



REFRIGERATED FOODS ASSOCIATION  
**ASSOCIATE NEWSLETTER**

SPECIAL CONFERENCE EDITION

**42nd Annual Conference & Exhibition**

Feb. 26 - March 1, 2023 - The Sanctuary Resort - Kiawah Island, SC

## 2023 Conference Features a Full Exhibition

If you have a booth at this year's RFA Exhibition, it's time to get ready! The 2023 RFA Conference Exhibition is just around the corner, so Associates that are exhibiting need to finalize their booth arrangements and materials.

The Exhibition is an outstanding opportunity to meet and sell to the key buyers and decision makers of the leading refrigerated foods manufacturers. Few shows can provide the unique setting that the RFA Exhibition has consistently had which is one that allows you to develop personal relationships with customers.

Associate members who have reserved a booth will receive an Exhibitor packet from Viper Tradeshow Services and need to make all necessary arrangements with them. If you have any questions, please contact Jon Olis directly at 847-426-3100 or [JOlis@vipertradeshow.com](mailto:JOlis@vipertradeshow.com).

We encourage all Exhibitors to register for the entire Conference to take full advantage of the networking opportunities available. The Conference allows you to meet informally with these key manufacturers for three days, attend all educational sessions and take part in the popular One-on-One-CEO Sessions (see article on right). For full details on 2023 Conference registration, visit the RFA Website at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org).

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

Get the most out of the RFA Conference by taking part in the One-on-One CEO Sessions! They are a one-of-a-kind event where suppliers get the chance to meet face-to-face with the CEOs and key decision makers of RFA manufacturing members for 10-minute sessions.

Based on feedback from past Conferences, these sessions are one of the top benefits of RFA membership for Associates, as they provide the opportunity to learn the individual needs of each manufacturer.

This year, the One-on-One CEO Sessions are scheduled for 9:30 - 11:40 a.m. on Tuesday, February 28, the second-to-last 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 2023 Conference.

The CEO Session sign-ups will take place at the Associates meeting at 8:00 am on Tuesday morning. This is the only time you will be able to sign up, so make sure you attend! Only one representative from each Associate Member Company may participate in the CEO session sign-ups.

The actual CEO Sessions will begin promptly at 9:30 a.m. on Tuesday. Please arrive on time and prepared for your scheduled appointments. 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 and instructions for the sign-up process. We ask that you review these profiles beforehand so that you can make appropriate selections for your meetings.

*The unique One-on-One CEO Sessions allow you to meet face-to-face with key RFA Manufacturers for 10-minute sessions.*

# New Associate Board Representative to be Elected at 2023 Conference

This year, the Associates will elect one new Associate member to serve a 3-year term on the RFA Board of Directors. The available position is open this year and 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 three years and exhibited at the 2020 RFA Conference in Orlando, FL.

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. There is a limit of two consecutive terms.

However, only one representative from each company may be nominated. (Note: Representatives must be present at the Associates' meeting at the 2023 Conference to be elected.)

Nominations for this position will be accepted at the Associates' Meeting in Kiawah Island, SC, on Tuesday, Feb. 28, 2023, at 8:00 a.m. Associate election ballots will be due to the RFA staff by noon on Tuesday, Feb. 28, 2023.

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 of Directors.

If you are interested in running for election, please feel free to call the RFA Office at (678) 426-8175 or call your Associate Board Representatives:

- Jeff Rhodes: 615-371-9350
- Liliana Lawry: 608-568-2165
- Jennifer Allen: 800-726-0881

Thank you for your involvement!

