

# *Warm Up to New Ideas*

*Network with Today's Industry Experts  
& Explore Tomorrow's Solutions*



**REFRIGERATED FOODS ASSOCIATION**

**33<sup>rd</sup> Annual Conference & Exhibition**

**February 24 - 27, 2013**

**Doral Golf Resort & Spa**

**Miami, Florida**



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# Warm Up to New Ideas

As this industry continues to transform, it is imperative that you stay abreast of current market trends, food safety regulations and technical procedures. The Refrigerated Foods Association 33rd Annual Conference & Exhibition will encourage you to “Warm Up to New Ideas: Network with Today’s Industry Experts & Explore Tomorrow’s Solutions.”

The RFA’s 2013 Conference features many dynamic speaker sessions. A few session highlights include “Achieving Peak Performance” by keynote speaker Lou Heckler. After conducting more than 2,000 interviews with peak performers, Lou will detail five action steps that all top achievers commit to, day in and day out. In her presentation titled, “Foodies, Flavors, and What’s on the Menu,” Sharon Olson will share original research from the Culinary Visions Panel, including opinions of over 2,800 consumers and in-depth interviews with opinion leaders in the foodservice industry regarding their relationship with food and what drives them to make purchases in a wide range of foodservice venues. Martin Mitchell’s annual “Technical Update: U.S. 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 2013 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 of RFA manufacturer and associate members to meet and discuss potential business opportunities. Ample social events are featured at this year’s Conference as well, including sailing along Miami’s spectacular coastline aboard the luxurious 170’ *Lady Windridge* yacht during the closing dinner & entertainment event.

Miami’s stunning Doral Golf Resort & Spa will serve as our host hotel throughout the event. Featuring five-star golf courses and spa treatments on-site and world-famous Miami Beach and downtown nearby, you will want to “Warm Up” to all this year’s Conference has to offer you and your company. We look forward to seeing you February 24-27, 2013, at the Doral Golf Resort & Spa in Miami, Florida!

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## SPECIAL THANKS TO THE 2013 CONFERENCE COMMITTEE!

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**CONFERENCE COMMITTEE CHAIR**  
George Bradford, Mrs. Stratton’s Salads

**PUBLICITY COMMITTEE**  
**Glenn LeBlanc, Berry Plastics Corporation**  
Brian Gronowski, *Refrigerated & Frozen Foods*  
Josh Knott, Knott’s Wholesale Foods, Inc.  
Marina Mayer, *Refrigerated & Frozen Foods*  
Robert Shore, B. Roberts Foods, LLC

**SPEAKERS COMMITTEE: GENERAL TOPICS & KEYNOTE**  
**George Bradford, Mrs. Stratton’s Salads**  
John Bowles, Atlantic Coast Marketing  
Mark Brown, Fresh Creative Foods  
Mark Reser, Reser’s Fine Foods, Inc.  
Jerry Shafir, Kettle Cuisine, Inc.  
Wes Thaller, House of Thaller  
Andy Tully, Kurt Salmon

**SPEAKERS COMMITTEE: TECHNICAL TOPICS**  
**Steve Loehndorf, Reser’s Fine Foods, Inc.**  
Gene Graves, Lakeview Farms  
Martin Mitchell, Certified Laboratories  
Mark Rosenfield, Reser’s Fine Foods, Inc.  
Bill Schwartz, Schwartz Consulting, LLC

**GOLF TOURNAMENT AND NETWORKING**  
**John Trumpler, IPL, Inc.**  
Ken Funger, Mrs. Grissom’s Salads, Inc.  
Wendie DiMatteo Holsinger, ASK Foods, Inc.  
Stan Sherman, Jr., Kustom Pak Foods, Ltd.  
Jennifer Shrader, Atlantic Coast Marketing

**TABLETOPS AND CEO SESSIONS COMMITTEE**  
**Brian Edmonds, St. Clair Foods**  
Leanne Parr, Plastic Packaging Corporation  
Mike Swan, Keybrand Foods, Inc.  
Randall LaVeau, Outlook Group Corp.



# Conference Schedule

## SUNDAY, FEBRUARY 24, 2013

- 10 a.m. - 7 p.m. Registration
- 2 - 5 p.m. Board of Directors Meeting
- 5:15 - 5:30 p.m. New Member Orientation
- 5:30 - 6 p.m. New Member/Press/Speaker Reception
- 6 - 7 p.m. Opening Welcome Reception
- 7 p.m. Dinner On Own

## MONDAY, FEBRUARY 25, 2013

- 7 a.m. Registration
- 7 - 8 a.m. Associates Meeting, Election & CEO Session Sign-up
- 8:15 - 9:15 a.m. Welcome Breakfast & Business Meeting
- 9:30 - 10:45 a.m. Keynote Address: "Achieving Peak Performance" by Lou Heckler
- 10:45 - 11 a.m. Break
- 11 a.m. - 12:15 General Session: "Foodies, Flavor & What's on the Menu" by Sharon Olson
- 11 a.m. Spouse/Guest Event
- 12:30 - 1:30 p.m. Networking Lunch
- 1:45 - 3:30 p.m. General Session: "Technical Update: U.S. and Canada" by Martin Mitchell
- 4 - 7 p.m. Reception in Exhibit Hall
- 7 p.m. Dinner on own

