



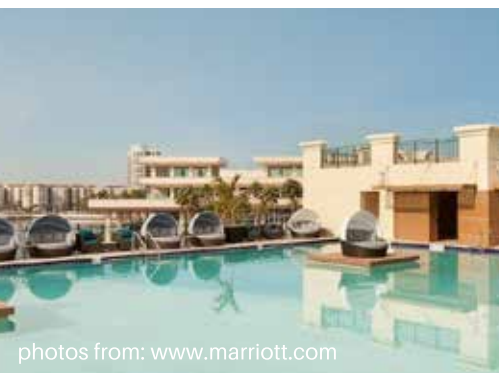
Refrigerated Foods Association

# 39TH ANNUAL CONFERENCE & EXHIBITION

RFA Spring Training:  
Learning to Cover Your Bases

"Advancing & Safeguarding  
the Refrigerated Foods Industry"

Tampa, Florida  
February 17 - 20, 2019  
Marriott Waterside Hotel





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# 39th Annual Conference and Exhibition

## *RFA Spring Training: Learning to Cover Your Bases*

To successfully position your company in today's marketplace, it is imperative to stay ahead of current market trends, food safety regulations and technical issues. Attend the Refrigerated Foods Association's 39th Annual Conference & Exhibition as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2019 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Jim "The Rookie" Morris, former Major League pitcher, who will share an inspiring presentation entitled, "Remember Who You Are". Michael Hewett from Publix Supermarkets will discuss Sustainability; Speaker, Author and CEO, Dick Finnegan, will talk about Employee Retention and Engagement; Sarah Schmansky, from Neilsen Fresh, will provide insight to the group on trends. Other speakers include Martin Mitchell, Keith R. Schnieder, Douglas L. Archer, Patricia Wester, Brett Podoski, Mark Duffy, and Joyce Longfield.

Another highlight of the 2019 Conference is the Exhibit Hall, 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 will be featured at this year's Conference as well, including the annual golf tournament and closing dinner with our live auction.

The Marriott Waterside Hotel & Marina will serve as our host hotel throughout the event. At the Marriott Waterside, guests can indulge in fun activities and relaxing amenities, from strolling or biking along the beach to relaxing in a shimmering outdoor pool. You will want to take advantage of everything that this year's conference has to offer. We look forward to seeing you February 17 - 20, 2019, at The Marriott Waterside Hotel in Tampa, Florida!



photo from: Marriott Waterside Hotel

## A Special Thanks to the 2019 Conference Committee

### CONFERENCE COMMITTEE CHAIR:

**Mike Swan, Keybrand Foods, a division of Freshstone Brands Inc.**

### GENERAL & KEYNOTE SPEAKERS:

**Mark Brown, Fresh Creative Foods**

Linda Bryan, Tamlin Software

Josh Knott, Knott's Foods

Tom Davis, Lakeview Farms

Mark Rosenfield, Reser's Fine Foods

Mike Swan, Keybrand Foods, a division of Freshstone Brands Inc.

### TECHNICAL SPEAKERS:

**Bill Schwartz, Schwartz Consulting**

Martin Mitchell, Certified Laboratories

Pat Cauller, Chemetall

Bill Cook, Universal Pure

Bryan Westerby, The Suter Company

Steve Loehndorf, Reser's Fine Foods

### PUBLICITY COMMITTEE:

**Lauren Edmonds, St. Clair Foods**

Tracey Schwartz, Shining Ocean

Kevin Ohaver, Rehrig Pacific Co.

Wes Thaller, House of Thaller

Gene Shaw, Rovema

John Bowles, Atlantic Coast Marketing

### GOLF TOURNAMENT/NETWORKING:

**Karen Bishop-Carbone, Bostons Salads and Prepared Foods**

Keith McIntosh, Mrs. Grissom's Salads

John Trumpler, IPL, Inc,

Jeff Pitchford

Carmen Beinhauer, Providence Engineering

George Bradford, Mrs. Stratton's Salads

Bob Clark, Dawn's Foods

Arnold Lawner, Point Five Self Life Solutions

### EXHIBITS & CEO SESSIONS:

**Jeff Rhodes, Ventura Foods**

Darlene Davidson, Furmano's Foods

Wendie DiMatteo Holsinger, ASK Foods

Venkat Munukutla, Michael Foods

Jennifer Shrader, Atlantic Coast Marketing

Jon Dunn

# Conference Schedule

## SUNDAY, FEBRUARY 17

- 12:00 - 7:00 p.m. Registration, Sizzle Tape
- 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 18

