



2025 ANNUAL CONFERENCE & EXHIBITION

REFRIGERATED FOODS ASSOCIATION

45 YEARS AS THE COOLEST
ASSOCIATION ON EARTH

JW BONNET CREEK RESORT & SPA
ORLANDO, FL
FEBRUARY 16 - 19, 2025

THE EXPERTS IN INNOVATIVE FOOD PROCESSING MACHINERY

Lyco Manufacturing has more than 50 years of experience helping food processors with new innovative machinery designs to keep up with ever-evolving technologies. Lyco has a long-established reputation for making rugged high-quality food processing machines.

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36 INCH COMBINATION COOKER-COOLER

- Heating and cooling in one machine
- Uniform cooking results with no sticking or clumping
- One clean-in-place system for both zones
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MINI FLEX CHILL-FLOW™ COOLER

- Gentle Hydro-Flow® agitation
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TEMPER-FLOW™ COOKER

HIGH-VOLUME PROCESSING FOR RICE AND MORE

- Pair with Clean-Flow® for fully absorbed, low-moisture rice, fully cooked potatoes and dry beans
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44TH ANNUAL CONFERENCE & EXHIBITION

45 YEARS AS THE COOLEST ASSOCIATION ON EARTH

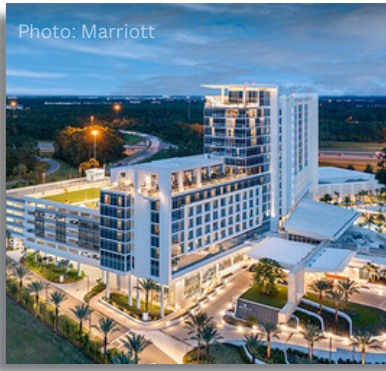


Photo: Marriott

In today's ever-changing marketplace, staying ahead of current market trends, food safety regulations and technical issues is more important than ever. Join us at the Refrigerated Foods Association's 44th Annual Conference & Exhibition as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2025 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Kevin Brown, who will kick off the event with an inspiring talk on The HERO Effect®; Julien LeBlanc, Speaker and President of Blueprint North America, who will discuss "Tech Forward Leadership"; our Technical Director, Doug Marshall who will update us on everything we need to know regarding food safety and regulatory issues; and Phil Lempert, "Supermarket Guru", who will provide attendees with the knowledge

needed to stay ahead in a rapidly evolving market. We will also learn everything we need to know about plastics from a panel including Kellie Alvarado of Anchor Packaging and Diane Marret of Berry Global; and Brit White of Reser's Fine Foods who will discuss the entire potato process—from planting, growing, and harvesting to storage, processing, and new variety development.

Another highlight of the 2025 Conference is the Exhibit Hall & Reception, with key suppliers showcasing the latest offerings in ingredients, equipment, packaging and services for the refrigerated foods industry. The Conference will also 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 awards, live auction, and entertainment.

The JW Marriott Bonnet Creek Resort & Spa will serve as our host hotel throughout the event. At JW Bonnet Creek, guests can indulge in fun activities and relaxing amenities. Activities include relaxing by the outdoor pools, unwinding at the 10,000 square-foot day spa, enjoying nature amid lush greens and sweet scents in the JW garden, and taking part in the leisure activities carefully curated by the resort. The iconic Orlando theme parks are just a quick complimentary shuttle ride away. You will want to take advantage of everything that this year's conference has to offer. We look forward to seeing you February 16 - 19, 2025, in Orlando, FL!

A SPECIAL THANKS TO THE 2025 CONFERENCE COMMITTEE:

CONFERENCE COMMITTEE CHAIR:

William Bigelow, Blount Fine Foods

EXHIBITS & CEO SESSIONS:

Jennifer Crow, Atlantic Coast Marketing

Wendie DiMatteo Holsinger, ASK Foods

Marc Lencioni, Deli Star Corporation

Erin Bullin, ARCOLD

Stefanie Heller, JML Ingredients

Paul Bulthuis, Yost Foods

Rebekah Leigh, ACM

Kevin Graham, IPL

GENERAL & KEYNOTE SPEAKERS:

Josh Knott, Knott's Foods

William Bigelow, Blount Fine Foods

Mark Rosenfield, Reser's Fine Foods

Mark Brown, Fresh Creative Foods

Tom Davis, Lakeview Farms

Megan Levin, RFA

GOLF TOURNAMENT/NETWORKING:

Lauren Edmonds, St. Clair Foods

George Bradford, Mrs. Stratton's Salads

Stephanie Bloom, Reser's Fine Foods

Robin Leatherwood, Blount Fine Foods

Vikram Kalia, E. Hoffman Plastics

Joe O'Neill, A & B Ingredients

Lisa Duer, Chairmans Foods

TECHNICAL SPEAKERS:

Janet Rowat Kraiss, The Suter Co.

