

# Refrigerated Foods Association 37th Annual Conference & Exhibition



Your Guiding Light  
Through  
Ever-Changing  
Consumer &  
Regulatory  
Demands

**"Advancing & Safeguarding the Refrigerated Foods Industry"**

**Ritz-Carlton Resort & Golf Club  
Amelia Island, Florida  
February 26 - March 1, 2017**



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# Your Guiding Light Through Ever-Changing Consumer & Regulatory Demands

To successfully position your company in today's marketplace, it is imperative to stay abreast of current market trends, food safety regulations and technical issues. Attend the Refrigerated Foods Association's 37th Annual Conference & Exhibition as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2017 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Ross Bernstein, the best-selling author of nearly 50 sports books, who will share some of his insights into relationship building and creating a championship team in our businesses. Renowned speaker and predictive forecaster Suzy Badaracco will discuss industry trends and provide wisdom regarding future preferences. Martin Mitchell's "Technical Update" will focus on "Your Guiding Light Through Ever-Changing Consumer & Regulatory Demands," a topic of tremendous importance to everyone in the food business. And RFA is excited and proud to present Frank Yiannas, VP of Food Safety for WalMart, who will discuss practical ways to direct behavior to improve food safety performance in your plant.

Another highlight of the 2017 Conference is the Exhibition, with key suppliers showcasing the latest offerings in ingredients, equipment, packaging and services for the refrigerated foods industry. The Conference will, once again, include the popular One-on-One CEO Sessions, which allow key decision makers of RFA Manufacturer and Associate members to meet face-to-face and discuss potential business opportunities. Ample social events are featured at this year's Conference as well, including the annual golf tournament and closing dinner with our live auction.

The Ritz-Carlton Amelia Island Resort will serve as our host hotel throughout the event. The Ritz-Carlton sits right on the beach and is home to a full-service spa, beautiful 18-hole golf course and a shimmering outdoor pool. You will want to take advantage of what this year's Conference has to offer you. We look forward to seeing you February 26-March 1, 2017 at the Ritz-Carlton Resort on Amelia Island, Florida!

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## SPECIAL THANKS TO THE 2017 CONFERENCE COMMITTEE

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\*Committee Chairs are listed in bold

CONFERENCE COMMITTEE CHAIR  
**Wes Thaller, House of Thaller**

TECHNICAL SPEAKERS:  
**Bill Schwartz, Schwartz Consulting, LLC**  
Pat Cauller, Chemetall  
Steve Loehndorf, Reser's Fine Foods  
Martin Mitchell, Certified Laboratories  
Bill Cook, Universal Pasteurization  
Karen Bishop Carbone, Boston Salads  
Bryan Westerby, The Suter Company

GENERAL & KEYNOTE SPEAKERS:

**Mark Brown, Fresh Creative Foods**  
Jeff Rhodes, Ventura Foods  
John Cunningham, To-Jo Food Products  
Wendie DiMatteo Holsinger, ASK Foods  
Phil Schoeller, Dart Container  
Keith McIntosh, Mrs. Grissom's Salads  
Mike Swan, Keybrand Foods  
David Horowitz, DuPont Nutrition & Health  
Mark Rosenfield, Reser's Fine Foods

EXHIBITS & CEO SESSIONS:

**Timm Miller, PSSI**  
Joe Kross, Genpak  
Darlene Davidson, Furmano Foods  
John Bowles, Atlantic Coast Marketing  
Don Klausing  
Jeff Pitchford, Sun Rich Fresh Foods

GOLF TOURNAMENT/NETWORKING:

**Lauren Edmonds, St. Clair Foods**  
Ana Nelson, Fill-Tech Solutions  
Jennifer Shrader, Atlantic Coast Mktg.  
Tom Davis, Lakeview Farms  
Sean Farrington, IPL Inc.  
Mike Robinette, Carton Service, Inc.  
Greg Hilbert, Ornuia Ingredients  
John King, Apis Group, LLC  
Ken Funger, Mrs. Grissom's Salads

PUBLICITY COMMITTEE:

**Josh Knott, Knotts Wholesale Foods**  
John Dunn, Genpak  
Leanne Parr, Placon Corporation  
John Gross, Mrs. Stratton's Salads  
Linda Bryan, Tamlin Software  
Venkat Munukutla, Michael Foods