- 7:00 a.m. - 7:00 p.m. Registration, Sizzle Tape
- 8:00 - 9:15 a.m. Welcome Breakfast & Business Meeting
- 9:00 - 3:30 a.m. Exhibitor Set-Up
- 9:15 - 10:30 a.m. Keynote Address: Jim Morris
- 10:30 - 10:45 a.m. Break
- 10:45 - 11:45 a.m. Technical Update: Martin Mitchell
- 11:00 a.m. Spouse Event
- 12:00 - 1:00 p.m. Networking Lunch
- 1:15 - 2:15 p.m. General Session: Michael Hewett
- 2:30 - 3:30 p.m. HPP Panel: Mark Duffy & Joyce Longfield
- 3:30 - 6:30 p.m. Reception in Exhibit Hall
- 6:30 p.m. Dinner on own

## TUESDAY, FEBRUARY 19

- 7:30 a.m. - 12:00 p.m. Registration, Sizzle Tape
- 7:30 - 8:30 a.m. Associates Meeting, Election, CEO Session Sign-up & Breakfast
- 8:00 - 8:45 a.m. Manufacturers' Breakfast
- 9:00 - 11:15 a.m. One-on-One CEO Sessions
- 11:30 a.m. - 1:30 p.m. Technical Food Safety Forum with University of Florida speakers - Dr. Keith R. Schneider, Dr. Doug Larcher
- 11:30 a.m. Golfers Depart for Tournament
- 2:00 - 3:30 p.m. Service Project at Hotel: Foundation for Hospital Art
- 6:30 - 9:30 p.m. Closing Dinner, Awards and Live Auction at Florida Aquarium

## WEDNESDAY, FEBRUARY 20

- 7:30 - 8:00 a.m. Board Meeting
- 7:45 - 8:30 a.m. Breakfast
- 8:30 - 9:30 a.m. General Session: Dick Finnegan
- 9:45 - 10:45 a.m. General Session: Sarah Schmansky
- 10:45 - 11:00 a.m. Break
- 11:00 a.m. - 12:00 p.m. FSMA 101 Panel: Brett Podoski and Patricia Wester

Photo from: Visit Tampa Bay



# Speaker Lineup

## Keynote Address

### REMEMBER WHO YOU ARE

#### Jim "The Rookie" Morris Author, Athlete & Educator

Jim's Cinderella Story serves as testimony to the power of dreams and their ability to inspire and transform human life. His meteoric rise from 35 year-old high school teacher to flame-throwing major league pitcher in 3 months, made cinematic history with the release of *The Rookie* starring Dennis Quaid. Jim's rise from obscurity became the feel-good story of 1999. After pitching for the Tampa Bay Devil Rays in 1999 and 2000, Jim Morris signed with the Los Angeles Dodgers and retired from baseball in 2001.

In his presentation, "Remember Who You Are", Jim shares the importance of integrity and being authentic to who you are in all circumstances, when others are watching and when they are not. Using his personal story as an example, Jim shares the principle of keeping your promises and the value of being a person of your word. That is what makes you who you are.

Jim lives with his family near San Antonio and travels the world as America's foremost inspirational and motivational speaker. His story has become an inspiration to anyone interested in overcoming life's obstacles and living their dreams. Jim has participated in such prestigious events as The Million Dollar Round Table, numerous speaker showcases, and is the author of "The Rookie."

Jim's story has provided a platform to give back, inspire and encourage people of all backgrounds and age to pursue their dreams and never give up! His philanthropic efforts include partnerships with the following organizations: Arms of Hope, BCFS - Community Services Division - Health & Human Services, Boys & Girls Clubs of America, Boy Scouts of America, Play It Forward, and Texas Youth Commission.



