

**43<sup>rd</sup> Annual RFA Conference & Tabletop Exhibition**  
**WeKoPa Resort & Conference Center, Fort**  
**McDowell, AZ**  
**March 3 – 5, 2024**

**FRIDAY-TUESDAY, MARCH 1-5, 2024**

12:00 am – 12:00 am Office

Conference 101

**SUNDAY, MARCH 3, 2024**

12:00 - 7:00 p.m.      Registration

Wassaja Foyer

2:00 – 4:30 p.m.      Board of Directors Meeting

Y'ow

5:00 – 5:30 p.m.      New Member/First Time Attendee Orientation      Wassaja 110

5:30 - 6:00 p.m.      New Member/Press/Speaker Reception      Pool Patio  
(Backup: Conference 102-106)

6:00 - 7:00 p.m.      Opening Welcome Reception      Pool Patio  
(Backup: Conference 102-106)

7:00 p.m.      Dinner On Own

**MONDAY, MARCH 4, 2024**

7:00 a.m. – 7:00 p.m. Registration

Wassaja Foyer

9:00 a.m. – 3:00 p.m. Tabletop Set-Up

Wassaja 111-115

8:00 – 8:45 a.m.      Welcome Breakfast

Conference 102-106

8:45 – 9:15 a.m.      RFA Business Meeting, Sizzle Tape

Wassaja 107-110

9:15 - 10:30 a.m.      Keynote Address: Connie Podesta

Wassaja 107-110

10:30 – 10:45 a.m.      Break

Wassaja Foyer

10:45 a.m.-12:00 p.m. Technical Update: Doug Marshall

Wassaja 107-110

11:00 a.m.      Spouse Event

Off property

12:00 - 1:00 p.m.	Networking Lunch	Courtyard Plaza
1:00 - 2:00 p.m.	General Session – Cybersecurity	Wassaja 107-110
2:00 – 2:15 p.m.	Break	Wassaja Foyer
2:15 – 3:15 p.m.	General Session – Brand Strategy	Wassaja 107-110
3:30 – 6:30 p.m.	Tabletop Reception	Wassaja 111-115
6:30 p.m.	Dinner on own	

## **TUESDAY, MARCH 5, 2024**

7:30 a.m. - 12:00 p.m.	Registration	Wassaja Foyer
8:00 – 9:00 a.m.	Associates Meeting, Election & CEO Session Sign-Up & Breakfast	Conference 102-104
8:30 – 9:00 a.m.	Manufacturers Breakfast	Conference 105-106
9:15 a.m. – 11:25 a.m.	One-on-One CEO Sessions	Wassaja 111-115
12:00 – 1:30 p.m.	Martin Mitchell Technical Food Safety Luncheon	Wassaja 107-108
11:40 a.m.	Golf Tournament Departure	Carts to pick up from entrance
12:30 p.m.	Golf Shotgun Start	Saguaro
1:45 – 2:45 p.m.	Fresh Cut Produce 101 (Faith Critzer)	Wassaja 107-110
2:45 – 3:00 p.m.	Break	Wassaja Foyer
3:00 – 4:00 p.m.	Hydrocolloids in Foods: Form, Functionality, and Practical Applications	Wassaja 107-110
4:00 – 4:30 p.m.	Service Project	Yo'w
6:30 – 10:00 p.m.	Closing Dinner, Awards, Passing of the Gavel	Fort McDowell

## **WEDNESDAY, MARCH 6, 2024**

8:00 – 8:30 a.m.	Board Meeting	Yo'w
------------------	---------------	------