

# Refrigerated Foods Association 36th Annual Conference & Tabletop Display

## NAVIGATING THE UNCHARTED WATERS OF FSMA



ADVANCING & SAFEGUARDING THE REFRIGERATED FOODS INDUSTRY

The Vinoy® Renaissance Resort & Golf Club  
St. Petersburg, Florida  
March 6 - 9, 2016



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770-831-0678 Office

[jim@performance-manufacturing.com](mailto:jim@performance-manufacturing.com)

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# NAVIGATING THE UNCHARTED WATERS OF FSMA

To successfully position your company in today's marketplace, it is imperative to stay abreast of current market trends, food safety regulations and technical procedures. Attend the Refrigerated Foods Association's 36th Annual Conference & Tabletop Display as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2016 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Ed Viesturs, the first American to ascend all fourteen of the world's 8,000-meter peaks, will share some of his insights into managing and mitigating risk through perseverance, dedication and teamwork. Scott Sadler will share insights on "Engaging and Developing Millennial Leaders." This presentation will help you understand what core values and trends drive behavior change. Yvette d'Entremont will share with you the effects of social media on the Food Industry. This presentation will highlight the power of social media and provide insights and tips for using it to your advantage. Martin Mitchell's "Technical Update" will focus on "Navigating the Uncharted Waters of FSMA," a topic of tremendous importance to everyone in the food business.

Another highlight of the 2016 Conference is the Tabletop Display, 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 & entertainment aboard yacht Starship.

The Vinoy® Renaissance Resort & Golf Club will serve as our host hotel throughout the event. The Renaissance is home to a full-service spa, beautiful 18-hole golf course, a marina 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 March 6-9, 2016, at The Vinoy® Renaissance Resort in St. Petersburg, Florida!

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## SPECIAL THANKS TO THE 2016 CONFERENCE COMMITTEE

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

PUBLICITY COMMITTEE:

**Josh Knott, Knotts Wholesale Foods**  
Joe Kross, Genpak  
John Bowles, Atlantic Coast Marketing  
Lauren Edmonds, St. Clair Foods, Inc.

GENERAL & KEYNOTE SPEAKERS:

**George Bradford, Mrs. Stratton's Salads, Inc.**  
Wendie DiMatteo Holsinger, ASK Foods, Inc.  
Pat Cauller, Chemetall US, Inc.  
Mike Swan, Keybrand Foods, Inc.  
Bryan Westerby, The Suter Company  
Mark Rosenfield, Reser's Fine Foods  
Leanne Parr, Plastic Packaging Corp.

TECHNICAL SPEAKERS:

**Bill Schwartz, Schwartz Consulting, LLC**  
Robin Beane  
Steve Loehndorf, Reser's Fine Foods  
Martin Mitchell, Certified Laboratories  
Timm Miller, PSSI- Packers Sanitation Services  
Leland Jones, Knotts Wholesale Foods

GOLF TOURNAMENT/NETWORKING:

**Ken Fungler, Mrs. Grissom's Salads, Inc.**  
Ana Nelson, Fill-Tech Solutions, Inc.  
Don Klausung  
Jeff Rhodes, Ventura Foods, LLC  
Shawn Kralely, IPL, Inc.  
Charles Pocock, Polypak Inc.

TABLETOP & CEO SESSIONS:

**Mark Brown, Reser's Fine Foods**  
Jennifer Shrader, Atlantic Coast Mktg.  
Jon Dunn, Genpak  
Darlene Davidson, Furmano Foods  
Dennis Gehrke, Olds Products Company  
Wes Thaller, House of Thaller

\*Committee Chairs are listed in bold

# CONFERENCE SCHEDULE

## SUNDAY, MARCH 6, 2016

- 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, MARCH 7, 2016

- 7:00 a.m. Registration
- 8:00 - 9:00 a.m. Welcome Breakfast & Business Meeting
- 9:15 - 10:30 a.m. Keynote Address: *"No Shortcuts to the Top"*  
by Ed Viesturs
- 9:30 a.m. - 3 p.m. Spouse Event
- 10:30 - 10:45 a.m. Break
- 10:45 - 12:15 p.m. General Session: *Pasta 101 Panel*  
*Representatives from Dakota Growers Pasta*  
*Company, Pasta Montana, Philadelphia*  
*Macaroni and Zerega Pasta*
- 12:00 p.m. Associates can begin setting up Tabletops
- 12:30 - 1:45 p.m. Networking Lunch , Phone-a-Thon
- 1:45 - 2:00 p.m. Break
- 2:00 - 3:15 p.m. General Session:  
*"Engaging and Developing Millennial Leaders"*  
by Scott Sadler, *Creative Conflict Solutions*
- 3:15 - 3:30 p.m. Break
- 3:30 - 6:00 p.m. Tabletop Display & Reception
- 6:00 p.m. Dinner on own