Doug Marshall, Eurofins

Bob Clark, Dawn's Foods

Neal Mays, PSSI

Stefanie Ringo, Corbion

Andrew Ward, Eurofins

PUBLICITY COMMITTEE:

Chris Staudt, Chairman Foods

Jeff Rhodes, Ventura Foods

Danielle Smith, Stratas Foods

Chloe Knott, Knott's Foods

James Cobb, Unilever Food Solutions

Jane Quartel, Kalsec

Katie Small, RFA



Photo: Marriott

CONFERENCE SCHEDULE

SUNDAY, FEBRUARY 16

- 12:00 - 7:00 p.m. Registration
- 1:30 - 4:00 p.m. Board of Directors Meeting
- 4:30 - 5:00 p.m. New Member/First Time Orientation
- 5:00 - 5:30 p.m. New Member/Press/Speaker Reception
- 5:30 - 7:00 p.m. Opening Welcome Reception
- 7:00 p.m. Dinner On Own
- 9:00 - 11:00 p.m. Informal Gathering After Hours at Hotel Bar

MONDAY, FEBRUARY 17

- 7:00 a.m. - 7:00 p.m. Registration
- 8:00 - 8:45 a.m. Welcome Breakfast
- 8:45 - 9:15 a.m. Business Meeting, Sizzle Tape
- 9:00 a.m. - 3:00 p.m. Exhibit Booth Set-Up
- 9:15 - 10:30 a.m. Keynote Address: Kevin Brown
- 10:30 - 10:45 a.m. Break
- 10:45 - 12:00 p.m. Technical Update: Doug Marshall
- 11:00 a.m. Spouse Event
- 12:00 - 1:00 p.m. Networking Lunch
- 1:00 - 2:00 p.m. Crystal Ball Insights: Phil Lempert
- 2:00 - 2:15 p.m. Break
- 2:15 - 3:15 p.m. Tech Forward Leadership: Julien LeBlanc
- 3:30 - 6:30 p.m. Exhibit Reception
- 6:30 p.m. Dinner on own
- 9:00 - 11:00 p.m. Informal Gathering After Hours at Hotel Bar

TUESDAY, FEBRUARY 18

- 7:30 a.m. - 12:00 p.m. Registration, Pick up Silent Auction Items
- 8:00 - 9:00 a.m. Associates' Meeting, Election, CEO Session Sign-up & Breakfast
- 8:30 - 9:00 a.m. Manufacturers' Breakfast
- 9:15 - 11:25 a.m. One-on-One CEO Sessions
- 11:30 a.m. Golfers Depart for Tournament
- 12:00 - 1:30 p.m. Martin Mitchell Food Safety Luncheon
- 12:30 p.m. Golf Shotgun Start
- 1:45 - 2:45 p.m. Potatoes 101: Brit White
- 2:45 - 3:00 p.m. Break
- 3:00 - 4:00 p.m. Plastics Panel: Kellie Alvarado and Diane Marret
- 4:00 - 5:00 p.m. Service Project at Hotel
- 6:30 - 9:00 p.m. '80s Party Anniversary Dinner, Awards, Live Auction

WEDNESDAY, FEBRUARY 19

- 8:00 - 8:30 a.m. Board of Directors Meeting
- 8:30 - 10:30 a.m. Optional Breakfast with the Board (Open to all Conference Attendees)

THE HERO EFFECT®

KEVIN BROWN

MOTIVATIONAL SPEAKER & AUTHOR



Kevin Brown's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. He grew up in Muskegon, Michigan where his blue-collar roots taught him the value of hard work and determination. With a streetwise aptitude and a never quit attitude, he worked his way from the front lines in business to the executive boardroom.

Kevin understands what drives organizational excellence and customer loyalty. He knows first-hand how great brands think, feel and act. He is a branding and culture expert with a 30+ year career in franchise development. He spent the last 20 years of his corporate career as part of a leadership team that built a little-known family business into the #1 franchise in their industry with annual revenues exceeding

\$2 billion dollars. Since 2016, he has traveled the world pursuing a mission to share The HERO Effect® message with as many people and organizations as possible.