## TUESDAY, FEBRUARY 26, 2013

- 7 - 7:45 a.m. Breakfast
- 8 - 9 a.m. General Session: "Why it's a Bad Idea to Poison Your Customers" by William Marler
- 9 - 9:10 a.m. Break
- 9:10 - 10:15 a.m. General Session: "New Drivers, Directions & Cutting-Edge Culinary Concepts for Refrigerated Foods" by Dr. Elizabeth Sloan
- 10:15 - 10:25 a.m. Break
- 10:25 - 11:30 a.m. Breakout Sessions: Session 1: "Global Demands Impact U.S. Agriculture" by Paul Georgy  
Session 2: "What Consumers Really Want" by Craig Wilson
- 12 p.m. Technical Committee Meeting & Lunch
- 12 p.m. Golf Tournament on-site at Doral Great White Course

*Free afternoon for those not golfing*

- 6-6:15p.m. Bus Departs for Dinner Cruise
- 7 p.m. *Lady Windridge* Yacht Dinner Cruise, Awards, and Live Auction

## WEDNESDAY, FEBRUARY 27, 2013

- 7:30 a.m. Board Meeting
- 8 - 8:30 a.m. Breakfast
- 8:45 - 9 a.m. Awards and Passing of Gavel
- 9 - 10:30 a.m. General Session: "Recall Administration: The Nuts and Bolts of a Successful Recall" panel including Hinda Mitchell, Jody Swaim, and Steve Edwards
- 10:30 - 10:45 a.m. Break
- 10:45 a.m. - 12:55 p.m. One-on-One CEO Sessions



# Featured Presentations



## A Keynote Address "Achieving Peak Performance" by Lou Heckler

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Mr. Lou Heckler

Lou Heckler has been completely fascinated by people who rise to the top of their fields: from Bill Gates in software and philanthropy to John Grisham in legal thrillers, to a room service waiter in a hotel who has decided the simple job of delivering a meal to someone's door is going to be nothing short of a "theatre" in his hands. Mr. Heckler has conducted more than 2,000 television interviews with peak performers and continues to do extensive research in that area.

In this session, Mr. Heckler will detail five action steps that all top achievers commit to, day in and day out:

- A belief in a powerful, personal vision
- An ability to translate that vision into a mission that matters
- A commitment to complete utilization of their unique skills
- A remarkable balance between patience and action
- A need to endorse and grow around them

Mr. Heckler's premise is this: ordinary people can do extraordinary things if they will follow tried and true practices of outstanding business people who have gone before them. He will share stories of these remarkable people who have crossed his path, and show you how you can walk right behind them and take your career and your life to a whole new level.

Mr. Heckler is a motivational humorist and business speaker with more than 40 years experience in managing, motivating and directing others. He served on the adjunct faculty at the University of Michigan's Executive Education Center for 19 years. Mr. Heckler is a Certified Speaking Professional and was inducted into the National Speakers Association's Speaker Hall of Fame in 1992. In 2010, readers of *Meetings and Conventions Magazine* named him as one of their favorite keynote speakers. He annually gives dozens of speeches for corporations, trade associations and educational institutions. In addition, a portion of his business each year is coaching other professional speakers. He is also a weekly contributor to "Nightly Business Report" on 250 PBS television stations throughout North America.

Mr. Heckler has been married since 1968 to five-times-published novelist Jonellen Heckler and they have a son Steve, daughter-in-law Johanna, and two granddaughters.



## Featured Presentations

### "Foodies, Flavor and What's on the Menu"

by Sharon Olson, Executive Director, Culinary Visions Panel

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Captivating consumers involves much more than understanding demographics; understanding today's consumer's relationship with food is what can make the difference. Foodies have changed a lot over the years, but their zest for culinary adventure is what sets them apart. This session will explore the trends from the perspectives of foodies and mainstream consumers. Culinary adventure and tried and true comfort are both on today's menus.

This session includes original Culinary Visions Panel research with over 2,800 consumers and in-depth interviews with opinion leaders in the foodservice industry regarding their relationship with food and what drives them to make purchases in a wide range of foodservice venues.

Sharon Olson has been immersed in marketing for the food industry for over 30 years. She was a vice president at two leading foodservice agencies prior to forming Olson Communications in 1988 and the Culinary Visions Panel over 10 years ago. She is also co-founder of Y-Pulse LLC ([ypulse.org](http://ypulse.org)), a youth trend tracking organization that provides insight on tomorrow's tastemakers today. She is a past president of Les Dames d'Escoffier Chicago and a regular contributor to the *Panache* newsletter.

Her career began in foodservice sales with The Carnation Company and she joined the American Dairy Association when the association was first establishing their foodservice division. During Ms. Olson's career she has helped companies with strong global brand recognition including Nestle and Quaker Oats establish positions in the U.S. foodservice marketplace. Ms. Olson has also worked with regional food companies like Hatfield Quality Meats, Pacific Natural Foods and Johnsonville Sausage in building their businesses and reputations.