## TUESDAY, MARCH 8, 2016

- 7 a.m. - 12 p.m. Registration
- 7:30 - 8:30 a.m. Associates' Meeting, Election & CEO Session  
Sign-Up & Breakfast
- 7:45 - 8:30 a.m. Manufacturers' Breakfast
- 8:30 - 9:45 a.m. General Session:  
*"The Effects of Social Media on the Food*  
*Industry"* by Yvette D'Entremont aka *"SciBabe"*
- 9:45 - 10:00 a.m. Break
- 10:00 - 12:00 p.m. One-on-One CEO Sessions
- 12:00 p.m. Technical Food Safety Forum & Lunch  
*"DNA Fingerprinting: Friend or Foe?"*  
by Ben Howard, *Certified Laboratories*
- 12:00 p.m. Depart time for Optional Golf Tournament at  
Renaissance Vinoy Golf Club
- 2:15 p.m. Depart time for Golfers Playing 9 Holes
- 6:45 p.m. Begin Boarding Yacht Starship
- 7:15 p.m. Yacht Departs Marina for Dinner, Awards  
and Entertainment

## WEDNESDAY, MARCH 9, 2016

- 7:30 a.m. Board Meeting
- 8:00 - 8:30 a.m. Breakfast
- 8:45 - 10:00 a.m. General Session:  
*"Chaos to Relevance: Which Trends Should Get*  
*Your Attention"* by Rebecca Catlett, *SmartTeam*
- 10:00 - 10:15 a.m. Break
- 10:15 - 12:00 p.m. Technical Update: *"Navigating the Uncharted*  
*Waters of FSMA"* by Martin Mitchell

# FEATURED PRESENTATIONS

## *Keynote Address:*

### *“No Shortcuts to the Top”*

*by Ed Viesturs*



Ed Viesturs has successfully reached the summits of all of the world's fourteen 8000-meter peaks without supplemental oxygen, an 18-year project he christened Endeavor 8000. His goal was completed on May 12, 2005 with his ascent of Annapurna, one of the world's most treacherous peaks. He is one of only a handful of climbers in history (and the only American) to accomplish this. That year, Viesturs was awarded National Geographic's Adventurer of the Year. Viesturs has also made seven successful ascents of Mt. Everest and 213 ascents of Mt. Rainier.

Viesturs motto has always been that climbing has to be a round trip. All of his planning and focus during his climbs maintains this ethic and he is not shy about turning back from a climb if conditions are too severe. In spite of his conservative attitude, Viesturs has been one of the most successful Himalayan climbers in American history. His story is about risk management as well as being patient enough for conditions to allow an ascent. Ultimately, in his words, "The mountain decides whether you climb or not. The art of mountaineering is knowing when to go, when to stay, and when to retreat."

Viesturs will share some of his insights into managing and mitigating risk through perseverance, dedication and teamwork. He will share his experiences and lessons learned in a tailored presentation for the refrigerated foods industry.

Viesturs is a professional mountaineer and also works as a design consultant for outdoor equipment manufacturer Eddie Bauer/First Ascent and is a Rolex Ambassador. Ed serves as a member of the Board of Directors for Big City Mountaineers (BCM), an organization that instills critical life skills in under-resourced youth through wilderness mentoring experiences that help keep kids in school, reduce violence and drug use.

# FEATURED PRESENTATIONS

## *Pasta 101 Panel: A Panel Shares All You Need to Know About Pasta*

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Many of the Refrigerated Food Association manufacturing members use some form of pasta as a salad ingredient or as a main dish item. In this session, coordinated by members of the National Pasta Association, pasta manufacturers will share the story of pasta from the grain fields to consumers' tables. This panel will have representatives from Associate members who produce pasta, including Dakota Growers Pasta Company, Pasta Montana, Philadelphia Macaroni and Zerega Pasta.