# Speaker Lineup

## Technical Topics

### TECHNICAL UPDATE: UNDERSTANDING THE CHALLENGES OF TODAY

#### Martin Mitchell

#### Managing Director, Certified Laboratories

With the increased use of Whole Genome Sequencing (WGS) the need to maintain a “clean” plant and the use of a well-designed and aggressive environmental monitoring program will be discussed. There will be special emphasis on the impact of Bio-Films and novel intervention strategies. 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.

Marty has been the Technical Director of the RFA since 1981. Marty 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 and chemical analysis of beverages, refrigerated foods and other products. Marty is a member of the American Spice Trade Association and former chairman of its technical group, as well as a board member. Marty 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.



### FOOD RECALL MANUAL

#### Keith R. Schneider & Douglas L. Archer

#### University of Florida

This presentation will take place during the Technical Committee meeting and luncheon. The presentation will begin with a brief overview of the University of Florida Food Recall Manual Project and the updates made as a result of the new Food Safety Modernization Act. After some basics on recalls, Dr. Doug Archer and Dr. Keith Schneider will discuss recent food recalls and the implications these have had on the industry.

Keith Schneider received his Public Health Master’s degree from the University of South Florida and his PhD from the University of Florida’s Food Science and Human Nutrition Department. He specializes in food microbiology, focusing on produce safety. In addition to his teaching duties, he conducts extension outreach, generating educational materials and conducting food safety training workshops.

Prior to his career at the University of Florida, Dr. Archer served with CFSAN, FDA in various capacities beginning with bench scientist, to Director, Division of Microbiology, and ultimately as Deputy Director, CFSAN. He retired from CFSAN in 1993 to accept a faculty and administrative position in the Food Science and Human Nutrition Department at UF. Dr. Archer is active as a consultant to many companies on prebiotic and probiotic safety matters and is also involved in clinical studies at UF on prebiotic and probiotics. At UF he holds the rank of Professor, and has served as Associate Dean for Research and Interim Dean for Research.



# Speaker Lineup

## HPP Panel

Mark Duffy, CEO of Universal Pure, and Joyce Longfield of Good Foods will discuss High Pressure Processing (HPP). Both Mark Duffy and Joyce Longfield come to the RFA with years of knowledge and experience with HPP. This panel will cover all that you need to know about High Pressure Processing.

### Mark Duffy Universal Pure

As CEO of Universal Pure, Duffy lives and breathes the cold pasteurization method called High Pressure Processing (HPP). Duffy has empowered hundreds of people to seek chemical-free, non-thermal pasteurization options that inactivate pathogens and extend their product's shelf life.

Recognizing the need to advance High Pressure Processing as a critical technology, Duffy became a founding member of the Cold Pressure Council, a non-profit that aims to advance knowledge about techniques used to provide fresh foods and beverages to consumers. He exemplifies the group's mission by actively seeking opportunities to educate industry members about the potential high pressure processing has for foods and beverages.

Duffy possesses a conviction for helping companies find success in their commitment to food safety, sustainability and differentiation. He approaches this topic from a 30-foot-view to inspire audiences to expect more from their processing method. As a poised speaker, his dedication to high pressure processing is exemplified with helpful facts and case studies that equip audiences with the knowledge they need to expand their product's potential.



### Joyce Longfield Good Foods

Having a Master's of Science in Molecular Biology, Joyce began her consulting services in 2010 to food companies with the focus on how High Pressure Processing (HPP) of food and beverage products address both the food safety desires and interests to retain the nutrient and organoleptic properties of the products. Her expertise in HPP food safety involves knowing the regulatory requirements for each food and beverage category and how to validate the HPP process is meeting these requirements. This includes: 1) educating companies using HPP on the difference between HPP as a Critical Control Point (CCP) vs shelf-life extension in a HACCP plan; 2) the impact the HPP conditions in relation to the product composition has on specific targeted microorganisms; 3) the design of a challenge study to validate the efficacy of the HPP treatment; 4) best practices for extending shelf-life (both microbially and sensory). Presently, Joyce works with Good Foods Group, a RTE food and beverage producer applying HPP to 100% of their manufactured products. As well, Joyce is Chair of the Cold Pressure Council and Chair of the High Acid Juice Task Force with the Institute of Food Safety and Health (IFSH).