Ms. Olson is a 1993 International Foodservice Manufacturers Association (IFMA) Sparkplug Award recipient. Over the years, she has chaired numerous IFMA committees, most recently the Gold & Silver Plate Society Celebration Committee. She is also an active member of the Industry Advisory Committee for the National Association of College and University Foodservices (NACUFS). She holds an MBA with distinction from Keller Graduate School of Management, and has served on the advisory board for the Hotel and Restaurant Program at Ashland University.



Ms. Sharon Olson



# Featured Presentations



## "Technical Update: U.S. & Canada"

*by Martin Mitchell, Managing Director, Certified Laboratories*

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*Mr. Martin Mitchell*

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 to be 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 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.





## Featured Presentations

### "Why It's a Bad Idea to Poison Your Customers" by William (Bill) Marler, Marler Clark

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Mr. William Marler

A food manufacturer's business has to be about producing food that is safe for its customers. Those involved with the RFA know the importance of food safety, but what if something goes wrong and what legal issues will arise if an outbreak occurs?

Foodborne illness attorney William Marler will be sharing his 20 years of foodborne illness litigation experience when he discusses the legal consequences of poor food safety during this presentation. Current and emerging trends in foodborne illness litigation and where that litigation is headed in the next year will be highlighted as well. Mr. Marler will also share insights on the types of actions they are focusing on, and will help you prepare and respond to new and innovative claims.

An accomplished personal injury trial lawyer and national expert in foodborne illness litigation, Mr. Marler has been a major force in food safety policy in the United States and abroad. He and his partners and staff at

Marler Clark have represented tens of thousands of individuals in claims against food companies whose contaminated products have caused serious injury and death. He has recovered over \$500 Million for his clients. His advocacy for better food regulation has led to invitations to address local, national, and international gatherings on food safety, including testimony to the U.S. Congress in support of the recently passed Food Safety Modernization Act.

Mr. Marler began litigating foodborne illness cases in 1993, representing the most seriously injured survivors of the landmark Jack in the Box E. coli O157:H7 outbreak. Since then, he has represented victims of nearly every large foodborne illness outbreak in the United States. He is the recipient of numerous awards, including the 2010 NSF Food Safety Leadership Award for Education.

In his spare time he is the publisher of the highly regarded *Food Safety News*, and the sole writer of his award-winning blog, Marler Blog.



# Featured Presentations



## "New Drivers, Directions & Cutting-edge Culinary Concepts for Refrigerated Foods"

by Dr. Elizabeth Sloan, Sloan Trends, Inc.

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Dr. Elizabeth Sloan

Refrigerated prepared meals/entrees were the 7th fastest growing consumer packaged goods product in the U.S. last year. A brand new savoring foodie-driven eating occasion has moved center stage, while the number of adults eating alone, even in family units, has reached an all-time high. Heat & eat entrees and breakfast items, side dishes, salads, fresh hand-held snacks, easy meals and sweet snacks/desserts are the food categories predicted to enjoy the largest gains in the "number of eatings" through 2018, as the demand for fresh and healthier foods sets a torrid pace.

This data-driven presentation will take a factual look at which trends are gaining and waning in the refrigerated foods sector. What opportunities will America's dramatically changing flavor profile and eating patterns offer? What will be the hot flavors, cuisines, concepts and culinary directions important for refrigerated foods? How do manufacturers best target the new generational and demographic food-driven opportunities, and what will be the best ways to drive traffic for our products? This fast-beat presentation will focus on business building ideas and growth opportunities for the year ahead.

Sloan Trends, Inc. a 17-year old consulting company, with focus on new market predictions, trend-tracking and business building ideas for the food, beverage and restaurant industries. Dr. Sloan is also the trends columnist for *Food Technology* magazine.

Dr. Sloan served as editor-in-chief at *McCall's Magazine*; director of the Good Housekeeping Institute/Seal, and assistant editor-in-chief of *Good Housekeeping* magazine – each with 35+ million readers monthly. Dr. Sloan was SVP/International director, Food & Nutrition, Hill & Knowlton Public Relations; 1st scientific director, Am. Assoc. of Cereal Chemists & director of nutrition communications/technical services, General Mills. She has authored more than 400 articles on food, nutrition, and health marketing. Dr. Sloan received her B.S. in Food Science from Rutgers University, and her Ph.D. in Food Science from the University of Minnesota.



## Featured Presentations

### *"What do Consumers Really Want?"*

*by Craig Wilson, Vice President of Food Safety, Costco*

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*Mr. Craig Wilson*

Costco is a global leader when it comes to food safety, and all suppliers must meet their strict compliance requirements. During this presentation, Craig Wilson will share what food manufacturers must do to ensure their place as a Costco supplier. Costco's food plant audit addendums, STEC testing of meats, x-ray product inspection, and unique position on the Global Food Safety Initiative will be highlighted as well. Food safety is of the utmost importance to Costco and Craig will discuss food safety and product quality initiatives now and in the future.