This session will provide an in-depth look at pasta, including the history of production in the USA and how the industry has developed over the years. Everyone will come away with some new knowledge, understanding and appreciation for the pasta industry!

We will learn about the production of dry pasta and the raw materials that are used to make it. This panel will explore the different shapes of pasta and how they are made. It will also include a discussion on precooked pasta products. There will be a general industry update that will include an outlook with projections. Finally, you will have the opportunity to ask questions and present problems you may have experienced to four of the top experts in the industry. This is sure to be an entertaining and informative presentation that will provide every Manufacturing Member with valuable and useful information about one of the most widely used and important ingredients.





# FEATURED PRESENTATIONS

## *“Engaging and Developing Millennial Leaders”*

*by Scott Sadler, Creative Conflict Solutions*

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Scott is living his life's passion as a National Speaker, Executive Coach, Facilitator and Author. He has been a successful business leader for nearly three decades and truly understands challenges that can occur while engaging with the most important and expensive asset in business, human capital.

Scott is well regarded for being upbeat, positive and authentic. He offers straight talk with compassion, challenging his clients to make the changes that create a better life in business and helping the business to thrive from those changes. In 2011 Scott was recognized as the “New Business of the Year” by the Salem Area Chamber of Commerce for these reasons and more.

Having owned businesses that have employed large numbers of people, as well as consulting with small, medium and large firms, Scott offers a unique perspective to his clients. His focus is on the people in the business and believes that all problems in business ultimately have a communication solution.

He is a trusted advisor to companies across the country, helping them deepen communication skills to “get to yes” in their daily leadership engagements. His ever expanding client list includes fortune 100 companies and many others including: Dr. Marten's, S.A.I.F. Corporation, Meeting Professionals International, Liberty Mutual Insurance and Kimpton Hotels. He is also the Director of Workplace Programs for the Executive Coaching University, serving clients in 38 countries.

Scott is known to many of his clients as “The Millennial Mentor,”™ helping them engage this dynamic generation in a positive and profitable way by reducing turnover and successfully transferring institutional knowledge in companies, while honoring other generations' beliefs and work ethics. His book “A Guide for Developing Successful Millennial Leaders” was published in October 2014.

# FEATURED PRESENTATIONS

## *“The Effects of Social Media on the Food Industry”*

*by Yvette d’Entremont, “SciBabe”*



What do you get when you combine scientific expertise with candid perspective, internet savvy, and a penchant for debunking unsupported insights? You get Yvette d’Entremont, known to many as SciBabe, who has emerged as a leading crusader against unproven scientific claims and pseudoscience in the media.

D’Entremont introduced the internet to SciBabe in August 2014, on a mission to teach people how to recognize the hallmarks of good science, using her background in theater and chemistry, including an MSc in forensic science with a concentration in biological criminalistics. Since launching her career as a fulltime blogger, she has also committed to raising awareness around the responsibility that comes with communicating science to the public, and the consequences that result when individuals in the public eye weigh in on science topics, despite not having a relevant background.

With a following of fans and critics alike, it was an article that she posted on Gawker in April 2015 - retaliating against a comment from blogger darling, Vani Hari, a.k.a. the Food Babe - that catapulted her from the blogosphere into the mainstream. Now, as she garners attention from leading media outlets, with a book anticipated for 2016, her dream of having “a bigger microphone” to properly educate the public is becoming a reality.



# FEATURED PRESENTATIONS

## ***Technical Committee Luncheon: “DNA Fingerprinting: Friend or Foe?”***

*by Ben Howard, Laboratory Manager, Certified Laboratories*



Strain typing methodology has been utilized in the food industry for decades, but relatively low discriminatory power, slow processing times, lack of advanced meta-analysis software and high costs have limited the value of the data sets. Recent technological advancements have led to dramatic improvements in strain typing capabilities and the utility of the data gleaned has increased proportionally. The enhanced ability to characterize and connect microbiological organisms across disparate corners of the food supply has given scientists operating within regulatory, academic and industry spheres superior tools for assessing the source, distribution and public health impact of food and environmentally associated contamination events.

