



Catch the Wave

*Hot Topics and Cool Ideas in
Refrigerated Foods*



REFRIGERATED FOODS ASSOCIATION'S
31st Annual Conference & Exhibition
MARCH 6-9, 2011
Naples Grande Beach Resort • Naples, Florida

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Since 1975 PERFORMANCE MFG. has provided the world's leading manufacturers, both large and small, with preformed rigid container packaging systems.



Catch the Wave

As the refrigerated foods industry has grown and improved, competition has increased. Quality products, food safety and competitive pricing are now more important than ever. Stay ahead of your competitors by participating in the Refrigerated Foods Association's 31st Annual Conference & Exhibition. Join the top industry leaders as we catch the wave with the hottest topics and coolest ideas in the refrigerated foods industry.

We are pleased to kick-off the event on Monday morning with one of the country's most widely recognized professional speakers, Robert Stevenson. Mr. Stevenson will delve into case studies of top companies in the world by identifying tactics and strategies that help them succeed in today's volatile marketplace. Following the keynote, Barbara Stuckey of Mattson will present current business opportunities available to refrigerated foods companies. Ms. Stuckey will also share the results of unique research being done in the refrigerated foods industry.

Monday afternoon will feature two breakout sessions. David Herweyer will discuss best practices in sanitation equipment design, facility layout and overall plant conditions. Dr. Mike Dixon will present results and lessons discovered from FDA assessments and research during this session. The second breakout session will feature the best ways to motivate sales agencies and achieve maximum results by Bob McCarthy. The RFA's Technical Director, Martin Mitchell, will give the annual Technical Update addressing the latest food safety and regulatory news affecting the industry during the afternoon general session.

Tuesday will kick-off with a breakout session by Kathleen Nordstrom from Safeway, Inc. Participants of this session will gain insights into the world of product development and quality assurance from a customer's point of view. Martin Mitchell will give part two of his Technical Update during another breakout session. During Tuesday's general session, Jerry White will discuss the state of the economy as it relates to restaurants and food industry sales. Tuesday will wrap up with the Annual Golf Tournament, the Technical Committee meeting and a "can't miss it" pool party dinner event.

On Wednesday, a whole panel of recall experts will offer valuable insights into three key elements of planning and managing recalls. Brian Giannini, Gene Grabowski and Florian Beerli will take you step-by-step through crisis communication, recall execution and insurance options.

This Conference will provide a one-stop-shop for the latest offerings in packaging, equipment, ingredients, and services for the industry. Our full Exhibition Hall will feature key suppliers to the refrigerated foods industry while providing a relaxed, fun atmosphere showcasing everything you need to advance your company. The One-on-One CEO sessions allow an opportunity for suppliers and food manufacturers to meet and discuss potential business opportunities.

Come out and catch the wave of all that is new and exciting in your refrigerated foods industry! We look forward to seeing you on March 6-9, 2011, at the Naples Grande Beach Resort in Naples, Florida!

Special Thanks to the 2011 Conference Committee!

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GOLF TOURNAMENT AND NETWORKING

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Schedule Overview

SUNDAY, MARCH 6, 2011

- 10 a.m.–7 p.m. Registration All Day
- 2 p.m.–5:15 p.m. Board of Directors Meeting
- 5:30 p.m.–6 p.m. New Member/Press/Speaker Reception
- 6 p.m.–7 p.m. Opening Welcome Reception

MONDAY, MARCH 7, 2011

- 7 a.m. Registration
- 7 a.m.–8:15 a.m. Associates Meeting, Election & CEO Session Sign-up
- 8:15 a.m. Welcome Breakfast & Business Meeting
- 9:30–10:45 a.m. Keynote Address: *How the Best Get Better*: Robert Stevenson
- 10:45 a.m. Break
- 11 a.m.–12:15 p.m. General Session: *Industry Trends Regarding the Refrigerated Consumer*: Barbara Stuckey, Mattson
- 11:30 a.m. Spouse Gathering and Lunch
- 12:30 p.m.–1:15 p.m. Networking Lunch – Membership Awards
- 1:30 p.m.–3 p.m. Breakout Sessions:
 - Session 1: Technical Topic: *Vulnerability Assessments: What We All Can Learn From the Deli Salad Experience*: Dr. Mike Dixon, FDA
Sanitation Procedures & Programs in Food Plants to Improve Product Shelf Life: David Herweyer, Keystone Foods
 - Session 2: General Industry Topic: *How to Best Motivate Sales Agencies in the Food Industry to Achieve Maximum Results!*: Bob McCarthy, Industry Advisor
- 3:15 p.m.–5 p.m. General Session: *Technical Update: U.S. and Canada*: Martin Mitchell
- 5 p.m.–7 p.m. Opening Reception in Exhibit Hall
- 7 p.m.–8 p.m. Dinner
- 8:15 p.m. Live Auction