Craig Wilson is the vice president, general merchandising manager of quality assurance/ food safety, and merchandise services for Costco Wholesale Corporation. Costco Wholesale Corporation operates membership warehouses that offer a selection of branded and private label products in a range of merchandise categories.

Prior to joining Costco Wholesale, Mr. Wilson worked as a special projects director for Frigoscandia Equipment Food Safety Systems for over 24 years.

During his time with Frigoscandia, he published numerous research papers in the areas of food safety and food processing. He holds five patents, the most notable for steam pasteurization of food. Mr. Wilson is the recipient of the Gia/Matek, Excellence in Food Safety Award and serves on the Steering Committee for the National Food Safety Consortium, as well as the Technical Committee of the Global Food Safety Initiative.



# Featured Presentations



## "Global Demands Impact U.S. Agriculture"

*by Paul Georgy, President/CEO, Allendale, Inc.*

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*Mr. Paul Georgy*

Commodity prices continue to be impacted by the basics of supply and demand, but as the global need for U.S. agriculture grows, what impact might we see on our major commodities here at home?

This presentation will feature forecasts on the commodities most important to the refrigerated foods industry, and will help RFA members develop a more effective procurement program. Paul Georgy will discuss the best time for the end user to secure supplies of each commodity and incorporating the use of futures and/or options for risk management.

Mr. Georgy earned his Bachelor of Science Degree in Animal Production from Southern Illinois University, graduating in May of 1973 on the Dean's list. From 1973 to 1981, Georgy was the president/general manager of Bull Valley Simmental in Crystal Lake, Illinois. His responsibilities included marketing of purebred cattle in the United States and internationally. General management duties included managing 2,500 acres of cropland and a 500 cow purebred Simmental herd.

Mr. Georgy became the assistant branch manager for Heinold Commodities located in Harvard, Illinois, from 1981 to 1984. Developing risk management strategies for agricultural producers and commercials were his main responsibilities. From 1984 to the present time, he has been involved as president/CEO of Allendale, Inc., a worldwide agricultural advisory firm. Allendale provides agricultural commodity price research and risk management alternatives for producers, major food companies, international corporations, foreign governments, and major news vendors. His firm has developed a complete risk management program for agricultural producers called ARM. Mr. Georgy's responsibilities include overall management of Allendale's full service and online brokerage and research operations. These include Allendale's main office operations in McHenry, IL and Allendale's 17 branch offices throughout the United States. He also develops educational and trading seminars throughout the United States and Canada. Mr. Georgy is a registered commodity representative, handling commercial and individual trading accounts.

Currently, Mr. Georgy is serving the National Futures Association as vice chairman of the board, a member of the Executive Committee, and Special Compensation Committee. In addition, he is the GIB Representative to the National Futures Association's Board of Directors.

# Featured Presentations



## *"Recall Administration - The Nuts and Bolts of a Successful Recall"*

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Moderated by Dr. William Schwartz, Schwartz Consulting LLC and RFA Technical Committee member, this panel presentation will offer insights and practical step-by-step guidelines on how to execute a successful recall.

Ms. Jolyda Swaim will discuss the recall process as it relates to FDA and USDA-FSIS regulated products and when to file a FDA Reportable Food Report. Ms. Swaim will also address those unidentified specifics that are not covered in agency guidance documents. She will provide advice on determining what product is actually affected and how to support that decision, as well as possible unexpected issues such as the disgruntled employee's "15 minutes of fame." Her presentation will pull from her actual experiences in handling recalls, both as a former industry member and now as an attorney representing food manufacturers.

Ms. Hinda Mitchell will use practical, real-life experiences to demonstrate the importance of establishing and following a strategic communications program during a recall. Ms. Mitchell's presentation will include counsel on preparing for a recall; essential steps in the communications process; engaging with customers, consumers, the media and FDA during a recall; the importance of using key messages; and building trust with stakeholders following a recall.

Mr. Steve Edwards will share what steps can be taken to minimize the impact of a recall in a manner that protects the public, protects the brand, and closes out the recall quickly and efficiently. Mr. Edwards will explore best practices for effective recall planning and execution by using case histories of real life examples.

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Jolyda O. Swaim, a Principal in the Washington, D.C. law firm of Olsson Frank Weeda Terman Matz PC, focuses on USDA-FSIS and FDA regulatory matters related to meat and poultry production and high-risk FDA-regulated foods such as RTE sandwiches, salads and cheese. She provides regulatory counsel as well as expertise in food safety programs and compliance. She also assists shell egg producers with regulatory concerns regarding the FDA's egg safety rule for the prevention of Salmonella enteritidis in eggs.

Prior to becoming an attorney, Ms. Swaim had extensive experience in the food industry. Her last position was with Sara Lee Corporation as corporate food safety director with oversight of meat and poultry plants, high-risk bakeries and cheese facilities in the United States and Mexico. Additional employers included Con Agra, Inc., Campbell Soup Company and Luigino's.

Ms. Swaim received her B.S. from Mercyhurst University in Erie, Pennsylvania and her J.D. cum laude from Thomas M. Cooley Law School in Lansing, Michigan.





