliers showcasing the latest offerings in ingredients, equipment, packaging and services for the refrigerated foods industry. One of our Association's main objectives is to provide opportunities and foster an environment for networking and building relationships among our members. With this in mind, the Conference will include the popular One-On-One CEO sessions, which allow key decision makers from RFA manufacturer and associate member companies to meet and discuss potential business opportunities. Ample social events are featured at this year's Conference as well, including the annual golf tournament and the 35th anniversary dinner at Miramar Air Station.

Park Hyatt Aviara will serve as our host hotel throughout the event. The Hyatt features everything from a beautiful swimming pool and relaxing spa to an Arnold Palmer designed Golf course. You will want to take advantage of what this year's Conference has to offer you. We look forward to seeing you March 1 -4, 2015, at the Park Hyatt Aviara Resort in Carlsbad, California!

SPECIAL THANKS TO THE 2015 CONFERENCE COMMITTEE

CONFERENCE COMMITTEE CHAIR
Steve Loehndorf, Reser's Fine Foods, Inc.

PUBLICITY COMMITTEE:

Fred Cook, Berry Plastics Corporation
Darlene Davidson, Furmano Foods
Dennis Gehrke, Olds Products Company
Mark Rosenfield, Reser's Fine Foods
Robert Shore, B. Roberts Foods LLC

GENERAL & KEYNOTE SPEAKERS:

Mark Brown, Fresh Creative Foods
Wendie DiMatteo Holsinger, ASK Foods, Inc.
John Bowles, Atlantic Coast Marketing
Pat Cauller, Chemetall US, Inc.

Don Klausing
Keith McIntosh, Mrs. Grissom's Salads
Mike Swan, Keybrand Foods, Inc.
Rocky Wilson, Victory Packaging

TECHNICAL SPEAKERS:

Bill Schwartz, Schwartz Consulting, LLC
Robin Beane, Hans Kissle Company
Karen Bishop-Carbone, Kettle Cuisine
David Horowitz, DuPont Nutrition & Health
Steve Loehndorf, Reser's Fine Foods
Marty Mitchell, Certified Laboratories

GOLF TOURNAMENT/NETWORKING:

Ken Funger, Mrs. Grissom's Salads, Inc.
John Cunningham, To-Jo Food Products
Jon Dunn, Genpak

Lauren Edmonds, St. Clair Foods, Inc.
Glenn LeBlanc, Berry Plastics Corp.
Mark Reser, Reser's Fine Foods, Inc.
Jeff Rhodes, Ventura Foods, LLC

EXHIBITION & CEO SESSIONS:

George Bradford, Mrs. Stratton's Salads
Joe Kross, Genpak
Timm Miller, PSSI- Packers Sanitation Services
Leanne Parr, Plastic Packaging Corp.
Charles Pocock, Polypak Inc.
Jennifer Shrader, Atlantic Coast Mktg.
Wes Thaller, House of Thaller
Bryan Westerby, The Suter Company

*Committee Chairs are listed in bold



Conference Schedule

SUNDAY, MARCH 1, 2015

- 12 - 7 p.m. Registration
- 12 - 7 p.m. Product Showcase Display
- 2:00 - 5:00 p.m. Board of Directors Meeting
- 5:15 - 5:30 p.m. New Member 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 2, 2015

- 7:00 a.m. - 7 p.m. Registration
- 7:00 a.m. - 7 p.m. Product Showcase Display
- 10 a.m. - 3:30 p.m. Exhibitor Set-Up
- 8:00 - 9:00 a.m. Welcome Breakfast & Business Meeting
- 9:15 - 10:30 a.m. Keynote Address: *"Lessons in Leadership" by Carey Lohrenz*
- 10:30 - 10:45 a.m. Break
- 10:45 a.m. - 12 General Session: *Creating Greater Customer Value and Profitability with Lean by Joe Mignone*
- 11:00 a.m. Spouse Event
- 12:15 - 1:00 p.m. Networking Lunch
- 1:15 - 2:30 p.m. Breakout Sessions –
Technical: Mayo 101
General: Incorporating Best Practices to Achieve Business Excellence by Joe Mignone
- 2:30 - 2:45 p.m. Break
- 2:45 - 4:00 p.m. General Session: *Agroterrorism and the Threat to the Nation's Food Supply by Special Agent Jeffrey B. Cassett*
- 4:30 - 7:00 p.m. Reception in Exhibit Hall
- 7:00 p.m. Dinner on own