TUESDAY, MARCH 8, 2011

- 7:30 a.m. Registration
- 8 a.m.–9 a.m. Breakfast in Exhibit Hall– Silent auction ends at 8:45 a.m. – pick up auction items for booths from 8:45 – 9:00 a.m.
- 9:15 a.m.–10:15 a.m. Breakout Sessions: Technical Topic: *Technical Update – Part 2*: Martin Mitchell

General Industry Topic: *Creating the Perfect Wave*: Kathleen Nordstrom, Safeway
- 10:30 a.m.–11:45 a.m. General Session: *Navigating the New Normal: Trends and Directions in Reaching Today's Entrenched Consumer*: Jerry White, *Plate Magazine*
- 12:00 p.m. Leave for Golf Course
- 12:00 p.m. Technical Committee Meeting with Lunch
- 12:45 p.m. Golf Tournament at Naples Grande Golf Club
- Free afternoon for those not golfing- optional activities*
- 7 p.m. Dinner, Awards, and Pool Party

WEDNESDAY, MARCH 9, 2011

- 7 a.m.–8 a.m. Board Meeting
- 8 a.m.–8:30 a.m. Continental Breakfast
- 8:30 a.m.–9:15 a.m. Awards and Passing of Gavel
- 9:15 a.m.–10:30 a.m. General Session: *Recall Administration and Insurance*: Brian Giamini, Stericycle; Gene Grabowski, Levick Strategic Communications; Florian Beerli, Crisis Management
- 10:30 a.m.–10:45 a.m. Break
- 10:45 a.m.–12:55 p.m. One-on-One CEO Sessions

Featured Presentations



"How The Best Get Better" By: Robert Stevenson

Today's success story is tomorrow's failure. All great companies once started from humble beginnings, and if they are not careful, they can end up there. Arrogance is not a virtue; humility is and change is the constant. The ultimate cause for change is the customer. The great companies today are staying calm, keeping a clear head and focusing their efforts on their customer's needs. Mr. Stevenson delves into case studies of some of the top companies in the world. Mr. Stevenson will be identifying tactics and strategies that help them succeed in today's volatile marketplace where discipline becomes the rule, and simplifying what they do best, the goal.

Mr. Stevenson is one of the most widely recognized professional speakers in the world. As a professional speaker for more than twenty years, Mr. Stevenson has spoken to more than 2,000 companies, interviewed more than 10,000 employees, managers, and senior executives and worked with more than 200 different industries. He is the author of the best selling book, "How To Soar Like An Eagle In A World Full of Turkeys," and his new book, "52 Essential Habits for Success," is destined to become one. Mr. Stevenson has shared the podium with such renowned speakers as former President George H.W. Bush, former Secretary of State, Colin Powell, General Norman Schwarzkopf, Anthony Robbins, Tom Peters and Steven Covey. He is a graduate of Georgia Tech where he received his B.S. in industrial management.

Today, he travels around the world sharing powerful ideas for achieving excellence both personally and professionally. His client list includes Prudential, FedEx, Berkshire Hathaway, Chevron, Honeywell, Lockheed Martin, American Express, Time Warner, and Kellogg. These companies have all invited Mr. Stevenson to help motivate, inspire and educate their people.



"Research in the Food Industry" By: Barbara Stuckey

Ms. Stuckey's enlightening presentation will help move your business to the forefront of the industry. She will present current business opportunities available to refrigerated foods companies. Ms. Stuckey will also share the results of unique research being done in the refrigerated foods industry.