## Featured Presentations



Ms. Hinda Mitchell

Hinda Mitchell brings to CMA more than 20 years experience in agency, corporate and media work and manages the firm's Columbus, Ohio office. She provides ongoing communications counsel to a number of commodity organizations, food companies, farms and agribusinesses in Ohio and nationally. Ms. Mitchell is a proven senior communications strategist with demonstrated experience in building trust between the food system community and key constituencies.

Ms. Mitchell's areas of expertise include issues management, crisis communications, agriculture and food policy, legislative communications, community and media relations, image and reputation management, creative campaign oversight, and strategic communications planning. She is a sought-after public speaker on food and farm issues and has addressed state and national organizations across the country.

An experienced counselor in crisis management and response, she managed communications, media relations and regulatory support for the summer 2010 national recall of a half-billion eggs, and oversaw communications for the corresponding 2010 Congressional inquiry. She has advised a number of food and farm companies on engagement with FDA and communicating during FDA inspections, investigations and recalls. Ms. Mitchell also has counseled more than a dozen clients in farming and food processing in public and media response to the work of animal rights groups that release undercover video on livestock and poultry farms.

Ms. Mitchell holds a Bachelor's degree in communications from Ball State University. She is the proud mother of Courtney and Nick and a committed volunteer for church, school and hunger relief programs.



Mr. Steve Edwards

Steve Edwards is a Recall Strategist for ExpertRECALL. Mr. Edwards is responsible for ExpertRECALL's Recall service offering including working with prospect clients to ensure flawless customer integration and satisfaction. Mr. Edwards assists in the recall scoping, execution and plan development for pharmaceutical, medical device, and consumer product manufacturers, including many high profile recalls over the past five years. He has assisted manufacturers with the execution and setup in over 800 product recall situations. Prior to joining ExpertRECALL, Mr. Edwards worked for Sony as an outsourcing/planning specialist.

Mr. Edwards is a graduate of Purdue University and holds a bachelor's degree in Organizational Leadership.

# Network with Today's Industry Experts



## RFA Exhibition: Explore Tomorrow's Solutions in Packaging, Equipment, Ingredients, Services and More!



RFA Member Timm Miller at the 2011 Exhibition in Naples, FL.

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 to produce quality refrigerated foods. Held onsite at the Doral Golf Resort & Spa, 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 array of products and services displayed allows you to connect with the suppliers you need to make your company more productive and competitive. The Exhibit Hall will be open Monday evening with a special reception. Like the 2011 Exhibition, the year's Exhibition will also include a silent auction 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! Space in the Exhibition Hall is limited, so make sure to reserve your spot today! For exhibition information and applications, visit the RFA website at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org).

## One-on-One CEO Sessions: An Exclusive RFA Opportunity



Paul LaBell, Mitsui Foods International & Mark Reser, Reser's Fine Foods, at the 2012 One-on-One CEO Sessions in Palm Springs, CA.

One of the most unique and popular features of the RFA Annual Conference is the One-on-One CEO Sessions, where Associates meet with the CEOs of manufacturing companies for 10 minute sessions.

These 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 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 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, February 27th, 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 in the coming months on how you can participate.





## Special Events

### *Dinner Cruise: The 2013 Dinner Event and Live Auction will be Held on the Lady Windridge Yacht!*

Welcome aboard the *Lady Windridge*, where the good life is never better. Join us topside for a breath of fresh sea air and cocktails. Savor the cool comfort of the main salon, and partake of excellent cuisine, expertly prepared and impeccably served.

After dinner, the RFA Live Auction will begin! Come ready to bid! The auction will feature a variety of unique and valuable items, and proceeds will benefit the RFA special projects fund. This fund supports upcoming projects in the areas of technical, marketing, and membership. Please join us for a fun evening you won't want to miss!

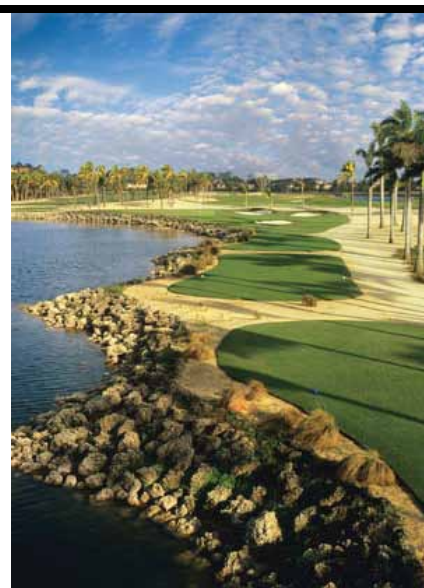


*The Lady Windridge out on the seas.*

### *Annual Golf Tournament: The Doral's Great White Course*

The Doral's legendary Great White Course is enjoyable for both the high handicap player while maintaining the integrity of the course for the accomplished player. A Greg Norman Signature Course, the 7,171-yard, par-72 Great White Course is the only golf course of its kind in the Southeastern United States that utilizes coquina -- crushed shells -- as the primary design element on every hole.