The implications of the enhanced traceability associated with DNA fingerprinting are on one hand obvious and profound, but this is a multifaceted field with a range of possible applications. Knowing the differences between the various technologies employed, what they are currently being used for, and what they can do for you, will ultimately be the difference in determining whether these new breeds of molecular analyses are friend or a foe. We invite you to the annual Technical Committee luncheon to participate in this discussion which will provide you with the foundational knowledge of the current state of DNA fingerprinting in the food industry.

Ben Howard has worked in contract food testing laboratories for the entirety of his career with a specific focus on microbiological testing. He has experience in high-throughput model food testing operations as well as contract research and development services. Ben began his career with Silliker Laboratories at their Chicago Heights facility and moved to the Silliker Food Science Center where he worked as a Senior Microbiologist for three years. Ben acted as the lead scientist in the contract research department, specializing in product and process validation studies. In 2010 Ben moved to Covance in Battle Creek where he co-lead the design and implementation the companies first production level microbiology food testing operation. In 2012 Ben moved back to the Chicagoland area to serve as a Laboratory Manager for Certified Laboratories' Midwest facility, where in addition to other responsibilities, he has overseen the development and operation of Certified's molecular laboratory.

# FEATURED PRESENTATIONS

## ***“Chaos to Relevance: Which Trends Should Get Your Attention”***

*by Rebecca Catlett, SmarTeam*

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Every year we are bombarded with the latest predictions and trends for the coming year. Where do these trends come from? Why are they considered trends and not fads? Which ones really matter? Join us as we wade through the trend “noise” and focus on what is truly relevant to you and your customers.

Rebecca Catlett, representing Advantage Solutions, brings over two decades of experience working for the consumer: from seed to fork. Literally!

As part of Advantage’s SMART™ team, Rebecca provides support to retailers and manufacturers with shopper insights, consumer research or other market knowledge to assist clients achieve their business objectives.

Prior to joining Advantage, Rebecca worked for leading global vegetable seed companies in Business Development and Marketing capacities. She worked closely with R&D and M&S teams to bring the voice of the end-user and the Produce Industry into the business’ long term strategies. Rebecca was instrumental in setting up consumer trait testing and connecting trends to traits for breeding programs.

# FEATURED PRESENTATIONS

## *Technical Update:*

### *“Navigating the Uncharted Waters of FSMA”*

*by Martin Mitchell, Managing Director, Certified Laboratories*



On January 4, 2011, President Obama signed into law the Food Safety Modernization Act (FSMA). While there are still unissued regulations, many of the requirements are known. It is important for all of us to understand what is expected in the future for preventive controls, and CGMP's are an important requirement of FSMA. This critical session will provide you with up to the minute information on FSMA and other current U.S. and Canadian 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 regulations and 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.



# NETWORK & LEARN WITH TODAY'S INDUSTRY EXPERTS

## *Tabletop Display: 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 Tabletop Display, 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 Tabletop Display 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 Tabletop Display 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.

New 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 Tabletop Display will be held during on Monday, March 6, 2016, from 3:30 – 6 p.m. There will be hors d'oeuvres and an open bar for the duration of the Reception. Space in the Display Hall is limited, so make sure to reserve your spot today! Tabletop Display information and an application will be sent separately.



# SPECIAL EVENTS

## *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, March 7th, from 10:00 a.m. - 12:00 p.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.

## *2016 Closing Dinner Event: Yacht Starship*

Enjoy Tampa Bay's beauty and charm aboard Yacht Starship as well as quality service, gorgeous views, entertainment and four-star cuisine. You will be greeted by a band of friendly pirates and get swept away with our fun themed night, which will be full of surprises and enjoyment for all. Sip on the RFA specialty drink, FSMAjito, while dancing under the stars on the Promenade Deck with our private DJ.

Be sure to have your picture taken in the Social Snap photo kiosk. You will receive a 4x6 print and will have the option to post your photos to Facebook or Twitter directly from the kiosk at no cost! We hope you will join us Tuesday evening aboard Yacht Starship. It will be a night you won't want to miss!



# THE VINOY® RENAISSANCE RESORT IN ST. PETERSBURG, FLORIDA

The Vinoy® has been known as one of Tampa Bay's finest luxury resort destinations since its construction in 1925. It has attracted VIPs and dignitaries over the years and has been regarded as a playground for the rich and famous. Even now, many years later, The Vinoy® Renaissance St. Petersburg Resort & Golf Club is regarded as the place to stay in Tampa Bay.