Ms. Stuckey is currently executive vice president of marketing at Mattson, the country's largest independent developer of foods and beverages for the chain restaurant and retail grocery foods industry. Ms. Stuckey speaks at industry conferences and events as a food trend and development expert. She has spoken for the Institute of Food Technologists, The Private Label Manufacturers Association, and the Flavor and Extract Manufacturers Association, among others.

In 2008, she was awarded co-authorship of the opening chapter, The Business of New Product Development, of the first textbook to be published by the Research Chefs Association. When published in 2010, it will be called "Applied Culinology®: The Blending of Culinary Arts and Food Science & Technology in Food Product Development." Ms. Stuckey's daily job at Mattson requires her to sample recipes and make recommendations based on the flavors. After more than a decade of taste testing, she has honed her ability to taste and help others make food better.



"Sanitation Procedures & Programs in Food Plants to Improve Product Shelf Life"

By: Dave Herweyer

The following topics: best practices in sanitation, equipment design, facility layout, and overall plant conditions, will be covered by the individual who shares responsibility for sanitation at 54 plants and warehouses in 13 nations.

With more than 25 years of in-plant experience, both managing sanitation crews and troubleshooting sanitation problems, Mr. Herweyer will share his point-of-view concerning all facets of sanitation. He will discuss proven chemical applications, cleaning procedures and industry best practices in an open-forum setting. This is a crucial and timely session that will provide important, cost-saving insights for your business.

A global corporate sanitarian at Keystone Foods, LLC, he received his B.S. in biology from Central Michigan University, Mt. Pleasant. He worked as a public health sanitarian in Michigan at the local and state level for 11 years before joining the private industry.



"Vulnerability Assessments: What We All Can Learn From the Deli Salad Experience"

By: Dr. Mike Dixon

The Food and Drug Administration, along with industry representatives, conducted a vulnerability assessment to identify, quantify and prioritize the weaknesses in the production and processing of deli salad. This session will address the results and lessons learned from the assessment. In addition, the FDA has developed a number of food defense tools that make food defense planning easy for companies. Learn more about CARVER Software and the online Food Defense Mitigation Strategies Database.

Dr. Dixon is a policy analyst and Subject Matter Expert (SME) with FDA/CFSAN's Office of Food Defense, Communication, and Emergency Response. Dr. Dixon is involved in the detection of emerging threats impacting federal and state governments and the private sector. Dr. Dixon is the lead project officer directing the work as it relates to updating existing vulnerability assessments conducted under the Strategic Partnership Program Agroterrorism (SPPA), as well as conducting new vulnerability assessments. He also directs the development of the Online Food Defense Mitigation Strategies Database.

He graduated in 2005 with a Ph.D. in nutritional sciences from Howard University in Washington, D.C.



"Achieving Maximum Results with Food Industry Sales Agencies!"

By: Bob McCarthy

How are agencies compensated, and how do they decide where to allocate resources? What are the sales budget processes? How do agency associates earn personal bonuses, and how does that impact their efforts? What are the pro's and con's of sales agency consolidation? Renowned speaker, Bob McCarthy, will cover these and many other questions as he explains the best ways to motivate sales agencies and achieve maximum results.

Mr. McCarthy has spent his career in the sales and marketing agency business. He began his career in 1971 at PMI, where he was later appointed president of PMI-Eisenhart and Acosta-PMI. Bob also served tenure as president of Acosta Sales and Marketing. Currently, he is board member and lead director of Smart Balance, Inc. (NASDAQ; SMBL) and board member for Orval Kent Foods, Inc. In addition, he is an industry advisor/investor to several mid-size food companies based in the central U.S.

Mr. McCarthy has a B.A. in marketing from the University of Notre Dame and a master's in business from the Kellogg School of Northwestern University.



"Technical Update - U.S. and Canada"

By: Martin Mitchell

Get up-to-the-minute information on current U.S. and Canadian technical and regulatory issues impacting your business at this dynamic session. Led by the RFA's Technical Director, Martin Mitchell, these presentations will address everything you need to keep your company up-to-speed with HACCP, sanitation and more.

