



January 31, 2020

Dear RFA Conference Attendee:

We have received your registration form and are so pleased that you will be joining us for the 40th Annual Refrigerated Foods Association Conference & Tabletop Display on February 23-26 at the Hyatt Regency Grand Cypress Resort in Orlando, FL! The attire throughout the Conference and social events is business casual, including our anniversary celebration at Universal Studios. We suggest you bring a sweater or jacket as the meeting rooms can get cool. The average high temperature in Orlando in February is 75° and the average low temperature is 54°.

REGISTRATION: Your name badge and packet will be waiting for you at the RFA Registration Desk in the Hotel. We will be at Registration Desk #4, and we will be available to assist you at the following times:

Sunday, February 23	12:00 p.m. – 7:00 p.m.
Monday, February 24	7:00 a.m. – 3:00 p.m.
Tuesday, February 25	7:30 a.m. – 12:00 p.m.

Come by the desk between 2:00 and 6:00 on Sunday pm to get a complimentary professional headshot! On the back of your name badge will be a number... this is your bidding number for the Silent Auction going on at the Tabletop Reception on Monday afternoon. Please write your NUMBER, not your NAME, when you place bids to allow for anonymous bidding.

CONTACT INFORMATION:

RFA Office: (678) 426-8175	RFA Office Fax: (678) 550-4504
Email: info@refrigeratedfoods.org	Conference App: http://e.zwoor.com/RFA2020
Hyatt Regency Grand Cypress Resort: 877-803-7534	
One Grand Cypress Blvd, Orlando, FL 32836	

GROUND TRANSPORTATION: Transportation from Orlando International Airport (MCO) can be arranged via Uber, Lyft or taxi. Discounted rental cars are also available through the RFA's Avis Worldwide Discount (AWD) number J095952. Please use this number when calling Avis directly at 1-800-331-1600 to receive the best rates available. Discounted self-parking at the hotel is \$10/car/night for RFA Conference attendees (regularly \$25/night). Valet parking at the hotel is \$35/car/night.

RESORT DINING: The resort offers several dining options at a variety of price points. Hemingway's offers steak and seafood, and attire is dressy casual. Lake House offers a wide variety of menu items and dress is resort casual. Trellises Lounge offers bar food in a casual setting. On the Rocks Poolside Lounge is a great place to get a drink and light fare. The Market is open for pick up items, coffee and quick bites.

SPECIAL DIETARY NEEDS OR PREFERENCES: Please notify us right away if you have any food restrictions, allergies, preferences, etc. by emailing us at info@refrigeratedfoods.org.

MEETING ROOMS: Meetings and meals will be held on-site at the Hyatt Regency Grand Cypress Resort. Sunday evening's reception will be held on the upper pool deck, weather

permitting. Otherwise, we will be at Portico. Tuesday's Banquet, Awards, and 40th Anniversary Celebration will be an unforgettable evening, taking place at Universal Studios. Buses will collect us from Portico at 6:00 pm.

SECOND HARVEST SERVICE PROJECT: We will be conducting a service project on Tuesday, and we'd love your help! If you are not golfing and want to spend some quality time with your fellow RFA members, please consider taking some time to relax and assemble food packs with us. The Service Project will be held from 2:30-3:30 pm in Palm A-F at the resort. We will have everything you need to participate except YOU! Just show up to participate. All attendees and guests are welcome to join us.

GOLF TOURNAMENT: There are still a few spots available for the golf tournament at Grand Cypress Golf Club on Tuesday, February 25. The fee is \$240 and includes green fee, cart rental, range balls, a boxed lunch, and great prizes. We will meet at Portico for prompt departure at 11:50. Please pick up your lunch as you board the bus. Teams will be posted at the RFA registration desk on-site at the Grand Cypress. If needed, golf club rental is available directly from the Pro Shop for \$65 plus tax. Please return your credit card form directly to Grand Cypress Golf Club in advance. You will need to turn in your score cards to the course at the end of the Tournament to be eligible for the prizes! **We will not be able to accommodate last-minute changes this year, so make your plans in advance!**

ASSOCIATES: The Associates' Meeting will be held on Tuesday morning, February 25 at 8:00 a.m. in GC ABC. CEO Session sign-ups will be held during this meeting. Associates must be registered for the full Conference and members of the RFA to participate. This will be the ONLY time you can sign-up for the One-on-One Sessions, so be sure not to miss this important meeting! Sign-ups for CEO Sessions are one per company. Sign-up information and labels will be included in the registration packet of the "main contact" from each eligible company. Associates will elect one new Associate member to serve a 3-year term on the Board of Directors. Nominations and election for this position will take place during the Associates' Meeting.

The Tabletop Reception will take place from 3:30-6:30 p.m. on Monday in Regency Hall 5-9. Exhibitors can begin **setting up at 9:00 am** on Monday. All displays must be in place by 3:00 pm on Monday and **removed by 10:00 pm**. Please contact our hotel Event Manager, Sarahi Martinez, with any questions or needs: sarahi.martinez@hyatt.com.

CEO SESSIONS: This year's CEO Sessions will take place on Tuesday morning from 9:30–11:40 a.m. in Regency Hall 5-9. Associates can sign up for CEO Session appointments during the Associates' Meeting on Monday morning at 8:00 am in GC ABC. All manufacturers who agreed to host CEO Session tables are expected to be in attendance.

TUESDAY EVENING'S CLOSING BANQUET: Please join us for a delicious buffet, awards, 40th Anniversary Celebration and great fun with your RFA family. Dress for this evening is business casual. The event will be held at Universal Studios, and buses will be available for departure beginning at 6:00 p.m. We will enjoy a wonderful dinner, a ride on Wizarding World of Harry Potter Escape from Gringotts and a fun anniversary celebration.

SILENT AUCTION: This year's Silent Auction will be held on Monday evening during the Tabletop Reception from 3:30 – 6:30 pm in Regency Hall 5-9. There are great items available this year so be sure to participate in this exciting event! The list of some items from the auction will be included in your registration packets and on the Conference App. Please use your bidding number on the back of your badge to allow anonymity.

JEWELRY RAFFLE: Tickets will be sold during the Tabletop Reception for this exciting raffle... and wait until you see the beautiful pieces that you could win! Raffle tickets will be sold during the Reception for \$10 each or three for \$25. The drawing will take place at the end of the Reception on Monday evening at 6:30 p.m. so buy your tickets early and often! You must be present to win.

SPOUSES – KEYS TO THE KINGDOM: There will be an unforgettable spouse event on Monday, February 24 from 10:30 am-2:30 pm. Plan to meet in the lobby at 10:30 a.m. to depart for Magic Kingdom for an amazing behind-the-scenes tour, plus lunch. Please RSVP to info@refrigeratedfoods.org by February 8. There is no charge for this event, courtesy of Reser's Fine Foods. Participants must be at least 16 years of age (a Disney rule).

MAKING THE MOST OF THE EVENT: This year's Conference is filled with informative presentations, networking opportunities and special events. Please attend all sessions to get the most out of the event! If we can assist you in any way, do not hesitate to contact us at the RFA Office.

SPONSORS: A special thank you goes to all of our generous sponsors this year!

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We are so glad that you will be with us. Looking forward to seeing you in Orlando!

Best Regards,



Megan Levin
Executive Director