In designing the Great White, Norman blended strategically demanding fairways with hundreds of palm trees. He then laid out the course in a manner where water comes into play on 14 of the 18 holes, which makes for a challenging but picturesque course. Host to the PGA TOUR Franklin Templeton Shark Shootout in 2000, the Great White was rated as the best new golf course of 2000 by the National Golf Foundation. On December 6, 2005, Doral Golf Resort & Spa unveiled the New Look Great White Golf Course.



*The Doral's Great White Course.*



# Miami: An Exotic Destination

## Miami, Florida . . . "Warm Up to All This City Has to Offer You!"

The thrill of the ocean's tides splashing on your skin and the white sandy beaches are a few of the celebrated gems in Miami. Surrounded by the Atlantic Ocean, Miami is a haven for water lovers, shopping enthusiasts and lovers of world-class cuisine. Fresh local seafood, exotic spices, tropical fruit and international flair provide visitors with an unforgettable dining experience. Whether you enjoy walking along the warm sunny beaches, or down a strip of the city's newest nightlife, there is something here for everyone. Chic boutiques and shopping malls are full of one-of-a-kind treasures found only in Miami. Come and experience all Miami has to offer you!



While in Miami, experience a truly rejuvenating and enriching experience. The Spa at Doral is the ideal location for a day of relaxation or extended escape. The



award-winning, 48,000 sq. ft. Spa boasts over 100 signature spa services and treatments available daily for men, women and couples

created to relax your mind, restore your body and renew your spirit.

The renowned Pritikin Longevity Center & Spa, one of the world's most highly respected, pre-eminent wellness centers is now located at The Spa at Doral Golf Resort & Spa Miami. Call the Spa connoisseurs at (305) 717-6303 to schedule your appointment. (*Courtesy of the Doral Golf Resort & Spa*)





# Registration Information



## **CONFERENCE REGISTRATION:**

To register, fill out the attached 2013 Conference Registration Form and fax it to the RFA at (770) 303-9906 if paying by credit card. If paying by check, mail the form with your check to:

**Refrigerated Foods Association**  
**1640 Powers Ferry Road**  
**Bldg. 2, Suite 200A**  
**Marietta, GA 30067**

Registration forms are also available online at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org)

## **REGISTER ONLINE:**

You can register online for the 2013 Conference through the RFA Web site at [www.refrigeratedfoods.org](http://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 4th, 2013) is \$895 if paid by check and the registration fee (received after January 4th) is \$995 if paid by check. For payment by credit cards, the pre-registration and registration fees are \$925 and \$1,025. For 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 January 24, 2013, will receive a full refund. Cancellations made after January 24th, or "no shows" will not receive any 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, February 26, 2013, at the Doral's legendary Great White Course. The fee is \$240 and includes prizes, 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 \$85. The tournament will tee off with a shotgun start at 12:00 p.m. 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 Doral Golf Resort & Spa is the RFA's host hotel. All Conference sessions and events will be held at the Doral Golf Resort & Spa. To make room reservations, please call 800-71-DORAL (800-713-6725). 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 January 24, 2013. You can also book your room online through a link on the RFA Web site.

## **TRANSPORTATION:**

The closest airport to fly into is the Miami International Airport (MIA), which is 9 miles away from the Doral Golf Resort & Club.

A taxi is the recommended mode of transportation to and from the airport for \$30 one-way.

You can also rent a vehicle from Avis Transportation. The RFA's Avis 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.

## **EXHIBITION:**

This year's Exhibition will be held Monday, February 25, 2013, from 4-7 p.m., with cocktails and hors d'oeuvres being served. It will take place onsite at the Doral Golf Resort & Spa. Registration information for the Exhibition is available on the RFA website. For questions, please contact the RFA office at (770) 303-9905.



# CONFERENCE REGISTRATION FORM

## 33<sup>rd</sup> Annual RFA Conference & Exhibition

### INSTRUCTIONS:

To register for the RFA Conference, please complete the front and back of this form and return with payment to Refrigerated Foods Association, 1640 Powers Ferry Road, Bldg 2, Suite 200A, Marietta, GA 30067 or fax to (770) 303-9906. Forms will not be processed without payment of appropriate fees. For more than four attendees, copy the back of this form and attach as a separate sheet. For questions about registration, please contact the RFA office at (770) 303-9905. You can also register online at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org)

### COMPANY INFORMATION:

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Company Web site: \_\_\_\_\_  
Is your company a new member to the RFA this year? ☐ Yes ☐ No

### REGISTRATION TERMS:

Registering gives RFA permission to contact you/your company via fax, mail or e-mail, with no expiration date, unless revoked in writing. Registering also gives RFA permission to use any photographs taken during the Conference on the RFA Web site or in other RFA materials.