TUESDAY, MARCH 3, 2015

- 7 a.m. - 12 p.m. Registration
- 7 a.m. - 12 p.m. Product Showcase Display
- 7:00 - 7:45 a.m. Associates Meeting, Election & CEO Session Sign-Up & Breakfast
- 7:00 - 7:45 a.m. Manufacturers Meeting & Breakfast
- 8:00 - 9:15 a.m. General Session: *Trends in Europe by Robert Kedzlie*
- 9:15 - 9:30 a.m. Break
- 9:30 - 11:45 a.m. One-on-One CEO Sessions
- 12:00 - 2:00 p.m. Technical Food Safety Forum & Lunch
GMOs Explored: How Consumers' Love of Eating Collides with Fear of Food by Roxi Beck
- 12:15 p.m. Optional Winery & Brewery Tour
- 12:30 p.m. Optional Golf Tournament on-site at Aviara Golf Club
- 2:15 p.m. Optional Brewery Tour
- 6:15 p.m. Buses depart for Miramar
- 7:00 - 10:00 p.m. Miramar Air Station Dinner, 35th Anniversary Celebration, Awards, Passing of Gavel, and Live Auction

WEDNESDAY, MARCH 4, 2015

- 7 a.m. - 10:15 a.m. Product Showcase Display
- 7:00 - 7:30 a.m. Board Meeting
- 7:30 - 8:15 a.m. Breakfast
- 8:30 - 10:15 a.m. General Session: *Technical Update: U.S. and Canada: Martin Mitchell*

Featured Presentations

Keynote Address:

“Lessons in Leadership”

by Carey Lohrenz



Carey Lohrenz knows what it takes to win in one of the highest pressure, extreme environments imaginable: in the cockpit of a Mach 2.

As the first female F-14 Tomcat Fighter Pilot in the U.S. Navy, having flown missions worldwide as a combat-mission-ready United States Navy pilot, Lohrenz is used to working in fast moving, dynamic environments, where inconsistent execution can generate catastrophic results.

The same challenges are found in business: markets change, customer needs evolve and if you do not adapt quickly your company is at risk.

In her keynote address, Carey will share her fascinating experiences operating in one of the world's most challenging environments - an aircraft carrier. She is uniquely qualified in the fundamentals of winning under pressure, reducing errors and overcoming obstacles. Her mastery of these fundamentals can help your team triumph in this high-risk, time crunched world.

Carey will discuss High Performing Teams and developing a Culture of Learning, based on the best-practices of high reliability organizations. The processes of Planning, Briefing, Debriefing and Adjusting help businesses manage risk while becoming a High Performing Organization.

Carey graduated from the University of Wisconsin where she was a varsity rower, training at the pre-Olympic level. After graduation, she attended the Navy's Aviation Officer Candidate School before starting flight training and her naval career. She is currently working on her Master's in Business Administration in Strategic Leadership.

Featured Presentations

“Creating Greater Customer Value and Profitability with Lean”

by Joe Mignone, President, JFM Global Associates

Organizations today continue to waste an average of forty percent of valuable resources, such as employee utilization, process efficiency and operating equipment throughout their entire organization and at all levels, thus failing to maximize the full potential of their resource investment.

A Lean organization, one which “performs without waste”, can greatly enhance customer value, resource utilization, profitability and other vital areas, which are critical to the long term sustainability of its business.

Developing the culture of Lean offers a powerful methodology that can be implemented as is or integrated with other methodologies such as Process Management and Six Sigma.