# Speaker Lineup

## FSMA 101

This session will provide an overview and update on the Food Safety Modernization Act (FSMA). This session will cover all of the recent changes and/or updates from FDA on the 7 Foundational Rules. A few of the most common mistakes and misconceptions about FSMA will be corrected, along with tips for a better food safety plan will complete the presentation.

### **Brett Podoski**

#### **Food and Drug Administration; FDA**

Mr. Brett Podoski currently serves as a FDA CFSAN SCSO in the Office of Food Safety/Multi-Commodity Foods/Refrigerated & Frozen Foods. He is a former manager of FDA's Office of the Commissioner, Office of Foods and Veterinary Medicine (OFVM), Coordinated and Outbreak Response Network (CORE) Post Response efforts. His 20-year FDA career has included service as a Subject Matter Expert (SME) in FDA CFSAN's Office of Food Safety, a Senior Compliance Officer in FDA's SWID (Southwest Import District) in Otay Mesa, CA, a Supervisory Consumer Safety Officer (SCSO) in the FDA's San Francisco District (SAN-DO), Honolulu, HI Resident Post, and as a CSO in FDA/CFSAN/Office of Compliance. Mr. Podoski holds a Master's degree in Food Science and Technology from the University of Florida and a Bachelor's degree in Biology and minor in Business Law from Florida State University. His interests include Food Safety Modernization Act (FSMA), alternative food processing technologies (i.e. U.V. and High Pressure), preventative controls, food allergens, microbiology, imports, HACCP, and emergency response. His domestic and international scope of FDA experience includes FDA - Field Investigations, FDA - Field Compliance, FDA Imports, and various FDA Headquarter positions - leadership/management/technical, and details at FDA CFSAN & ORA (Office of Regulatory Affairs). He was recently selected by CFSAN's Center Director to serve on its Leadership Development Board (LDB) (Term - 2018-2020).



### **Patricia A. Wester**

#### **P.A.Wester Consulting**

Ms. Wester started her career in the Meat Industry just as it became apparent that foodborne pathogens such as E. coli 0157:H7 and Listeria monocytogenes would be one of the toughest challenges facing the food industry. During this period, she experienced firsthand the challenges with implementing a massive regulatory change when the USDA released the HACCP regulations.

With an academic profile heavy in microbiology and chemistry, her focus shifted to testing when she left industry to work at ABC Research, one of the largest independent food laboratory's in the US at that time. She became interested in the development of environmental monitoring programs, launching the first laboratory program for environmental mapping using Rep PCR technology.

In 2004 she joined SGS as the Operations Director for the Americas where she added auditing to her skills portfolio. Participating in all levels of auditing activities provided the knowledge and experience needed to complete her skill set. She is a food safety Technical Assessor for ANSI (American National Standards Institute), where she has piloted projects in the development of Third Party Auditor Integrity and Validation programs and participated in the FSMA GAP Pilot for CB's interested in providing VQIP audits. She was the primary author of a pet food standard now benchmarked by GFSI, and has written extensively on auditor competence and the impact of FSMA on the use of audits, auditor capacity and competency.





# Speaker Lineup

## General Sessions

### IMPROVING EMPLOYEE ENGAGEMENT & RETENTION

#### Dick Finnegan

#### C-Suite Analytics; Finnegan Institute

Dick Finnegan is a world-renowned expert on Stay Interviews, Employee Engagement and Cutting Turnover. He travels extensively speaking at executive meetings and conferences, has authored five books on Stay Interviews and Employee Engagement, and is CEO of C-Suite Analytics and Finnegan Institute.

An in-demand speaker by business leaders, Finnegan will transform our typical perspective on Employee Turnover and Engagement with concrete data, insight and humor, while providing an employee retention and engagement solution that has been shown to cut turnover by 20% or more in the first six months.

Finnegan's presentation addresses frustrations stemming from using the same-old engagement improvement plans and seeing little to no improvement. There's a reason why employee engagement scores haven't budged in 17 years...because we rely on group-think/one-size-fits-all programs like more meetings and recognition events, when employees want to work better with their managers. In fact, the #1 reason employees engage or disengage....or stay vs leave....is how much they trust their boss.

This presentation will focus on the impact supervisors and leaders have on engagement and turnover. Finnegan combines data with clear solutions that are guaranteed to improve engagement and cut turnover.