### REGISTRATION FEES:

Please complete the individual attendee information on the backside of this form and calculate the appropriate registration fees for all attendees below. The registration fee includes admission to all general sessions, scheduled receptions, breakfasts, lunches, dinners, and the Exhibition. Guests must pay full guest registration fee to attend all events. Fee will be refunded if registration is cancelled prior to **January 24, 2013**. Deadline for pre-registration is **January 4, 2013**. Registration form and fee must be received in the RFA office by January 4, 2013, in order to receive the pre-registration fee discount. **\*\*Note: Discounted rates ONLY for payments made by check!\*\***

#### Pre-Registration Fee (Received ON or BEFORE January 4, 2013):

Payment by Credit Card:	Member	\$925 _____ (no.) @ \$925 =	\$ _____
	Guest	\$825 _____ (no.) @ \$825 =	\$ _____
Payment by Check:	Member	\$895 _____ (no.) @ \$895 =	\$ _____
	Guest	\$795 _____ (no.) @ \$795 =	\$ _____

#### Registration Fee (Received AFTER January 4, 2013):

Payment by Credit Card:	Member	\$1025 _____ (no.) @ \$1025 =	\$ _____
	Guest	\$925 _____ (no.) @ \$925 =	\$ _____
Payment by Check:	Member	\$995 _____ (no.) @ \$995 =	\$ _____
	Guest	\$895 _____ (no.) @ \$895 =	\$ _____

#### Non-Member Registration Fee:

Payment by Credit Card:	Nonmember	\$1125 _____ (no.) @ \$1125 =	\$ _____
Payment by Check:	Nonmember	\$1095 _____ (no.) @ \$1095 =	\$ _____
	Guest	\$995 _____ (no.) @ \$995 =	\$ _____

Golf Tournament Fee	\$240 _____ (no.) @ \$240 =	\$ _____
Guest Ticket for Tuesday's "Dinner Cruise" Event	\$150 _____ (no.) @ \$150 =	\$ _____

**TOTAL REGISTRATION FEE ENCLOSED \$ \_\_\_\_\_**

### PAYMENT INFORMATION:

Method of Payment: ☐ Check for \$ \_\_\_\_\_ (Make payable to Refrigerated Foods Association)

☐ Credit Card: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Credit Card No: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV/Security Code: \_\_\_\_\_  
Credit Card Billing Information (If different from above): Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
E-mail for receipt to go to: \_\_\_\_\_

Remove or copy this form and return with payment to:

Refrigerated Foods Association 1640 Powers Ferry Road, Building 2, Suite 200A, Marietta, GA 30067, FAX: (770) 303-9906

(Over ...)



# 2013 RFA CONFERENCE ATTENDEE INFORMATION

(For more than four attendees, please copy this form and attach)

## ATTENDEE 1:

Name to appear on badge: \_\_\_\_\_ e-mail: \_\_\_\_\_

Address for Event Attendee List: \_\_\_\_\_

Is this your first time attending the RFA Conference? ☐ Yes ☐ No Attending Sunday evening reception? ☐ Yes ☐ No

Will you be attending Tuesday's Dinner Cruise? ☐ Yes ☐ No Are you attending the Technical Meeting/ Lunch? ☐ Yes ☐ No

Do you have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

Golf Tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

### Guest Registration:

☐ Full registration (see other side for fees) ☐ Tuesday's Dinner Cruise Only - fee is \$150

Guest Name: \_\_\_\_\_

Guest golf tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

Does he/she have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

## ATTENDEE 2:

Name to appear on badge: \_\_\_\_\_ e-mail: \_\_\_\_\_

Address for Event Attendee List: \_\_\_\_\_

Is this your first time attending the RFA Conference? ☐ Yes ☐ No Attending Sunday evening reception? ☐ Yes ☐ No

Will you be attending Tuesday's Dinner Cruise? ☐ Yes ☐ No Are you attending the Technical Meeting/ Lunch? ☐ Yes ☐ No

Do you have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

Golf Tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

### Guest Registration:

☐ Full registration (see other side for fees) ☐ Tuesday's Dinner Cruise Only - fee is \$150

Guest Name: \_\_\_\_\_

Guest golf tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

Does he/she have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

## ATTENDEE 3:

Name to appear on badge: \_\_\_\_\_ e-mail: \_\_\_\_\_

Address for Event Attendee List: \_\_\_\_\_

Is this your first time attending the RFA Conference? ☐ Yes ☐ No Attending Sunday evening reception? ☐ Yes ☐ No

Will you be attending Tuesday's Dinner Cruise? ☐ Yes ☐ No Are you attending the Technical Meeting/ Lunch? ☐ Yes ☐ No

Do you have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

Golf Tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

### Guest Registration:

☐ Full registration (see other side for fees) ☐ Tuesday's Dinner Cruise Only - fee is \$150

Guest Name: \_\_\_\_\_

Guest golf tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

Does he/she have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

## ATTENDEE 4:

Name to appear on badge: \_\_\_\_\_ e-mail: \_\_\_\_\_

Address for Event Attendee List: \_\_\_\_\_

Is this your first time attending the RFA Conference? ☐ Yes ☐ No Attending Sunday evening reception? ☐ Yes ☐ No

Will you be attending Tuesday's Dinner Cruise? ☐ Yes ☐ No Are you attending the Technical Meeting/ Lunch? ☐ Yes ☐ No

Do you have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

Golf Tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

### Guest Registration:

☐ Full registration (see other side for fees) ☐ Tuesday's Dinner Cruise Only - fee is \$150

