

ASSOCIATE NEWSLETTER



SPECIAL CONFERENCE EDITION

30th Annual RFA Conference & Tabletop Display

March 3-6, 2010 • InterContinental Mark Hopkins Hotel • San Francisco, California

2010 Conference Features Tabletop Displays

It's your last chance to reserve your Tabletop Display for the 2010 RFA Tabletop Reception! Every other year, the RFA Conference features a Tabletop Reception, where Associates can set up tabletop displays and exhibit to Manufacturers. The Tabletop Displays provide the perfect opportunity to distribute your company's information to the leading manufacturers of refrigerated foods in North America.

This 2010 Tabletop Reception will take place on Thursday, March 4th, onsite at the InterContinental Mark Hopkins Hotel. The Reception will be held from 4:30 - 7:00 p.m., allowing plenty of time for manufacturers to visit all the tables. Plus, the 7:00 p.m. end time gives you the opportunity to invite Manufacturers out to dinner later that evening.

To help celebrate the 30th Anniversary of the RFA, we are asking that Associates bring pictures of their companies and involvement in the RFA from the past 30 years. We will have a large bulletin board in the Tabletop Reception to post and display all the pictures. This will be a great way to celebrate the past!

Guidelines for this year's Tabletop Reception are the same as in the past - please see page 2 for the full list... *Continued on Page 2*

Don't Miss the One-on-One CEO Sessions at the RFA Conference!

Are you ready for the One-on-One CEO Sessions? One of the most valuable parts of the Conference for Associates, the One-on-One CEO Sessions are a unique event where suppliers get the chance to meet face-to-face with the CEOs and key representatives of RFA manufacturing companies for 10 minute sessions.

This year, the One-on-One CEO Sessions are scheduled for 10:30 am - 12:40 pm on Saturday, March 6th, the final day of the Conference.

To participate in the Sessions, you must meet the following criteria: 1) be a member of RFA; 2) be registered for the 2010 Conference.

For those who have never participated in the CEO Sessions before, it is important to understand the process. Each Associate member company meeting the above qualifications will receive labels (3 white labels and 6 color labels) in their Conference Registration packets. Please note that only ONE representative per company will receive labels. The CEO Session sign-ups will take place at the Associates meeting at 7:00 am on Thursday [NOTE: This is the only time you will be able to sign up, so make sure you attend!] During the meeting, CEO sign-up sheets will be spread out

on tables and one representative per company will be allowed to use his or her 3 white labels to sign-up for three 10-minute sessions with the participating companies. Once everyone has placed their 3 white labels, they will be allowed to go back and fill in any open slots with their 6 colored labels. Be sure to write down the time slots you select, as you will be responsible to

keep track of your meetings!

The actual CEO Sessions will begin promptly at 10:30 a.m. on Saturday. Please arrive on time and prepared with your schedule of appointments.

The One-on-One CEO Sessions allow Associate members to meet face-to-face with Manufacturers for 10 minute sessions.

Representatives from the manufacturing companies will be seated at individual tables throughout the room. A bell will signal the start of each 10-minute session. Go to the company's table that you are scheduled to meet with at the appointed time and begin your meeting. After 10 minutes, the bell will ring again and it will be time to move on.

Prior to the Conference, the RFA staff will email out the list of Manufacturing member companies participating along with a profile of each company. We ask that you review these profiles beforehand so that you can make appropriate selections for your meetings. ■

New Associate Board Representative to Be Elected

This year, the Associates will elect one new Associate member to serve a 3-year term on the RFA Board of Directors. The open position is for an Associate member from ANY category.

To qualify for this Board position, your company must have been a member of the RFA for at least two years and exhibited at the 2009 RFA Conference in Orlando, Florida.

The RFA Associate member companies that qualify for this 3-year term in office are listed to the right. Any representative from the company may be nominated and serve on the Board. However, only one representative from each company may be nominated. (Note: Representatives must be present at the Associates' meeting at the 2010 Conference to be elected.)

Nominations for this position will be accepted at the Associates' Meeting on Thursday, March 4, 2010, at 7:00 a.m. The Associate election will take place during this meeting. Each Associate member in good standing is permitted one vote per company in the election.

The elected representative will serve as your voice and will be a voting member on the Board. Currently, Glenn LeBlanc of Berry Plastics Corporation represents the Associate membership for the open Board position.

If you have any questions regarding election procedures, please call the RFA Office at (770) 452-0660 or call your Associate Board Representatives:

- John Trumpler: 800-463-0270x242
- Glenn LeBlanc: 860-537-4786
- Jan Payne: 847-634-6330 x300

Thank you for your involvement! ■

Representatives from the following RFA Associate member companies are eligible for the 2010 Election:

Airlite Plastics Co.
Anchor Packaging
Aspen Systems, Inc.
Atlantic Coast Marketing
Berry Plastics Corporation
Camerican International, Inc.
Certified Laboratories, Inc.
Chester-Jensen Co., Inc.
Chicken of the Sea International
Coastline Equipment, Inc.
Cremes Unlimited Inc.

Crider, Inc.
Dakota Growers Pasta Co.
Danisco USA, Inc.
Delkor Systems, Inc.
Ecolab, Inc.
Furmano Foods
Genpak
IPL Inc.
Kerry Ingredients & Flavours, Americas Region
Land O'Frost, Inc.
LMI Packaging Solutions
Michael Foods, Inc.
Moody Dunbar, Inc.
Mr. Chips, Inc.
NT Logistics
Packaging Technologies
Pactiv Corporation
Plastic Packaging Corporation
Polytainers Inc.
Portion Pac Inc./HEINZ Foods
PURAC America, Inc.
Reyco Systems, Inc.
Reynolds Food Packaging
Southern Classic Food Group
Superfos Packaging, Inc.
The Vincit Group
Tip Top Poultry
Ventura Foods, LLC
Whole Alternatives
Zerega Pasta

Plan to Attend the Associate Meeting!

Thursday, March 4th from 7:00 - 8:15 a.m.

Attend the Associate meeting to sign up for the One-on-One CEO Sessions, elect a new Board Representative and discuss important policies and procedures. Your vote counts, so be there!

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details on what is allowed.

The Tabletop fee is \$250 per 6 ft. table for Associate Members of the RFA who are registered for the entire Conference. As an added bonus, we are again making an Associates' Product Album. To be included, Associates must send 100 copies of an 8.5" x 11" front and back insert about their company and products to the RFA office by January 25th. The inserts will be bound and distributed to all Manufacturers at Registration.

To reserve a tabletop, please complete the Tabletop Application and return it with payment to the RFA Office. Forms can be downloaded from the RFA website. Remember, you must register for the full conference to be eligible have a Tabletop Display. ■

Tabletop Guidelines

- 1.) A banner of your own design on the front of the tabletop will be permitted. (NOTE: A small sign with your company name will be provided to sit on your table; if you wish to include a banner you must supply your own.)
- 2.) A height restriction of 12" will be applied for tabletop materials (excluding height of silent visual materials - see below)
- 3.) Laptops, DVD players, etc., are permitted but must be battery operated (no support) and silent.
- 4.) Giveaways will be permitted.
- 5.) Samples/products will be permitted. Food samples can be served, but you must provide your own chafing dishes or make arrangements in advance. Please contact the RFA Staff for details.