Each attendee will enjoy top-notch accommodations with luxurious pillow-top beds, wireless Internet access, 24-hour in-room dining and business center, and a host of dining options. Choose from Veranda Cafe, the ideal spot to pick up to-go fare that is anything but basic; Marchand's Bar & Grill, The Vinoy's signature restaurant; Fred's Steakhouse, with the intimate feel of a plush, private club;



Alfresco, Floribbean style cuisine at this casual restaurant overlooking the pool; Clubhouse Restaurant, a casual restaurant at the The Vinoy Golf Club; or the Promenade Lobby Bar, providing cocktails, light fare, tapas and live entertainment.

The Vinoy® Renaissance St. Petersburg Resort & Golf Club offers the finest recreational facilities and amenities for its guests: a private 18-hole golf course, swimming pools, tennis complex, fitness center, marina, and the Vinoy Salon and Day Spa for your pampering needs.

## *Annual Golf Tournament: The Vinoy Renaissance Golf Club*

The Vinoy® Renaissance Golf Club is a five minute complimentary ride from the main resort. The beautiful par 71 golf course winds through palms, mangroves, and wetlands, with an abundance of natural vegetation and wildlife. Redesigned in 1992 by renowned golf architect, Ron Garl, the course features two double greens, an island green, and ten spacious lakes. There are six sets of tees for every skill level, making it enjoyable for both ladies and men, novice to advanced. Located on the premises are a fully stocked pro shop, locker rooms, shoe room, Clubhouse Restaurant, a heated swimming pool, and the Sunset Ballroom.

The tournament fee includes green fee, cart fee, range balls, a box lunch and prizes! Team up with your RFA cronies and see if you can take home a prize while having a great time. It will be a relaxing but invigorating afternoon with new and old RFA friends.



# ENJOY ST. PETERSBURG!

## *“The Sunshine City”*

Along with award-winning beautiful beaches, St. Petersburg is home to the world-renowned Salvador Dali Museum, top-rated restaurants and beautiful Fort De Soto Park. This waterfront escape is a perfect family getaway with so much to explore!

The city, which glimmers between the Gulf of Mexico and Tampa Bay, is known for its warm weather and for holding the title of “most consecutive days with sunshine” at 768 days! Downtown St. Petersburg is the city’s heart, home to great shopping, restaurants, bars and attractions. After making a stop to check out the largest collection of Dali’s work outside of Spain, swing by the Chihuly Collection on picturesque Beach Drive to witness mind-blowing glasswork. Want to grab a bite to eat? Discover Locale Market, a one-of-a-kind 20,000 square foot marketplace offering the region’s freshest and finest artisanal foods.

Whether you’re having some down time on America’s Best Beaches or admiring beautiful Tampa Bay from downtown St. Pete, you’re in for some major fun in the sun.



*Above: St. Pete Beach  
Left: Dali Museum  
Below: Downtown St. Petersburg*



## *Something Special for our Spouses 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 to Long Boat Key in Sarasota for a delicious lunch at Portafino Restaurant, followed by shopping at St. Armands Circle or a boat ride (depending on weather and your preference). This event will run from 9:30 a.m. to 3:00 p.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!



# REGISTRATION INFORMATION

## CONFERENCE REGISTRATION:

To register, fill out the enclosed 2016 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 2016 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 29, 2016 and is \$925. The discounted rate for check payments is \$895. After January 29, 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 29, 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 19, 2016 will receive a full refund. Cancellations made after Feb. 19 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, March 8 at the Vinoy® Golf Club. The fee is \$240 and includes 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 tournament will tee off with a shotgun start at 12:30 pm. The dress code is as follows: golf shirts with collars, slacks or Bermuda shorts. Denim, tank tops, T-shirts, cut-off shorts, swim attire, and jogging apparel are not permitted. Only soft spikes are allowed on the course.

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 \$32.50.



## TABLETOP DISPLAY:

This year's Tabletop Display Reception will be held on Monday, March 7 from 3:30-6:00 pm, with cocktails and hors d'oeuvres being served. It will take place onsite at the Vinoy® Renaissance Resort. Registration information for the Tabletops will be sent separately.