### THE CONTINUED EVOLUTION OF RETAIL FOODSERVICE

#### Sarah Schmansky

#### Nielsen Fresh

Shoppers have many choices when it comes to groceries and even more when it comes to meal solutions. The range of food retailing and restaurant formats means you need clear points of differentiation to stand out in the shopper's mind when it's time for a meal. Consumers are now spending more of their food dollars in bars/restaurants than in the supermarket; however, the deli department is trying to change that course.

This presentation, entitled "The Continued Evolution of Retail Foodservice: Driving Changes in In-Store and Out-of-Store Behavior", will combine robust insights from a variety of Nielsen sources and research to understand how deli foodservice continues to evolve with today's changing consumer, uncover the biggest trends occurring, dive deep into the meal kit phenomenon, and discuss what should be the major focus areas for both retailers and manufacturers over the next year to stay on top of important consumer issues.

As Vice President of Nielsen's Fresh & H&W Growth & Strategy Teams, Sarah's responsibilities focus on continually driving value for Nielsen clients, building relationships across the fresh industry and ensuring relevant and impactful solutions for a growing sector of the store. By formulating strategic partnerships with leading grocery retailers, fresh manufacturers and industry associations, Sarah elevates the industry to not only focus on the information and tools to make critical business decisions, but to implement consultative analytics to drive total food growth. Sarah provides strategic leadership to ensure programs deliver actionable insights to enable more confident client decisions.



# Speaker Lineup

## General Session

### *"SUSTAINABLE COLLABORATION - A RETAILER'S PERSPECTIVE"*

#### **Michael Hewett** **Publix Supermarkets**

Michael Hewett has over twenty years of experience in environmental management, including regulatory compliance and sustainability programs. Beginning his career with the Florida Department of Environmental Protection, Michael spent eight years developing rules and setting regulatory policy while partnering with the Federal EPA and various State and Local governments. The balance of Michael's career has been spent helping corporations build strong environmental compliance programs and sustainable business strategies. Currently, Michael manages the Sustainability, Environmental Compliance, and Environmental Due Diligence programs for Publix Super Markets, Inc.



Michael has a master's degree in Environmental Engineering and is a licensed Professional Engineer. He is currently a member of the Food Marketing Institute's Sustainability Executive Committee, the Retail Industry Leaders Association's Sustainability Initiative, the Florida Retail Federation's Sustainability Council, he is a founding member and past co-chair of the Food Waste Reduction Alliance, and he is Chairman of the Board of Sustainable Florida.

"Sustainable Collaboration - A Retailer's Perspective" will teach suppliers how to advance their own sustainability agenda. This session will begin with an introduction to sustainability and discuss the many facets it includes. Michael Hewett will then discuss the hottest trends and the many opportunities that suppliers and manufacturers have.

# Network & Learn with Today's Industry Experts

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

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.

The Exhibit Hall will be open on Monday, February 18, 2019, 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! Exhibition information and an application will be sent separately.

**The Exhibit Hall  
will be open  
on Monday,  
February 18, from  
3:30 - 6:30 p.m.**



# A Unique Opportunity for Members

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

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 19, from 9:00 - 11:15 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.

**One-on-One  
CEO Sessions will  
be held Tuesday,  
February 19, from  
9:00 - 11:15 a.m.**



# Tampa Marriott Waterside Hotel & Marina

*"Experience a getaway to Tampa's scenic downtown waterfront"*

*-Marriott Waterside Hotel, Tampa*

Join us for the RFA's 39th Annual Conference & Exhibition at the Marriott Waterside Hotel & Marina in Tampa, Florida. The hotel is located along the scenic Tampa Bay waterfront, walking distance from the Florida Aquarium, and provides downtown convenience and modern luxury. Enjoy water activities, explore the Tampa Riverwalk or relax by the rooftop pool.



photo from: [www.marriott.com/hotels/travel](http://www.marriott.com/hotels/travel)

Indulge your senses at the nearby Spa Evangeline. Discover Tampa's fine dining or farm-to-table restaurants. Tampa invites you to take a bite into their culinary diversity.

The Tampa Marriott Waterside Hotel is a 4-star hotel that features 719 newly redesigned guest rooms. The hotel has two restaurants and a coffee shop onsite, a business center, a 24-hour fitness center, an outdoor pool, and complimentary wireless Internet. The hotel is conveniently located, just 9 miles from Tampa International Airport. This will be an event that will be talked about for years to come... don't miss it!