Joe Mignone, President of JFM Global Associates, a leading Lean practitioner, will explain how greater customer value and profitability can be achieved by incorporating Lean into your day-to-day business activities. In addition, he will provide you with several effective tools you can use upon returning to your company.

Joseph Mignone, president of JFM Global Associates, has the solution for businesses interested in reducing workload, eliminating waste and improving productivity. He has more than forty years of experience in areas of: Project Management, Accounting, Leadership, Education, Change Management, Organizational Teaming, Six Sigma, Project Management, Lean Business Management, and other areas. He consults and conducts executive workshops and on-site training programs in various sizes and types of domestic and international organizations.

In addition to consulting, Joe currently teaches at the University of California in San Diego and Riverside and the University of Redlands and is the Chairperson of the Riverside County Manufacturers and Exporters Association, South West Cluster.

Joe was Recipient of the Instructor Excellence Award 2013, University of California – Riverside, and a “2014 Top Influential Nominee” by the San Diego Daily Transcript. He is a Certified Instructor of “Techniques for an Empowered Workforce” and a Certified Facilitator for Lean and Six Sigma.



Featured Presentations

“FBI: Agroterrorism and the Threat to the Nation’s Food Supply”

by Special Agent Jeffrey B. Cassett, FBI



Across the country there is one thing all farmers have in common: The food they produce is extremely vulnerable to a devastating act of agroterrorism. Webster’s dictionary defines agroterrorism as terrorist acts intended to disrupt or damage a country’s agriculture, especially the use of a biological agent against crops or livestock. This presentation will involve a historic look at the Agroterrorism threat posed by current terrorist organizations and recent government responses to threats to the foods supply. Special Agent Jeff Cassett will speak to us at the unclassified level.

Special Agent Jeff Cassett is the Weapons of Mass Destruction Coordinator for the San Diego Division of the FBI. Special Agent Cassett has held this position for 11 years and is responsible for coordinating the local FBI efforts in preventing, preparing for, and responding to WMD related events. SA Cassett currently works on the FBI’s Joint Terrorism Task Force and has previously served as a Special Agent Bomb Technician and the Team Leader for the FBI’s Hazardous Materials Response Team.

Special Agent Cassett has been with the FBI for 16 years. Prior to his involvement with the WMD program in San Diego, Special Agent Cassett worked traditional La Cosa Nostra investigations in the FBI’s Miami Division. Upon transferring to the San Diego Division in 1998, Agent Cassett worked a variety of violations out of the El Centro Resident Agency until being brought to San Diego in 2001 to head up the WMD program. Prior to employment with the FBI, Agent Cassett served as a pilot in the United States Navy.

Featured Presentations

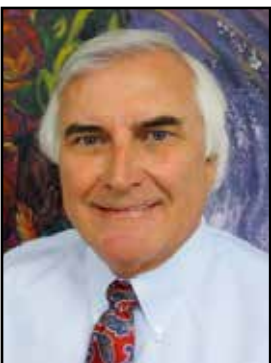
Mayo 101 Panel

*by Wanda Jurlina, Technical Service Manager, CP Kelco;
Chuck Coraway, President, Southern Classic Food Group;
Technical Representative, Ventura Foods, LLC*

In this panel presentation, you will learn everything you ever wanted to know about mayonnaise and salad dressing. You will be taken from the Dark Ages, when the recipe for mayonnaise was a closely guarded secret known only to the royal families of Europe, to the early days of commercial production. We will learn of new formulations and improvements in equipment that have allowed for further improvements in the production and transportation of mayonnaise and dressing products. This panel will discuss the theories and science of emulsions and cover the standards of identity for the different types of dressing products. You will learn the differences between salad dressing and mayonnaise and there will be discussion of other dressing alternatives that might apply to your salad production. You will leave this event with valuable information about one of the most important ingredients for the refrigerated foods industry.



Wanda Jurlina has 25 years of experience in product development and troubleshooting working in a variety of application areas with a range of hydrocolloids, functional ingredients and high intensity sweeteners. Wanda's experience includes formulating dairy products, confections, fruit products, desserts, dressings and sauces. Wanda holds a B.S. degree in Chemistry from San Diego State University. Currently she is a Technical Support Manager for CP Kelco, based in San Diego, and has responsibility for key distribution and direct accounts in the United States and Canada.