# Conference Schedule

## SUNDAY, FEBRUARY 26, 2017

- 12 - 7 p.m. Registration
- 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, FEBRUARY 27, 2017

- 7:00 a.m. Registration
- 9:00 a.m. - 3 p.m. Exhibitor Set-Up
- 8:00 - 8:45 a.m. Networking Breakfast
- 8:45 - 9:15 a.m. Welcome & Business Meeting
- 9:15 - 10:30 a.m. Keynote Address: *"The Champion's Code"*  
by Ross Bernstein
- 10:30 - 10:45 a.m. Break
- 11:00 a.m. Spouse Event
- 10:45 - 12:30 p.m. General Session: *Technical Update*  
by RFA Technical Director Martin Mitchell
- 12:45 - 1:45 p.m. Networking Lunch
- 2:00 - 3:15 p.m. General Session:  
*"Avoiding Prison Time for Food Safety Failures: What All Food Company Executives Need to Know"* by Shawn K. Stevens
- 3:30 - 6:30 p.m. Reception in Exhibit Hall
- 6:30 p.m. Dinner on own

## TUESDAY, FEBRUARY 28, 2017

- 7 a.m. - 12 p.m. Registration
- 7:00 - 7:45 a.m. Associates' Meeting, Election, CEO Session  
Sign-Up & Breakfast
- 7:00 - 7:45 a.m. Manufacturers' Breakfast
- 8:00 - 9:15 a.m. General Session:  
*"Shifting Sands 2017 - Top Health, Consumer, Food, & Beverage Trends Impacting The Food Industry"* by Suzy Badaracco
- 9:15 - 9:30 a.m. Break
- 9:30 - 11:45 a.m. One-on-One CEO Sessions
- 12:00 p.m. Technical Food Safety Forum & Lunch
- 12:00 p.m. Depart time for Optional Golf Tournament at  
Golf Club of Amelia Island
- 2:15 p.m. Depart time for Golfers Playing 9 Holes
- 6:30 p.m. Closing Dinner, Awards, Passing of Gavel and  
Live Auction

## WEDNESDAY, MARCH 1, 2017

- 7:30 a.m. Board Meeting
- 8:00 - 8:45 a.m. Breakfast
- 8:45 - 10:00 a.m. General Session:  
*"Beyond Food Safety Management - Food Safety Culture"* by Frank Yiannas, WalMart

# Featured Presentations

## *Keynote Address:*

### *“The Champion’s Code”*

*by Ross Bernstein*



The best-selling author of nearly 50 sports books, Ross Bernstein is an award-winning peak performance business speaker who's keynoted conferences on four continents and has been featured on CNN, ESPN, Fox News, and "CBS This Morning," as well as in the Wall Street Journal, New York Times and USA Today. Ross' program is based on a series of books he wrote in which he was able to interview more than 500 professional athletes and coaches that all had one thing in common — they were all members of championship teams. In his research he concluded that the same metrics and characteristics that were common among champions in sports, were also common in peak performers in business. As he learned, champions have a very unique DNA — and his goal in this keynote session is to get audience members thinking about their own DNA — and about the DIFFERENTIATORS they possess which would ultimately lead customers to CHOOSE to do business

with them. At the core of his message is the simple fact that we like to do business with people who we trust, who we like, and who just “get it” — CHAMPIONS. In an engaging, provocative, and visually entertaining style, Ross will use inspirational stories and poignant life lessons from the world of sports to show attendees how to:

- Create a “culture of excellence” by giving extraordinary customer service...
- Generate momentum by utilizing the “currency of karma”...
- Follow their moral compasses to win “the right way,” with respect and integrity...
- Be better leaders and create more “buy-in” by embracing change and failure...
- Evolve from “order takers” to “trusted partners” by enhancing the quality of their relationships...

The Refrigerated Foods Association is honored and excited to present Ross to our Conference audience, as we learn together how to build relationships through life lessons of integrity and accountability, from the sports world to the business world.

# Featured Presentations

## ***Technical Update:***

### ***“Your Guiding Light Through Ever-Changing Consumer & Regulatory Demands”***

***by Martin Mitchell, Managing Director, Certified Laboratories***



On January 4, 2011, President Obama signed into law the Food Safety Modernization Act (FSMA). The FDA published seven major rules under FSMA, each of which created new requirements that put more responsibility on us, the refrigerated foods manufacturer. It is important for all of us to understand what is expected in the future. With the increased use of Whole Genome Sequencing and its use in maintaining a “clean” plant as well as the regulatory implications, this critical session will provide you with up to the minute information and 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 the current technical and regulatory changes in the industry.