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





# REGISTRATION INFORMATION

## **HOTEL RESERVATIONS:**

The Vinoy® Renaissance Resort is the RFA's host hotel. All Conference sessions and events will be held at the Vinoy® Renaissance in St. Petersburg, FL.

To make hotel reservations, please call 1 (800) 468-3571 or (727) 894-1000. Identify yourself as a RFA Conference attendee to receive a special room rate of \$239 plus tax for single or double occupancy. The deadline for room reservations is February 5, 2016.

## **TRANSPORTATION FROM AIRPORT:**

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

The Vinoy® Renaissance's in-house transportation service is provided by Paradise Worldwide Transportation and providing various tiers of transportation for all of your needs. You may contact Paradise Worldwide Transportation directly through (727)-572-5240 or (800)-729-4713 or via email [info@paradisewt.com](mailto:info@paradisewt.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.

Both self parking and valet parking are available. Self parking in the hotel's covered parking garage is currently charged at \$14.98 per vehicle per day. Valet parking services are currently charged at \$21.40 per vehicle per day. These charges will be automatically added to your room account.

From Tampa International Airport (TPA):  
30 minutes (19.5 miles):

- Take I-275 South to St Petersburg, take exit 23A (I-375), stay left, follow 4th Ave North to Beach Dr, turn left, resort is one block on right.

From St. Petersburg-Clearwater International Airport (PIE): 25 minutes (12 miles):

- Take 686 East to I-275 South. Take I-275 South to St Petersburg, take exit 23A (I-375), stay left, follow 4th Ave North to Beach Dr, turn left, resort is one block on right.



# 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 with the Refrigerated Foods Processor of the Year award. Previous winners include Sandridge Food, Blount Fine Foods, ASK Foods, Inc., OSI and our 2015 winner, Evolution Fresh. 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.

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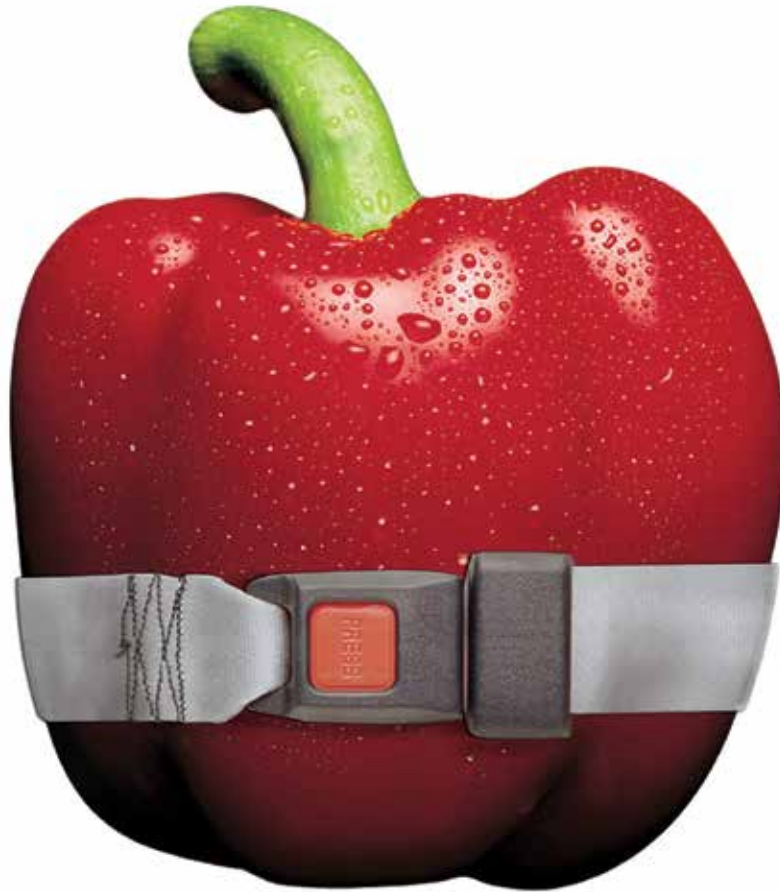


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Safety Quality Dependability



**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 | USDA "Food Defense Plan" Compliant | Fully Inspected Facilities (GFSI, USDA, FDA)  
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