Chuck Coraway is the Owner / Manager of Southern Classic Food Group based in Brundidge, Alabama. After becoming a CPA, Chuck has worked in the mayonnaise, dressings and sauces industry for 32+ years in multiple capacities including operations and sales. Chuck formed his own company in 2001, which services customers in the industrial, foodservice, export and retail markets requiring mayonnaise and other soybean oil based products. Chuck has represented his company as a member of the RFA for the past 10 annual conferences. His working knowledge of oil based products gives him a perspective from the purchasing of the raw ingredients all the way through the manufacturing process to the delivery of the product.

Featured Presentations

“Incorporating Best Practices to Achieve Business Excellence”

by Joe Mignone, President, JFM Global Associates



In theory, business is about getting and keeping customers, knowing what products they want, when and how they want them delivered, what will keep them coming back and, most importantly, making money while doing these activities.

In order to ensure the business is performing at its full potential, business leaders must continuously take their business to new heights. These levels of achievement can only be accomplished by incorporating a culture of benchmarking, continuous process improvement, and internal process audits into the business. This will result in best practices and a leadership position within your industry. In other words, you become “the industry benchmark!”

In practice, businesses are focused on the day-to-day operations. Most businesses spend a great deal of resources “putting out fires”, instead of “preventing fires” and continuously improving to be the “BEST.”

Today, to achieve “Excellence” one thing is for sure: “Change must be constant.” Therefore, continuous learning, employee creativity, innovation at all levels, and being “the trend setter” are prerequisites to achieving business excellence.

During this presentation, Joe Mignone, President of JFM Global Associates, will provide you with insight into “Best Practices” to help you achieve these performance levels.



Featured Presentations

“Trends in Europe”

by Robert Kedzlie, Director, NPD Direct Ltd

This presentation will focus on the UK and European markets with regards to grocery and food service trends and how they relate to consumer insight. Looking back up the supply chain, we will also look at how the industry is reacting to the continual need for innovation and how producers are using new technology. We will then look forward across the European industry and try to project the landscape in 2020!

Robert entered the food manufacturing industry in 1986. Prior to that he was a graduate trainee working within the Savoy hotel group in London. Robert’s real passion is food! Therefore his first role in the manufacturing sector was within the Marks & Spencer supply base, developing and producing the first ready meals ever seen in the UK.

A six year veteran of over 400 product launches with M&S took him to Geest/Bakkavor where he led the development functions across categories such as prepared salads, dips, dressings, recipe dish, soup, pizza, bakery, wrap sandwiches and more. His final role within the business involved looking around the world identifying new category concepts for the 40 sites that Geest operated.

In 2000 NPD Direct was born! For over 14 years, the food passion that was captured at the Savoy is still the life blood of the business. With clients spread across North America, Europe and Australia, NPD Direct support brands, manufacturers and grocery chains with innovation & product delivery support. The business employs some of the most forward thinking R&D professionals as well as food technologists who continually push the culinary and commercial boundaries delivering ‘next generation’ innovation.



Featured Presentations

“Technical Update: US and Canada”

by Martin Mitchell, Managing Director, Certified Laboratories



On January 4, 2011, President Obama signed into law the Food Safety Modernization Act (FSMA). While many of the requirements, regulations, and guidance documents are still not issued, it is important for all of us to understand what is expected in the future, including preventive controls, an important requirement of FSMA. This critical session will provide you with up to the minute information on FSMA and other current U.S. and Canadian technical and regulatory issues impacting your business.

Historically, this session has been delivered to standing room only crowds, as people interested in the refrigerated food industry want to hear what will be impacting them in the years to come. This year’s session will be more essential than ever and will provide vital information that will impact your bottom line. Lead by RFA Technical

Director Martin Mitchell, this presentation will address everything you need know to keep your company up to speed with HACCP, FSMA, Seafood HACCP, and more.