## Representatives from the following Associate Member Companies are Eligible for the 2023 Election:

8th Avenue Food and Provisions	Furmano Foods
AES-NILMA	IFF
Airlite Plastics Co.	IPL Inc.
Anchor Packaging	Lycy Manufacturing
Aquamar	Michael Foods
Atalanta Corporation	Moody Dunbar
Berry Global	Mr. Chips, Inc.
Camerican International	Nimco Corporation
Certified Laboratories	Ornua Ingredients NA
ChemStation International	Osgood Industries
Chesapeake Spice	Packline USA
Chester-Jensen Co.	Pasta Montana
Corbion	Philadelphia Macaroni Company / Zerega Pasta
DeLaval Cleaning Solutions	Providence Engineering
Deli Star Corporation	PSSI
Delkor Systems, Inc.	Rema Foods
DEMACO	Revela Foods
Diversey	Rite-Hite Corporation
Ecolab, Inc.	Rovema North America
Elite Spice	Shining Ocean
Emerson	Sonoco Products
Eurofins	Tamlin Software
Fill-Tech Solutions	Third Wave Bioactives
Franklin Foods	Tip Top Poultry
	Trademark Transportation

## Plan to Attend the Associates' Meeting!

**Tuesday, February 28, 2023, from 8:00 - 9:00 a.m.**

*Attend the Associates' 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!*

## Associates to Host Silent Auction at the Exhibition

*Drive traffic to your booth and support the RFA!*

At this year's RFA Conference, the Associate members will be hosting a Silent Auction during the Exhibition and all exhibitors are encouraged to get involved! RFA Silent Auctions are fun events for everyone and add to the benefits of your membership, as the proceeds are used to support RFA special projects, in areas such as membership, industry development, and technical projects.

Each exhibiting company is asked to contribute to the Silent Auction by donating one item, to be displayed at your booth. Auction items can be anything from electronic gadgets to gift baskets

to mini-vacation packages. Gift cards and sports memorabilia have also been popular in the past. A great item will increase traffic to your exhibit - so be creative and make it fun!

The Silent Auction will be open Monday evening during the Exhibition Hall Reception only.

Silent Auction items should be brought with you to the Conference. Please let a RFA staff member know what item you have chosen. Give the RFA staff a call at 678-426-8175 if you would like assistance in selecting or purchasing the perfect item.

## Sizzle Tape

Show off your most popular product with our Sizzle Tape. Slides will be featured on the big screen before and between presentations, giving you great exposure at minimal expense. Cost is \$100 per slide, and multiple slides may be purchased. The slideshow will run randomly, highlighting new products or services available to members and driving them to your exhibit booth on Monday.

Don't miss out on this great opportunity to show off your products!

## Live Auction

As you know, the RFA's 2023 Conference & Exhibition will be held on February 26 - March 1, 2023 at The Sanctuary Resort in Kiawah Island, SC. At the Conference, a special live auction will be held during Tuesday evening's Closing Banquet. All proceeds from the live auction will be designated for special projects to help your business. For example, some of our past projects include the RFA's food safety training DVDs; the Shelf Life Protocol Study; the FDA Inspection Manual; White Papers on Inspection Procedures; and Microbial Safety Guidance Documents.

### What to donate?

The options are as infinite as your imagination! The more exclusive the item, the higher the bids will be --- and that means more money for RFA's special projects. Suggested donations include vacation rental properties, event tickets, jewelry, trips and cruises, and wine/ desserts/flowers-of-the-month. If you need help selecting an item or designing a successful auction package, the RFA staff is more than happy to do the shopping for you. Just call us at 678-426-8175.

### Benefit from publicity.

Let us know as soon as you have selected your auction item. The sooner we know, the sooner you can benefit from publicity online and in special mailings.

We hope that you will participate in this year's exciting live auction!

## Sponsorships

There are multiple sponsorship opportunities available for all member companies to take advantage of at the RFA's 42nd Annual Conference & Exhibition. Sponsorships are available for Social Events, Educational Events, Networking Events, Promotional Items and the Golf Tournament. Ad space is also available in our Conference Program, which is given to all attendees and includes the schedule of events for the Conference. Company Sponsorships totaling \$5,000 or more will earn one complimentary registration to the 2023 Conference. As a sponsor you will receive:

- Company exposure to all attendees
- Signage at sponsored event with company name and logo
- Sponsor ribbon for name badge of all company attendees
- Recognition in Conference Program Book
- Recognition in post-conference newsletter

For further information on available sponsorship opportunities please see the website at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org) or e-mail Katie at [katie@refrigeratedfoods.org](mailto:katie@refrigeratedfoods.org).