Mr. Mitchell has been the technical director of the RFA since 1981. He is also the managing director of Certified Laboratories, Inc., a group of independent laboratories specializing in the microbiological and chemical analyses of food, beverages, and other products. In addition to this position, Mr. Mitchell serves as director of the National Coalition of Food Importers Association and the Technical Committee of the American Spice Trade Association (ASTA).



"Creating The Perfect Wave" By: Kathleen Nordstrom

Speed to market is more important than ever. As a manufacturer, how can you be sure you are not the one slowing down the development process? During this session, you will gain unique insights into the world of product development and quality assurance from a customer's point of view. Discover tips to make sure you deliver the perfect product on time.

After beginning her career in food manufacturing, Kathleen Nordstrom joined SYSCO Corporation in Houston, Texas. She worked with a variety of processors in the U.S. and Central America, developing and ensuring product quality. Ms. Nordstrom worked with a diverse group of customers to educate them on product quality and how to select the right product for their needs. She entered the retail grocery business at HEB in San Antonio,

Texas, where she established a team to work on the highly successful development of their new Own Brands program. Later, she joined her former customer, Marriott Corporation, in Bethesda, Maryland, as director of quality assurance. After years of extensive business travel, Ms. Nordstrom returned to the West Coast.

Ms. Nordstrom currently works in product development for Deli & Foodservice at Safeway, Inc. in Pleasanton, California. Throughout her career, she has worked with a variety of food manufacturers and a diverse range of customers. She has a keen insight into building the right product to meet the customer's needs.



"Navigating the New Normal: Trends and Directions in Reaching Today's Entrenched Consumer." By: Jerry White

We have been told the recession is over, but many consumers have not received the message. Fact is, consumer behavior and spending will never return to their pre-recession days. This session will discuss the current state of the economy as it relates to restaurant and food industry sales. It will also show how restaurants and their supply chain partners have devised creative ways to help restaurants and foodservice operators understand and capitalize on these trends and opportunities. It is 'Future Shock' reconsidered, and as Yogi Berra once said, "The Future: It Ain't What It Used To Be!"

Currently, Mr. White serves as associate publisher for *Plate* magazine, which is 100 percent devoted to the culinary and menu development interests of chefs, restaurant and foodservice operators across the entire food industry spectrum. Mr. White is also principal of The Jerry White Company, a business development consultancy specializing in connecting foodservice communities. Mr. White graduated from Quincy University and later did post-graduate work in journalism at the University of Kansas.



"Are You Ready for Your Next Recall?" By: Gene Grabowski, Brian Giannini, & Florian Beerli

Today's food recalls are too complex and fraught with costly consequences to risk poor execution. Your company should not risk handling it alone or relying on your own past experience to get you through the crisis. With ever-increasing regulatory scrutiny and liability risk, it is critical that you plan to manage your next recall with precision and care.

This expert recall panel will offer insight into three key elements of planning and managing recalls. Gene Grabowski will address crisis communications planning and implementation. Brian Giannini will discuss recall execution. Florian Beerli will explain insurance options to limit your liability. Time will be available after the panel discussion for an interactive Q & A session that will provide you with valuable information in managing any recall efficiently and cost-effectively.



Senior Vice President - Chair, Crisis and Litigation Practice - Gene Grabowski

Gene Grabowski is one of the world's foremost authorities on crisis communications, food and drug recalls, product liability, and litigation communications.

Mr. Grabowski, who chairs Levick's Crisis and Litigation Practice, has led numerous crisis campaigns for companies and trade groups. His work on those matters earned him the Crisis Manager of the Year award from *PR News*. He earned a B.A. in writing and history at the University of Pittsburgh and has done graduate work in management at the University of Michigan. An avid chess enthusiast, he is a rated player with the U.S. Chess Federation.



National Account Manager - Brian Giannini

Brian Giannini has more than 24 years of experience in quality assurance, market research, business development, sales and product retrieval, and recall services. In 1993, he joined RQA, Inc. In April 2007, he joined Stericycle, which invested in the RQA retrieval business, to enhance the recall services that Stericycle has been providing to the pharmaceutical, medical device and consumer goods industries.

Mr. Giannini obtained his B.S. in Business Administration at the University of Arizona. He is currently the secretary of the Southern California Association for Food Protection, the membership chair for the Cactus Section of IFT and a member of the Association of Food and Drug Officials.