Mr. Mitchell has been the Technical Director of the RFA since 1981. Mr. Mitchell is also the Managing Director of Certified Laboratories, Inc. with locations in New York, Southern and Northern California and Illinois. Certified Laboratories is a group of independent laboratories specializing in microbiological chemical analysis of beverages, refrigerated foods and other products. Mr. Mitchell is a member of the American Spice Trade Association and former chairman of its technical group, as well as a board member. Mr. Mitchell is the former chairman of the Microbiological Analytical Chemistry Section of ACIL and was also on its board of directors. He is a former director of the National Coalition of Food Importers Association, and past chair of the IFT refrigerated and frozen food division.



Network & Learn with Today's Industry Experts

Technical Committee Luncheon with Speaker Presentation: "GMOs Explored: How Consumers' Love of Eating Collides with Fear of Food"

by Roxi Beck, Vice President of CMA



Eating food and feeling confident about food are completely separate ideas that consumers are faced with on a daily basis. An increased focus on genetically modified organisms (GMOs) through media coverage, ballot initiatives, and advocacy group activity has caused a widening gap between what consumers thought they knew, and the information they're now hearing. Join this session to get an overview of the role of GMOs in today's food system as well as models and tips for communicating about this often polarizing topic, including How did we get here, Why science alone falls flat, GMO 101 – what are they, why are consumers concerned, How anti-GMO advocates gain traction, Labeling update, and Why words matter when talking about food.

Beck has over a decade of experience working with clients across several sectors of the food system. Whether research, communications training, content development, or media monitoring of digital outreach and engagement, her work at CMA focuses almost exclusively on directing strategy and activities for consumer-facing initiatives related to food.

Exhibit Hall: Explore Solutions in Packaging, Equipment, Ingredients, Services and More!

Looking for a new packaging design? Need to know about the latest food safety services available? Want to sample different ingredient offerings? The RFA Exhibition is the place to discover everything you need to produce quality refrigerated foods. Held onsite at the Park Hyatt Aviara Resort, this year's Exhibition will feature the leading suppliers of packaging, equipment, ingredients, technologies and services for the refrigerated foods industry. The RFA Exhibition is a valuable event for both suppliers and manufacturers. The intimate atmosphere provides the unique opportunity to develop personal relationships with your suppliers and customers.

The Exhibit Hall will be open on Monday evening with a special opening reception. An exciting silent auction will take place in the Exhibit Hall to help raise funds for RFA special projects. Each exhibiting company is encouraged to participate in the silent auction. Many exciting items will be featured, so come ready to bid! Booth space is limited, so make sure to reserve your spot today! For exhibition information and applications, visit the RFA website at www.refrigeratedfoods.org.



Special Events

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.

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 3rd, from 9:30 - 11:45 am. 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.

35th Anniversary Dinner Event: Miramar Air Station, Awards, Passing of Gavel and Live Auction

For our 35th anniversary celebration, we will be transported to the fascinating world of Marine Corps Air Station, Miramar, a truly unique event where we will join the ranks of the military's Top Guns for one incredible evening! As one of the most well-known military air stations in the world, MCAS Miramar is the only fully functional Marine Air Station that allows a special glimpse into the lives of their Marines. From Charles Lindbergh's flight tests to Hollywood movies including Top Gun, Miramar has been in the forefront.

We will spend an unforgettable evening at the world's largest premier Master Jet Air Station, hearing from Marine Corps Officers and getting an up close view of the Marine Corps' most technologically advanced equipment. Cocktails and dinner will be served in the fighter bar, where we will see vintage photos and military artifacts, plus footage on video monitors that is not available to the general public. Our live auction will feature extraordinary items, fitting for such an unforgettable night. Join us!



Park Hyatt Aviara Resort in Carlsbad, California

Secluded amid 200 acres of rolling valleys along the Pacific Coast, Park Hyatt Aviara Resort provides the perfect setting for the RFA's 35th anniversary celebration. This AAA, Five Diamond resort consists of Spanish colonial architecture and provides upscale amenities and a sense of casual elegance.