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.



# Featured Presentations

## ***“Avoiding Prison Time for Food Safety Failures: What All Food Company Executives Need to Know”***

*by Shawn K. Stevens, Food Industry Counsel LLC*

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FDA is launching criminal investigations against food companies anytime they produce or sell a food product that causes illness. Under new FDA policy, the agency can now charge you personally with a crime ... even if you did not know you were selling an unsafe food. This presentation will help you identify operation weaknesses and enhance your food safety programs to ensure that if your product is linked to an illness, there will be no basis for FDA or DOJ to send you to jail.

Shawn K. Stevens is a global food safety lawyer and founding member of Food Industry Counsel LLC, one of the only law firms in the world that represents the food industry exclusively.

Mr. Stevens works throughout the country and abroad with food industry clients (including the world's largest food processors, national restaurant chains, and food distributors and grocers) helping them protect their brand by proactively eliminating their food safety risk, complying with complex FDA and USDA food safety regulations, managing recall response efforts, and defending high-profile foodborne illness claims.

Mr. Stevens speaks regularly to national and international audiences on a wide variety of emerging scientific, regulatory and legal food safety trends, authors dedicated columns for Meatingplace and The National Provisioner, and is quoted regularly by national media publications such as Food Quality and Safety, TIME Magazine, the New York Post, and Corporate Counsel Magazine. Additional information about Mr. Stevens' food safety and food quality legal practice can be found at [www.foodindustrycounsel.com](http://www.foodindustrycounsel.com).

# Featured Presentations

## ***“Shifting Sands 2017 – Top Health, Consumer, Food, & Beverage Trends Impacting The Food Industry”***

*by Suzy Badaracco, Culinary Tides*

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Suzy Badaracco is a toxicologist, chef, and registered dietitian. She holds a Bachelors of Science degree in Criminalistics, an Associates degree in Culinary Arts, and a Masters of Science degree in Human Nutrition. Suzy has worked as a trends forecaster for food industry clients since 1992. Suzy has been trained in military intelligence, chaos theory, and predictive analysis techniques used by both corporate and government bodies and has been practicing trends intelligence and predictive forecasting for more than 14 years. Using these techniques she has been able to successfully predict and profile government, technology, adversary and ally, food, flavor, consumer, industry, and health trends.

Food industry players must understand the issues influencing food, flavor and beverage trends in order to successfully navigate them and uncover white space not yet explored. There is strong evidence that

consumers are moving out of the economic crisis both emotionally and behaviorally. Influencers will be discussed as they pertain to shaping of marketplace trends and their impact on the creation of new products and menu items. By attending this session, you will be able to better recognize and predict the opportunities and pathways for making food and beverage products and menu items successful in the marketplace.

Equally important is the ability to recognize and adapt to upcoming changes in trend direction as the recovery unfolds and to differentiate between long and short lived trends. The patterns note more extreme behaviors and activities; a sense of risk taking, playfulness, courage, and vulnerability. It also paints a more complex landscape to have to navigate, but at the same time more freedom to focus in areas of interest or expertise for the industry. This presentation will be comprised of quantitative research studies and industry movements. The analytics are based on quantitative research, Military Intelligence and Chaos Theory which are used to find patterns within chaos. There will be time at the end for Q&A from the audience.



# Featured Presentations

## ***“Beyond Food Safety Management-Food Safety Culture”***

*by Frank Yiannas, Wal-Mart*



Food safety awareness is at an all-time high, new and emerging threats to the food supply are being recognized, and consumers are eating more and more meals prepared outside of the home. Retail and foodservice establishments, as well as food producers at all levels of the food production chain, have a growing responsibility to ensure that proper food safety and sanitation practices are followed, thereby, safeguarding the health of their guests and customers. Achieving food safety success in this changing environment requires going beyond traditional training, testing, and inspectional approaches to managing risks. It requires a better understanding of organizational culture, behavioral science, and the human dimensions of food safety.

Think about it. If you are trying to improve the food safety performance of retail or foodservice establishment, an organization with thousands of employees, or a local community, you must change the way people do things.

You must change their behavior. In fact, simply put, food safety equals behavior.