Vice President, Crisis Management - Florian Beerli

Florian Beerli has 18 years of insurance industry experience. He joined Crum & Forster in June 2009 to initiate the expansion into writing crisis management manuals for the group.

Mr. Beerli is a dedicated crisis management specialist. Prior to joining Crum & Forster, Mr. Beerli headed up the Crisis Management Divisions for both Catlin U.S. and AIG with eight years of experience in this class of business.

A graduate of the Business School of Schaffhausen (Switzerland), he holds a commercial degree and a major in insurance.



Networking Events

RFA Exhibition: Catch the Latest 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 Conference Exhibition is the place to discover everything you need for producing or sampling quality refrigerated foods. Held onsite at The Naples Grande, this year's Exhibition will feature the leading suppliers of packaging, equipment, ingredients, technologies, and services for the refrigerated foods industry.

The Exhibit Hall will open Monday evening with a special reception and will conclude on Tuesday morning. Like the 2009 Exhibition, this year's Exhibition will include a silent auction to raise funds for RFA special projects. Each exhibiting company is asked to contribute one item to be displayed at their booth. The silent auction will begin on Monday night, when the Exhibit Hall opens, and conclude on Tuesday morning. Many exciting items will be featured, so come ready to bid! Exhibitor spaces are limited and based on a first-come first-serve basis, so reserve your booth today!

Visit our Web site at www.refrigeratedfoods.org or contact the RFA office for more information.



One-on-One CEO Sessions Offer Unmatched Networking Opportunity



One of the most unique and popular features of the RFA Annual Conference is the One-on-One CEO Sessions, where suppliers meet with the CEOs of manufacturing companies for ten minute sessions.

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



This year's One-on-One CEO Sessions will be held on Wednesday, March 9, 2011, from 10:45 a.m. - 12:55 p.m. To participate, you must be a member of the RFA and registered for the full Conference. Look for more information about these sessions in the coming months!

Special Events



Annual Golf Tournament: Naples Grande Championship Golf Course

Experience the exhilaration and challenge of one of the world's most revered games. Play golf on the links of the Naples Grande Golf Club, a challenging Naples golf course expertly designed by the renowned Rees Jones. Tee-off and take in the brilliant panoramic views of native Florida pine, hammocks, live oak, and grand cypress trees. Navigate through meandering natural waterways, serving as a signature feature of this award-winning Naples, Florida, golf resort.



Naples Grande Beach Resort Golf Course - Photo & Text Courtesy of LXR Luxury Resorts and Hotels



Pool Party

*Splash Into This Year's
Special Event!*

Come wine and dine with the backdrop of paradise. Soothing sunset views, tropical sounds and fun entertainment will make this event unforgettable.

*Naples Grande Beach Resort Pool-
Photo Courtesy of LXR Luxury Resorts and Hotels*

RFA Live Auction: Going Once! ... Going Twice! ... Sold!



The RFA Live Auction returns this year, so come ready to bid! Held Monday evening after the dinner, the Auction will again feature a variety of unique and valuable items to bid on. The goal of this year's auction is to raise money for the RFA special projects fund to support upcoming projects in the areas of technical, marketing, and membership. Please join us for this fun event and show your support for the RFA by bidding on the many great items!



Naples...

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Naples, Florida ...
"Paradise Coast"

Dive into refreshing waves next to the seven miles of white sandy beaches in Naples. Known for its exquisite sunsets, gorgeous beaches, championship golf, and ideal shopping experiences, Naples is unlike any other destination in the world.

Nestled around the everglades on South Florida's West Coast, Naples is often described as Florida's "Paradise Coast." From its unique wildlife to its vast history, Naples has a little something for everyone. While strolling down sunny streets that are filled with the aroma of fun, you can shop at any of the exquisite stores. The golf courses in Naples offer incredible scenery of Florida's unusual wildlife. Whether you enjoy resting your feet in the white sand or keeping up with the latest fashion trends, Naples has fun for everyone. Naples also offers a delicious dining experience that can not be beat. Fresh seafood and tropical fruits make for the best dining around.