Each attendee will enjoy top-notch accommodations with luxurious pillow-top beds, wireless Internet access, 24-hour in-room dining and business center, and a host of dining options. Choose from Vivace, the hotel's four diamond signature Italian restaurant; California Bistro, featuring local seasonal fare served on the gorgeous al fresco terraces; Argyle Steakhouse, boasting elegant, casual dining at the Aviara Golf Club above Batiquitos Lagoon; Ocean Pool Bar & Grill, serving American specialties poolside; or the Lobby Lounge, providing cocktails, light fare, tapas and live entertainment.



The Park Hyatt Aviara features a sensuous spa with 20 treatment rooms, a romantic couples suite and an indoor coed solarium lounge. The locker rooms contain aromatic steam rooms, saunas and whirlpools. The 24-hour Fitness Center offers the very best in cardio and fitness equipment, and the Tennis Courts feature four hard and two clay courts amidst a botanical setting.

Annual Golf Tournament: The Park Hyatt Aviara Golf Club

Named by *Golf Digest* and *Golf Magazine* as one of the best resort golf courses in America, and the #1 golf resort in San Diego according to the readers of *Condé Nast Traveler*, Aviara Golf Club is host to the LPGA Kia Classic. This 18-hole Arnold Palmer-designed 72 Par course features a botanical coastal layout featuring wildflowers, bunkers and water challenges, and is complemented by a practice range, putting and pitching greens, industry-leading GPS systems on all golf carts, and an upscale golf shop. It also features Kip Puterbaugh's Golf Academy and the Taylormade Performance Lab.

This stunning course is home to more than 130 species of shorebirds and a wide variety of natural vegetation. It features unique water hazards, such as waterfalls and streams.

The tournament fee includes green fee, cart fee, range balls, a box lunch and prizes! Team up with your RFA cronies and see if you can take home a prize while having a great time. It will be a relaxing but invigorating afternoon with new and old RFA friends.



Optional Events to Help You Experience Carlsbad!

Two Tours Offered on Tuesday Afternoon: “Grapes to Hops” or “Stone Brewery Tour”



What would a trip to California be without a visit to a beautiful winery and fun brewery? Those wishing to participate in the first optional tour will depart the Park Hyatt Aviara by coach bus at 12:15 pm and arrive at the Stone Brewery for a tour and tasting at their facility. The second group will visit the same spot, departing the hotel at 2:15 pm. Stone Brewery has put the same creativity and craftsmanship into the Stone Brewing World Bistro & Gardens as they've put into their award-winning brews, with a few new twists and surprises added! The indoor-

outdoor setting features an “escape-from-reality” boulder garden (more than 250 boulders ranging from 1-ton to 35 tons) and the native and exotic plants that could only have been created by the minds that have turned Stone into such a great success story.

Those participating in the early tour will then be transported to Orfila Vineyards and Winery for a tour and wine tasting. Located in the rolling hills of the San Pasqual Valley, the mountain views and Old World charm create a relaxing atmosphere, perfect for any event. Enjoy a private tour of Orfila Vineyards and Winery and a Special Tasting of Five Selected Orfila Wines. You will receive a souvenir wine glass and have a VIP shopping experience to round out the afternoon. Don't miss out on these fun, exciting tours!



Something Special for our Spouses in Attendance!



Don't you dare leave your spouse at home! The RFA Conference provides fun, unique opportunities for members and spouses alike. Our warm, welcoming group is excited to meet new people, and everyone is invited to participate in the Spouse Event on Monday. In addition, spouses are welcome to participate in Tuesday's optional tours or golf. Our 35th anniversary celebration on Tuesday night is another event you will want to share with your significant other. Don't miss out on these fun events! Your registration form is enclosed.

Registration Information

CONFERENCE REGISTRATION:

To register, fill out the enclosed 2015 Conference Registration Form and fax it to the RFA at (770) 485-5214 or email it to info@refrigeratedfoods.org if paying by credit card. 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 2015 Conference through the RFA website:
www.refrigeratedfoods.org.