While in today's profession, the term food safety culture is often used, what does it really mean? More importantly, are there proven, evidence-based ways to change or strengthen the food safety culture of an organization and influence employee behavior? The good news is the answer is YES!

Come hear an interesting and innovative talk on how to create a food safety culture – not just a food safety program.

As Vice President of Food Safety, Frank Yiannas oversees all food safety, as well as other public health functions, for the world's largest food retailer, Wal-Mart, serving over 200 million customers around the world on a weekly basis. Frank's scope of responsibilities includes food safety oversight of Wal-Mart's stores, Neighborhood Markets, and Sam's Clubs. Training and education of Associates, food safety oversight of thousands of food suppliers, and a number of critical regulatory compliance issues also come under his purview.

Prior to joining Wal-Mart in 2008, Frank was the Director of Safety & Health for the Walt Disney World Company, where he worked for 19 years. In 2001, under his tenure, Walt Disney World received the prestigious Black Pearl Award for corporate excellence in food safety by the International Association for Food Protection. (IAFP) and a Past Vice-Chair of the Global Food Safety Initiative (GFSI). He is also an adjunct Professor in the Food Safety Program at Michigan State University.

# Network & Learn with Today's Industry Experts

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

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Looking for a new packaging design? Need to know about the latest food safety products available? Want to find a quality ingredient supplier? Then don't miss one of the highlight events of the RFA Conference – the Exhibition, where Associate members will display and discuss the latest innovations and technologies in packaging, equipment, ingredients, and services for the refrigerated foods industry.

Hosted by the RFA Associate members, the Exhibit Reception is a valuable event for both suppliers and manufacturers. For Associates, it is the best way to get exposure for your products and services. For Manufacturers, the Exhibition gives you the chance to see what's new in the industry and connect with the suppliers you need in order to make your company more productive and competitive. Most importantly, the intimate atmosphere provides the unique opportunity to develop personal relationships among suppliers and customers.

Again this year, Associate members are invited to participate in our "Sizzle Tape," which will feature slides from participating companies highlighting new products and offerings. Please make sure to take a moment to view the screen, which will be positioned at registration and at various strategic spots throughout the Conference. See what makes our Associates sizzle!

The Exhibit Hall will be open on Monday, February 27, 2017, from 3:30 – 6:30 p.m. There will be hors d'oeuvres and an open bar for the duration of the Reception. A Silent Auction will take place during the event, with some great deals on cool items and gifts! Space in the Exhibit Hall is limited, so make sure to reserve your spot today! Exhibit information and an application will be sent separately.



# A Unique Opportunity for Members

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

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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, February 28th, from 9:30 - 11:45 a.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.





# Annual Golf Tournament

## *Join Us at the Prestigious Golf Club of Amelia Island*



Winding along the magnificent Atlantic shoreline, the course at The Golf Club of Amelia Island combines spectacular scenery with exhilarating golf experiences.

This 18-hole, award winning, championship course is rich in natural wonders and in pure golfing pleasure while offering many challenges. The Golf Club of Amelia Island opened for play in the fall of 1987. Its natural beauty combined with the talents of PGA-Tour veterans Mark McCumber and Gene Littler bring a very playable, yet challenging golf course.

The flawless design has been recognized worldwide, and in 1988 was nominated as best new course of the year.

Demanding, but fun, this par 72 course from the back tees with a yardage of 6692, offers two distinct settings. The front nine was designed around large oak trees and lakes, while the back nine is well protected by marshes that will reward well placed shots and penalize less accurate efforts. Wide fairways and large, undulating greens dictate play throughout the course.



## *Something Special for our Spouses in Attendance*

It wouldn't be an RFA event without a special treat for our spouses! Join us on Monday for "Uncorked Art"! Picture Yourself on the beach... right in front of our hotel....sipping wine with 30 good friends from RFA! Spend the afternoon walking on the beach, painting and enjoying lunch. Take a break from your brush to walk on the beach, or go for a dip in the water..and come back refreshed and ready to paint some more...

Our Art Instructors are local artists from "Painting With A Twist" and we will each have 16x20 canvas to create a masterpiece. Everything you

need will be provided: The canvas, apron, paints, easel and WINE! Lunch will be served too. A "Ready to Ship" mailing box will be provided so you can ship your masterpiece home. Please come and enjoy with your friends at RFA.