Guest Name: \_\_\_\_\_

Guest golf tournament: ☐ Yes - Handicap/average score: \_\_\_\_\_ Club rental needed? ☐ Yes - Circle: Right or Left

Does he/she have a special dietary preference? ☐ Yes If so, please note: ☐ Vegetarian ☐ Other: \_\_\_\_\_

# Refrigerated & Frozen Foods

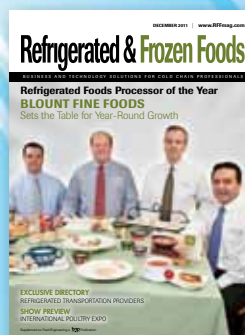
**Refrigerated & Frozen Foods** is the only publication dedicated to the fastest growing segment of the food and beverage manufacturing market – the value-added convenience chilled and frozen foods channel.

*Refrigerated & Frozen Foods* is written for you. Our editorial focus is on all aspects of chilled, refrigerated and frozen foods – from supply chain to food safety to packaging and energy management.



## Refrigerated Processor of the Year

Every year, *Refrigerated & Frozen Foods* honors a refrigerated processor with The Refrigerated Processor of the Year award. This award honors a chilled foods processor for year-over-year growth and leadership via market promotions, packaging, new products, plant expansions, etc. Previous winners include Sandridge Food (2010) and Blount Fine Foods (2011).



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75% of customers are concerned about the nutritional content of deli foods\*

20% of deli case prepared food sales are generated by salads, up from 5% in 2009\*\*

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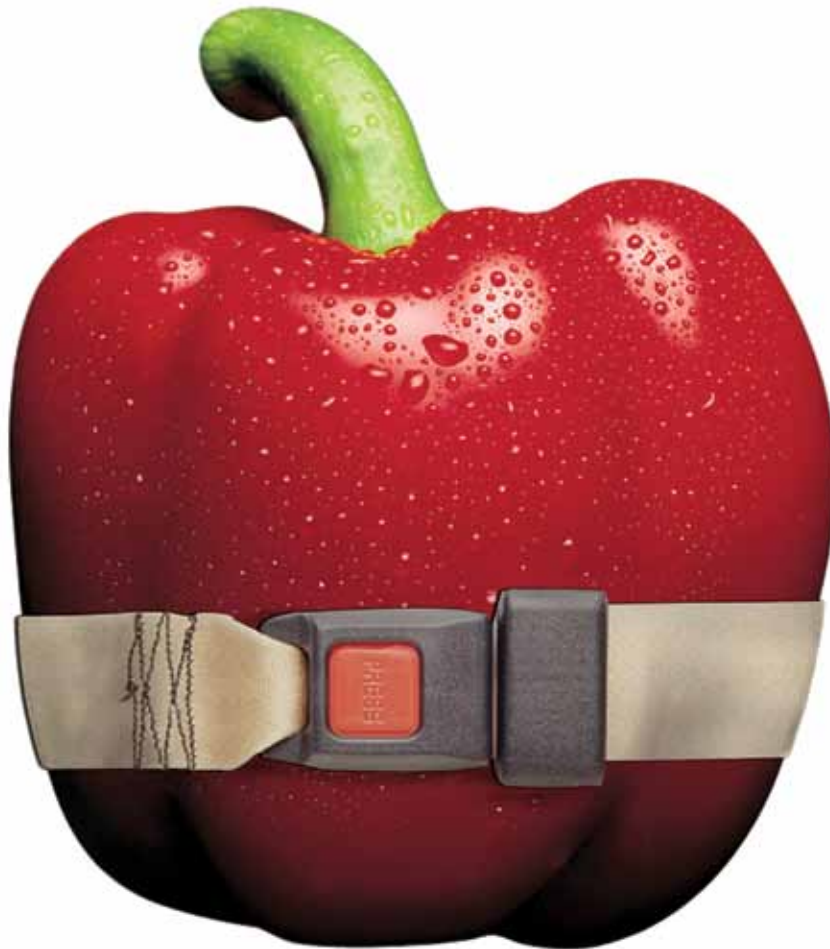
\*Source: IDDBA, Consumer in the Deli: Who's In Store study, 2010

\*\*Source: Deli Advisor, Perishables Group FreshFacts, June 2011



*Wild, Natural & Sustainable®*

**Safety Quality Dependability**



**For over 75 years, products from Moody Dunbar have safely brought unrivalled quality, vibrant color and exciting flavor to prepared foods, especially refrigerated salads. It's a heritage of trouble-free dependability we're dedicated to continuing and protecting with our stringent quality standards.**

Commercially Sterile | Strictly Enforced HACCP Program | USDA "Food Defense Plan" Compliant | Fully Inspected Facilities (GFSI, USDA, FDA)  
Audited Sustainable Agricultural Program | Domestically Grown & Processed | Quality packaging ranging from #10 cans to 55 gallon drums

**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](http://www.MoodyDunbar.com)**



*For more information on products from Moody Dunbar call 1-800-251-8202. Moody Dunbar, Inc., PO Box 6048, Johnson City, TN 37602*