For RFA Members:

The Conference early registration fee must be received by January 9, 2015 and is \$925. The discounted rate for check payments is \$895. After January 9, the rate is \$1,025, discounted to \$995 for check payments.

For RFA Guests:

The early registration fee is \$825, discounted to \$795 for check payments. After January 9, the registration fee is \$925, discounted to \$895 for check payments.

For Non-Members:

The registration fee is \$1,125; discounted for check payment is \$1,095; guest fee is \$995.

CANCELLATION POLICY:

Cancellations made by February 6, 2015 will receive a full refund. Cancellations made after Feb. 6 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 3 at the award-winning Aviara Golf Club. The fee is \$240 and includes prizes, green fee, cart fee, range balls and a boxed lunch. We will have a shamle 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 \$85, and shoes are available to rent for \$15. The tournament will tee off with a shotgun start at 12:30 pm. The dress code is as follows: golf shirts with collars, slacks or Bermuda shorts. Denim, tank tops, T-shirts, cut-off shorts, swim attire, and jogging apparel are not permitted. Only soft spikes are allowed on the course.



EXHIBITION:

This year's Exhibit Hall Reception will be held on Monday, March 2 from 4:30-7:00 pm, with cocktails and hors d'oeuvres being served. It will take place onsite at the Park Hyatt Aviara Resort. Registration information for the Exhibition will be sent separately.

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

Registration Information

HOTEL RESERVATIONS:



PARK HYATT AVIARA®
RESORT - CARLSBAD

The Park Hyatt Aviara Resort is the RFA's host hotel. All Conference sessions and events will be held at the Park Hyatt Aviara in Carlsbad, CA.

To make hotel reservations, please call 888-421-1442. Identify yourself as a RFA Conference attendee to receive a special room rate of \$239 plus tax for single or double occupancy. The deadline for room reservations is February 6, 2015. You can also book your room online through a link on the RFA's website.

TRANSPORTATION FROM AIRPORT:

The hotel is about 35 minutes from San Diego International Airport, which offers flights with all major international and domestic airlines and several car rental companies.

Private sedans, SUVs and mini coaches providing transportation to and from the airport with personal meet and greets at baggage claim can be arranged through the following:

La Costa Limousine

Reservations: 760-438-4455

reservations@lacostalimo.com

One way fees range from \$119 (sedan - 1-2 people with luggage) to \$245 (7-10 people with luggage). These fees are inclusive of all fees, driver gratuity and meet & greet at the airport.

Taxis are not recommended, as they are difficult to come by and the approximate fare is \$100 - \$125 per person.

You can also 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.

Valet parking at the Park Hyatt Aviara Resort is offered at \$35 per evening. Self parking is not available.

From San Diego International Airport (SAN): 35 minutes (30 miles):

- Exit airport south to Harbor Drive
- Turn left (east) at Laurel Avenue
- Turn left (north) at India Avenue, follow signs to I-5 North
- Travel north on the I-5 approximately 25 miles to Carlsbad
- Exit at Poinsettia Lane / Aviara Parkway
- Turn right (east) at Poinsettia Lane
- Turn right (south) at Aviara Parkway
- Turn right (west) at Aviara Resort Drive and follow signs to Hotel entrance



ARE YOU THE NEXT REFRIGERATED FOODS PROCESSOR OF THE YEAR?



**2014 Refrigerated Foods
Processor of the Year**
OSI Group, LLC



**2013 Refrigerated Foods
Processor of the Year:**
ASK Foods



**2011 Refrigerated Foods
Processor of the Year**
Blount Fine Foods

Is your company a leader in the refrigerated foods industry? Are you celebrating an anniversary, opening a new facility or launching new products? If you answered yes to any of the above, then you should nominate your company for *Refrigerated & Frozen Foods' 2015 Refrigerated Foods Processor of the Year*. This award honors a refrigerated foods processor for its year-over-year growth and leadership in packaging, food safety, new product development, plant expansions, etc.