# 2017 Closing Dinner Event

## *Wonderful Dinner Planned with Awards, Passing of the Gavel and Live Auction!*

Refrigerated Foods Association's social events never disappoint! Enjoy fun times with old and new friends at our Closing Banquet, which will include the delicious food, beautiful setting and exceptional service that you would expect from a Ritz-Carlton Resort. An upscale menu is planned for this evening, along with a full bar and festive atmosphere.

Help us say "thank you" and "well done!" to our outgoing President, Steve Loehndorf, who has served us well for the past 2 years, and a warm "welcome!" to incoming President and 2017 Conference Chair Wes Thaller. Our Awards Ceremony will include presentations for Membership and Outstanding Volunteer, and the winners of the Golf Tournament will be announced and recognized.



As is customary during odd-years, this year's dinner will feature a live auction with some really exclusive, one-of-a-kind items up for bid. All proceeds will go towards RFA's Special Projects Fund, so please bid high and often!

We can't wait to celebrate our 37th year with you at the RFA Conference. Be ready for a fun night!





# The Ritz-Carlton Resort in Amelia Island, Florida

It will be a real treat to spend a few days with you at this luxury barrier-island resort, situated on 13 miles of pristine beaches in North Florida. Southern charm, magnificent scenery and casually elegant surroundings exemplify the gentle ambience of this beachfront property. Revel in the stunning coastal views revealed from the private balcony of luxurious accommodations inspired by the ocean. Surrender to serenity at the on-site spa, indulge in fine dining, and enjoy the pools and tennis courts during your free time.



*Above: Ritz-Carlton Amelia Island  
Right: Resort Fire Pit at Sunset  
Below: Ritz-Carlton Pool*

The resort holds 446 well-appointed guest rooms, which includes 36 Club rooms and 47 suites. There are four restaurants to choose from, as well as the Lobby Lounge.

The AAA 5-Diamond restaurant, **Salt**, pays tribute to the rich bounty of foods harvested from the ocean and marshes surrounding the hotel. An elegant dinner is served at Salt on Tuesday to Sunday, 6 p.m. to 10 p.m.



**Coast** offers a fresh new taste on coastal cuisine with a seasonal menu that includes a local seafood, steaks, fresh pasta, salads and small plates created with great passion. Coast is open for breakfast, lunch and dinner.



**Eight** is a contemporary sports lounge and burger bar with a laid-back atmosphere and the warm welcoming of a neighborhood pub, and is open for lunch and dinner.

**The Lobby Lounge and Ocean side Veranda** at The Ritz-Carlton, Amelia Island offer nightly entertainment, light fare and panoramic views.

And **Ocean Bar & Grill** offers lunchtime waterfront dining among the dunes while enjoying tropical drinks, fresh seafood, specialty salads and sandwiches in a relaxing poolside setting, just steps from the ocean.

A unique and wonderful feature about the resort is that each guest room features a private balcony with coastal or direct ocean views. There is a shuttle to downtown historic Fernandina Beach. The fitness center is open 24 hours for your convenience. Join us for the RFA's 37th Annual Conference & Exhibition at the Ritz-Carlton, Amelia Island Resort and "make memories" with us!



# Enjoy Amelia Island!

## *“Come Make Memories”*

Located just off the coast of northeast Florida, Amelia Island is easy to reach, but hard to forget. With 13 miles of beautiful beaches, abundant native wildlife, and pristine waters, this barrier island has long been a beloved destination for visitors and residents alike. Surrounded by the Atlantic Ocean, Intracoastal Waterway, strong-currented Nassau Sound and one of the East's largest and deepest inlets – Cumberland Sound – Amelia Island is edged with natural Appalachian quartz beaches and framed by sand dunes as high as 40 feet.

Named a Top 10 Island in the 2015 Conde Nast Traveler's Readers' Choice Awards, Amelia Island is treasured for its long stretches of quiet beaches, natural beauty, unique history, and charming seaport character. The island is home to an irresistible mix of spa, golf, and dining, shopping and leisure activities, but for those who want pure rest, relaxation and quality time with loved ones, there is no better place than Amelia Island.

Amelia Island provided a safe anchor for seafaring souls and has been discovered and rediscovered many times over – by pirates and colonists and those who love how the sea can touch their soul. The island reveals many treasures, including The Ritz-Carlton, Amelia Island, our Conference Headquarter Hotel, which is a sanctuary among luxury beach hotels that provides a welcome barrier between you and the world beyond.