Since its founding in the late 1860's, Naples has quickly become a hot spot for fishing, vacationing and shopping.

Throughout the years, Naples has become a playground for luxury and a bathtub for relaxation. Become a part of the legacy and experience all Naples has to offer you!



(Top Right) Naples beach front. **(Bottom Left)** Crab dinner served in Naples. **(Bottom Middle)** Native Florida bird, white egret. **(Bottom Right)** Shopping on 5th Ave. South. Pictures courtesy of Naples Marco Island Everglades CVB.



Registration Information

CONFERENCE REGISTRATION

To register, fill out the attached 2011 Conference Registration Form and fax to the RFA at (770) 455-3879 if paying by credit card. If paying by check, mail the form with your check to: Refrigerated Foods Association, 2971 Flowers Road S., Suite 266, Atlanta, GA 30341. Registration forms are also available on the RFA Web site at www.refrigeratedfoods.org

REGISTER ONLINE

You can register online for the 2011 Conference through the RFA Web site at www.refrigeratedfoods.org

Note: There is a discounted registration fee for payments made by check. For RFA Members, the Conference pre-registration fee (must be received by January 7, 2011) is \$895 if paid by check and the registration fee (received after January 7th) is \$995 if paid by check. For payment by credit cards, the pre-registration and registration fees are \$925 and \$1025. For spouses/guests, the pre-registration fees and registration fees for check payment are \$795 and \$895; and for credit card payment, the fees are \$825 and \$925.

REGISTRATION CONFIRMATION

Your confirmation will be sent to you two weeks prior to the conference. The confirmation will include everything you need to know in preparation for the event.

CANCELLATION POLICY

Cancellations made by December 23, 2010, will receive a full refund. Cancellations made after December 23, 2010, or "no shows" will not receive a refund. You can transfer your registration to another person within your company at any time.

GOLF TOURNAMENT

The RFA Golf Tournament will be held on Tuesday, March 8, 2011, at the Naples Grande Beach Resort Golf Course. The fee is \$240 and includes transportation to and from the Naples Grande Beach Resort, green fee, cart fee, a bucket of range balls, and a boxed lunch. Please note on the registration form if you need a club rental – the fee is \$70 to be paid on an individual basis at time of check in at the golf course. The tournament will tee off at 12:45 p.m. shotgun start. All participants will depart from the hotel at 12:00 p.m. The tournament will feature a shamble format with prizes for top teams, closest to pin and long drive.

The dress code is as follows: shirts with collars and sleeves must be worn at all times, slacks or Bermuda shorts are required. Denim, tank tops, T-shirts, cut-off shorts, swim attire, and jogging apparel are not permitted. Only soft spikes are allowed on the course.

HOTEL RESERVATIONS

The Naples Grande Beach Resort is the RFA's headquarter hotel. All conference sessions and events will be held at the Naples Grande. To make room reservations, please call 1-888-722-1270. 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 3, 2011.

You can book your hotel room online through a link on the RFA Web site.

TRANSPORTATION

The closest airport to fly into is the Ft. Myers airport (SW Florida International) (RSW). It is located 20 miles away, or a 40 minute drive from the Naples Grande Beach Resort.

Ground Transportation: Travel from Ft. Myers (SW Florida International) (RSW) to the Naples Grande can be arranged through Dolphin Transportation. They will provide a Sedan one-way transfer/airport pickup for \$105. To arrange your transportation, please call (239) 530-0100 and identify yourself as an RFA member.

You can also take a taxi to the hotel. The one-way taxi charge from the Ft. Myers (SW Florida International) airport is approximately \$60.00. It is about a 40 minute drive by taxi.

EXHIBITS

This year's Exhibition will be held on Monday, March 7, from 5:00 - 7:00 p.m. and on Tuesday, March 8, from 8:00 - 9:00 a.m. in the Naples Grande Beach Resort Orchid Ballroom and Foyer.

For questions, please contact the RFA at (770) 452-0660

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As a charter member of the RFA, Moody Dunbar is proud to dependably offer America's Best, high quality bell peppers, pimientos, roasted peppers, marinated roasted peppers and sweet potatoes.



www.moodydunbar.com



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Refrigerated Foods Association
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