## Enjoy Tampa, Florida!

Experience the Heart of Florida's Gulf Coast

With so much to discover, Tampa Bay is the perfect city for everyone! Tampa is located along the Gulf Coast and offers visitors blue skies, sunshine, and a sparkling waterfront.

Major attractions in Tampa include Zoo Tampa, the Florida Aquarium, Bush Gardens, Clearwater Beach, Fort De Soto Park, sporting events, museums, and a diverse shopping scene.



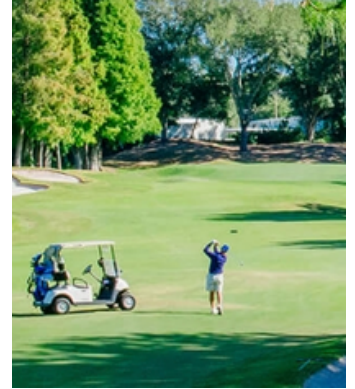
photo from: [www.visittampabay.com](http://www.visittampabay.com)

Whether you have a few hours or an entire day to explore, there will be plenty of adventure awaiting you. From Tampa Bay's rich cuisine to its local events, you are sure to find something of interest. Come visit Tampa and enjoy the sunny warm weather!

# Annual Golf Tournament

*Join Us at the Award-Winning TPC Tampa Bay Golf Course*

TPC Tampa Bay is one of the most beautiful and exciting courses in Florida. Built by the PGA TOUR in 1991, the Bobby Weed designed 18-hole resort course has earned a 4 ½ star rating from Golf Digest and was named one of the top five golf courses in Florida by Florida Golf Magazine. Home of 21 consecutive Champions Tour events, the stunning course winds through natural wetlands, cypress heads and lagoons, providing the perfect backdrop for outstanding golf. The natural setting and abundance of wildlife are why TPC Tampa Bay is one of only two courses in the Tampa Bay area to be designated as an Audubon Cooperative Sanctuary. Aside from the wildlife, the masterfully designed course is meant to challenge the top golfers of the world, but also to provide a challenging and fun experience for players of all abilities.



photos from: [tpctampabay.com](http://tpctampabay.com)

## Service Project

*Give Back to the Community by Painting with Us!*

If you've got time, we've got a project for you! This year, attendees will be given the opportunity to give back to our host city by participating in an afternoon of painting. Completed artwork will be donated to Shriners Hospital for Children in Tampa, with help from the Foundation for Hospital Art ([www.HospitalArt.org](http://www.HospitalArt.org)). The service project will take place at the Hotel on Tuesday, 2/19 from 2:00 - 3:30 pm. Relax, enjoy the company of other RFA Conference attendees and do good, all at the same time!



The Foundation for Hospital Art is a publicly-funded 501(c)(3) nonprofit whose mission is to bring comfort and hope through art to people in healthcare facilities around the world.

# 2019 RFA Spouses/Guest Event

Something Fun and Special for the Spouses and Guests in Attendance

Don't you dare leave your spouse at home! The RFA Conference provides fun, unique opportunities for members and spouses alike. Our warm, welcoming group is excited to meet new people, and everyone is invited to participate in the Spouse Event on Monday.

Guests will be asked to sign up in advance and will be whisked away for a day of fun. The group will depart from the hotel Monday at 11:00 a.m., and all spouses are invited to attend. In addition, spouses are welcome to participate in Tuesday's golf tournament. Our dinner reception on Tuesday night is another event you will want to share with your significant other. Don't miss out on these fun events!



More information on the Spouse Event is coming soon!

## Closing Dinner Event

Dinner, Awards, Live Auction, and Fun!

Our Closing Banquet & Awards Ceremony on Tuesday evening will be one of RFA's finest! Enjoy fun times with old friends and new friends at our Closing Banquet, which will include, music, delicious food, an open bar, and awards! Awards will include presentations for Membership and Outstanding Volunteer, and the winners of the Golf Tournament will be announced and recognized. Get ready for an evening of fun and entertainment!



photo from: [www.visittampabay.com](http://www.visittampabay.com)

This year's closing event will be held at the Florida Aquarium, which will be open that evening exclusively for RFA Conference guests. Upon arriving at the aquarium, guests can enjoy a self-guided tour through the exhibits. A cocktail reception with hor d'oeuvres will allow time for guests to explore the exhibits, relax, and mingle with one another.