During your free time, you can enjoy the beach, located just outside your door; the resort's indoor or outdoor pool; the world-class spa; or visit historic downtown Fernandina Beach. Popular activities include hiking, biking, sailing, kayaking, segway tours, and even parachuting. Just a short ride downtown, you will find shops and eateries, with more than 90 distinctive restaurants. From the freshest Florida seafood and authentic Italian and Mexican specialties, to fine dining masterpieces and decadent desserts, Amelia Island's menu of restaurants provide a satisfying selection of dining experiences.



*Above: Amelia Island Lighthouse*



*Left: Downtown*

*Below: Kayaking on Amelia Island*



# Registration Information

## CONFERENCE REGISTRATION:

To register, fill out the enclosed 2017 Conference Registration Form and fax it to the RFA at (678) 550-4504 or email it to [info@refrigeratedfoods.org](mailto: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 2017 Conference through the RFA website:  
[www.refrigeratedfoods.org](http://www.refrigeratedfoods.org).

## For RFA Members:

The Conference early registration fee must be received by January 25, 2017 and is \$925. The discounted rate for check payments is \$895. After January 25, 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 25, 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 10, 2017 will receive a full refund. Cancellations made after Feb. 10 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, February 28 at The Golf Club of Amelia Island. The fee is \$240 and includes prizes, green fee, cart fee, range balls and a boxed lunch. We will have a scramble 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 \$60. The tournament will tee off with a shotgun start at 12:30 pm. Only soft spikes or tennis shoes are allowed on the course. Collared shirts only, please, and no denim.

Technical members can play 9 holes for \$140, with a tee time of 2:30 p.m. Please note on the registration form if you need rental clubs, fee is \$35.

## EXHIBITION:

This year's Exhibit Reception will be held on Monday, February 27 from 3:30-6:30 pm, with cocktails and hors d'oeuvres being served. It will take place onsite at the Ritz-Carlton Resort. Reservation information for the Exhibit Booths will be sent separately.



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



# Registration Information

## **HOTEL RESERVATIONS:**

The Ritz-Carlton Resort is the RFA's host hotel. All Conference sessions and events will be held at the Ritz-Carlton Resort in Amelia Island, FL.

To make hotel reservations, please call the hotel at 866-763-2960. Identify yourself as a Refrigerated Foods Association Conference attendee to receive a special room rate of \$259 plus tax for single or double occupancy. The deadline for room reservations is January 25, 2017.

The customary Resort Fee has been waived for RFA Conference attendees. In addition, all attendees will receive complimentary Internet access in their guest rooms.

## **TRANSPORTATION FROM AIRPORT:**

The hotel is about 30 minutes from Jacksonville International Airport, which offers flights with all major international and domestic airlines and several car rental companies.

The Ritz-Carlton's recommended transportation service is Dana's Limousine and Transportation Service. You may contact Dana's directly at (904) 744-3333 or (800) 456-5466. They offer a variety of options - please visit their website at [www.danaslimo.com](http://www.danaslimo.com).

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.

We are pleased to offer discounted valet parking for RFA Conference attendees at \$15 per vehicle per day (reduced from \$24/day).

From Jacksonville International Airport to The Ritz-Carlton, Amelia Island:

1. I-95 North, travel approximately 7 miles to exit 373, Amelia Island/Fernandina Beach/Callahan Exit.
2. Right onto A1A (SR 200) East
3. Travel east on A1A ... 9.6 miles to the Thomas J. Shave Bridge
4. Cross Intercoastal Waterway and travel 3/4 of a mile to first traffic light
5. Turn right at light onto Amelia Island Parkway
6. Travel 2.5 miles to fork in road
7. Veer left at fork and travel 1.5 miles to traffic light
8. Cross through intersection traveling 3/10 of a mile
9. Resort is on the left



# 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. 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 Foods Processor of the Year

Every year, we honor a refrigerated foods processor based on year-over-year growth and leadership via promotions, packaging, new products and plant expansions. Previous winners include Sandridge Food, Blount Fine Foods, ASK Foods, Inc., OSI, Evolution Fresh and our 2016 winner, SugarCreek. To submit a nomination or learn more, go to <http://bit.ly/1DkAGbl>.

## Visit our comprehensive website - [www.RFFmag.com](http://www.RFFmag.com)

Access an unbeatable collection of timely and accurate information on food industry trends, technologies, food safety practices, packaging, case studies and new products.