Who can submit nomination forms?

Cold food processors, A/E and design-build firms, suppliers or others qualified to provide a detailed rationale for a particular company or facility.

What is the criteria?

- Must be a U.S. refrigerated foods processor.
- Must show year-over-year growth and leadership in packaging, food safety, plant safety, energy management initiatives, new product development, etc.
- Must allow *Refrigerated & Frozen Foods'* editor-in-chief and photographer in facility to tour the plant and take pictures.
- Must be available for executive interviews either in person or by phone/email.
- The winner will receive a plaque, and appear on the cover of our January 2015 issue (both in print and in digital format). The winner will also be promoted in *Refrigerated & Frozen Foods'* promo materials and social media channels.

Previous winners include:

OSI Group, LLC (Jan. 2014)

ASK Foods, Inc. (Jan. 2013)

Blount Fine Foods (Dec. 2011)

Sandridge Food (Dec. 2010)

To nominate your company or a customer, go to
<http://www.refrigeratedfrozenfood.com/processoroftheyear>
and fill out the online nomination form.

Presented by

Refrigerated & Frozen Foods

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Marketing refrigerated food products places particular challenges like extending product shelf life or providing unique packaging.

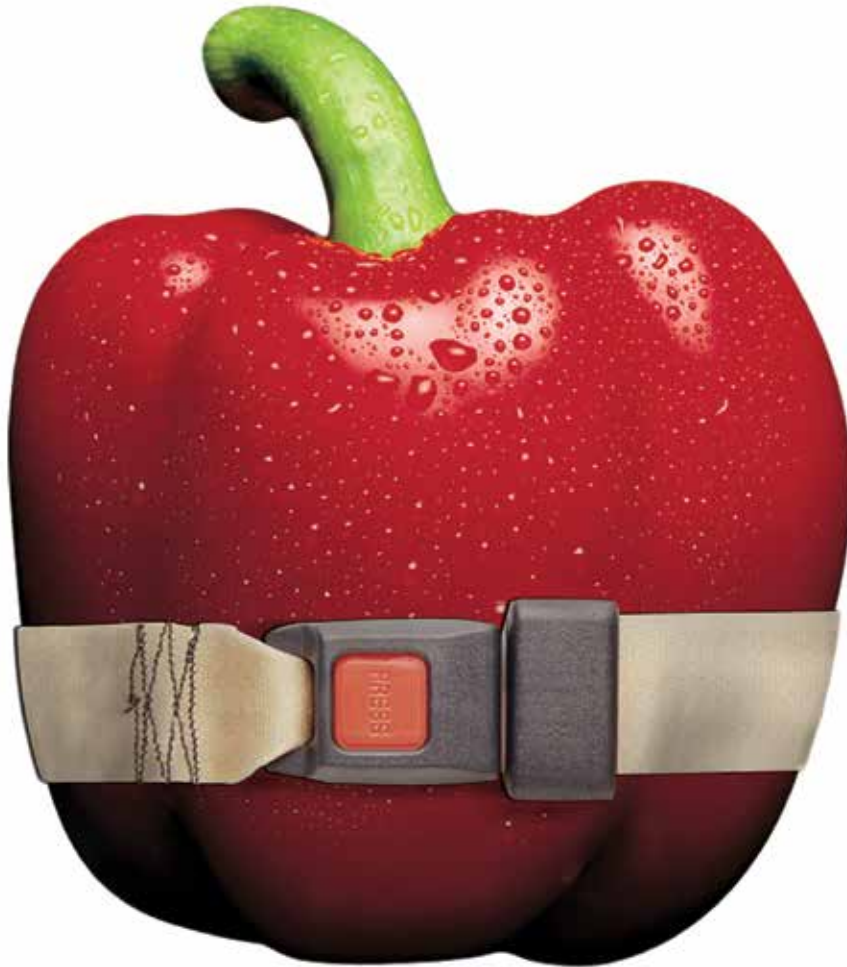
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