As is customary during odd-years, this year's dinner will feature a live auction with some exclusive, one-of-a-kind items up for bid. All proceeds will go towards RFA's Special Projects Fund. There will also be dancing and a chance to reflect on and celebrate another great year in the industry and as members of the RFA. Looking forward to celebrating RFA's 39th annual event with you!

# Registration Information

## **CONFERENCE REGISTRATION:**

To register, fill out the enclosed 2019 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 2019 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 18, 2019 and is \$925. The discounted rate for check payments is \$895. After January 18, 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, 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 1, 2019 will receive a full refund. Cancellations made after Feb. 1 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 19 at TPC Tampa Bay. The fee is \$240 and includes transportation, prizes, green fee, cart fee, range balls and a boxed lunch. We will have a shamble 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, and shoes are available to rent. The bus will leave the hotel at 11:30 a.m. and the tournament will tee off with a shotgun start at 12:00 p.m. The dress code is as follows: golf shirts with collars, slacks or Bermuda shorts. Denim, bathing attire, T-shirts, gym shorts, tank tops, tube tops, halter tops, mesh shirts, cut-off shorts, short shorts, tennis outfits, and other dress of a similar nature are not appropriate.

## **EXHIBIT HALL:**

This year's Exhibit Hall Reception will be held on Monday, February 18 from 3:30-6:30 pm, with cocktails and hors d'oeuvres being served. It will take place onsite at the Marriott Waterside Hotel and Marina. Registration information for the Exhibits will be sent separately.

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



# Registration Information

## **HOTEL RESERVATIONS:**

The Marriott Waterside Hotel and Marina is the RFA's host hotel. All Conference sessions and events will be held at the Marriott Waterside Hotel in Tampa, Florida.

To make hotel reservations, please use the following link:

<https://book.passkey.com/go/RefrigeratedFoods2019>

If you would like to extend your stay outside of our conference dates, please call the hotel at 813-221-4900 to make your reservations. Identify yourself as a Refrigerated Foods Association Conference attendee to receive a special room rate of \$249 plus tax for single or double occupancy. The deadline for room reservations is January 18, 2019.

Complimentary internet for Marriott Reward Members and discounted to \$5.95 for non-reward members. Guests may sign up for free at check-in and receive the complimentary service throughout their stay.

## **TRANSPORTATION FROM AIRPORT:**

The hotel is conveniently located, just 9 miles from Tampa International Airport. Ubers and taxis will be readily available.

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.

Directions and parking information can be found on the hotel's website:

<https://www.marriott.com/hotels/travel/tpamc-tampa-marriott-waterside-hotel-and-marina/>

A 25% discount on Valet Parking will be offered to our group over the days of February 16 - 21,2019.

## **CONFERENCE SPONSORSHIPS:**

Sponsorships are available for social, educational and networking events. Company sponsorships totaling \$5,000 or more will earn one complimentary registration to the 2019 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
- Recognition in post-Conference newsletter

Look for sponsorship opportunities this Fall!

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Jacob, Assistant Site Manager



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## Quality matters

As part of Bosch Packaging Technology, Osgood Industries, Inc. serves the Refrigerated Foods Industry with filling machines that allow customers to achieve the high quality standards and commitment to food safety which protect their brand.

The portfolio includes rotary and inline machines that de-nest, fill, seal, and cap pre-made containers. Handling a wide range of products from liquid, viscous to pumpable foods, each machine is customized to the product and packaging requirements. Typical applications include soup, sauce, salsa, dips, mashed potatoes, macaroni & cheese, pumpable salads, grab-n-go snacks, and more.

The Osgood Series machines are made in the U.S.A., meet reputable VDMA industry hygienic classification standards and are 3-A compliant.

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# 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 2018 winner, Suja Juice. To submit a nomination or learn more, go to <http://bit.ly/1DkAGbI>.

## 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 WEEKLY NEWSLETTER - 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. **Subscribe Now!**

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**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.**