## Sign up for our Monthly eNewsletter – **What's Hot in Cold**

Receive cutting-edge information about the refrigerated and frozen foods industry, such as exclusive interviews and articles on everything from supply chain logistics to food safety and energy management, right to your inbox.

## Download our mobile app

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Time is money... that is one mantra we believe in at **NT Logistics**, especially when it comes to *fresh and frozen foods*. We have the flexibility to cost-effectively fulfill virtually any food distribution need, quickly and efficiently. We carefully balance costs and product shelf life requirements, then optimize every load for maximum efficiency and the lowest possible transportation expense.

*We want to help you get your food to their table.*

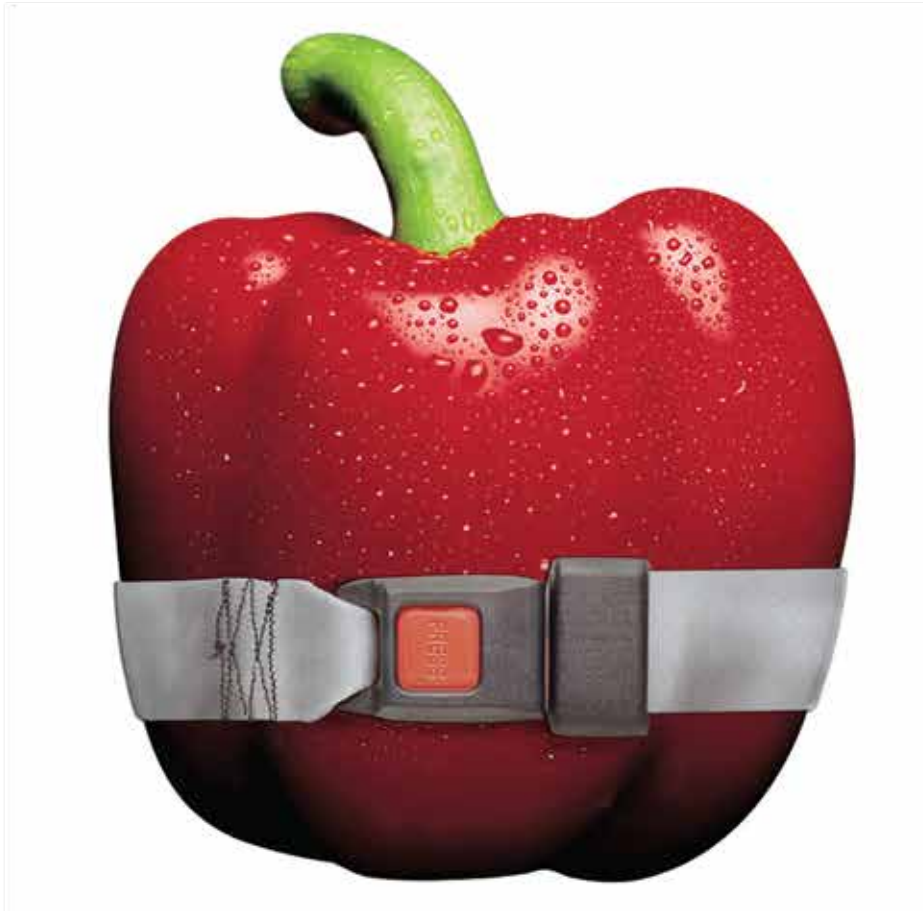
- Leverage our Technology, People, and Buying Power
- 14-year RFA Member
- Free Network and Fleet Analysis







Safety Quality Dependability



**For over 80 years, products from Moody Dunbar, Inc. have safely brought unrivaled quality, color, and flavor to prepared foods, especially refrigerated salads. It's a heritage of trouble-free dependability we're dedicated to protecting with our stringent quality standards.**

Commercially Sterile | Strictly Enforced HACCP Program | FDA "Food Defense Plan" Compliant | Fully Inspected Facilities (FDA, GFSI, USDA, USDA Organic, Kosher) | Audited Sustainable Agricultural Program | Domestically Grown & Packed  
Quality Packaging Ranging from #10 Cans to 55 Gallon Drums



Family Owned Since 1933



**As a charter member of the RFA, Moody Dunbar, Inc. is proud to offer America's best sweet bell peppers, roasted peppers, pimientos, and sweet potatoes.**