The HERO Effect® is a simple philosophy that separates world-class organizations and high-performance people from everybody else. Kevin is passionate about helping people expand their vision, develop their potential, and grow their results. And, as the father of a child with autism he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

As a highly sought-after keynote speaker, Kevin has had the privilege of Speak Inc to a wide variety of organizations including American Express, Delta Airlines, PayPal, ExxonMobil, Nationwide, H&R Block, Sprint, Ernst & Young, Million Dollar Round Table, Merck, Booz Allen Hamilton, and many more.

Kevin is the bestselling author of **The Hero Effect®** (2017/2019). In his second book, **Unleashing Your Hero** (Harper Collins Leadership/Nov 2021), Kevin shares how the heroes who transformed his life are people just like you. People who were willing to use their gifts and abilities to serve others at a high level. This book is a guide to help everyday people discover and unleash their hero at work and in life.

Kevin has received numerous honors, including being named one of the 'Top 10 Keynote Speakers of 2021' by Speak Inc; one of the 'Top 41 Motivational Speakers Who Can Energize Any Sales Team' by Resourceful Selling; among the 'Top Customer Service Speakers' by Eagles Talent Speakers Bureau; one of the 'Best Keynote Speakers of 2019' by NorthStar Meetings Group; and an elite and in-demand 'Gold Star Speaker' by GDA Speakers.

Kevin entertains, inspires, and challenges people to show up every day and make a positive difference at work and in life!

TECHNICAL AND REGULATORY UPDATE

DOUG MARSHALL

TECHNICAL DIRECTOR, REFRIGERATED FOODS ASSOCIATION



This ever-popular presentation provides up-to-the-minute regulatory and scientific information for CEOs, production managers, food safety and quality personnel, and suppliers to the industry. RFA Technical Director Doug Marshall will cover hot topics such as labeling, traceability, outbreaks, recalls, and new technology that will impact your bottom line.

In addition to his role with RFA, Dr. Marshall also serves as Chief Scientific Officer at Eurofins Microbiology Laboratories, Chair of the American Spice Trade Association Microbiology Task Force, and General Committee Member for the Netherlands-based method certification organization MicroVal. During his career, he has published over 250 scientific articles and is in demand as a speaker for other trade and scientific associations,

having delivered over 270 invited talks. Much of his recent professional time is spent doing problem-solving consultations for clients, including several RFA members.

MARTIN MITCHELL FOOD SAFETY LUNCHEON

All attendees who are involved in food safety and regulatory compliance are welcome to attend this lunch and meeting, which will be moderated by RFA's Technical Director, Doug Marshall. Along with Doug, our Technical Committee Chair Janet Rowat Kraiss will address timely topics and areas of concern in the technical realm. This session provides a great opportunity to brainstorm with others on challenges and solutions for the industry. Grow your network and learn, share, and grow with us. The forum is meant to be an interactive event, so please bring your questions and topic discussions! We are looking forward to a lively, valuable meeting for all.

Named in honor of RFA's long-time Technical Director Marty Mitchell, this luncheon provides members an opportunity to talk frankly about common food safety issues and share best practices.

TECH FORWARD LEADERSHIP

JULIEN LEBLANC

MOTIVATIONAL SPEAKER & AUTHOR



This insightful presentation will provide strategies for everyone, no matter how you currently utilize technology and AI. Together, let's explore the transformative role of tech-forward leadership in today's rapidly evolving landscape. Learn actionable strategies to harness innovation, foster adaptability, and drive organizational success through cutting-edge technology. Empower your team and stay ahead in the digital age.

Julien is a dynamic speaker, relentless optimist, portfolio entrepreneur and business coach who has played a role in founding and fostering over 10 companies to commercial viability. His enthusiasm for entrepreneurship is rivaled only by his passion for learning and teaching. Julien has been reading at least one book a week for over 10 years to continue to bring the newest ideas and discipline to his clients.

Believing that the 'science of success' transcends industries, Julien has over 25 years of experience as a sales professional and business leader, having commercialized goods and services in the Food & Beverage, HVAC, Sports Equipment and Medical Device sectors.

Julien is the President and co-founder of Blueprint North America, a boutique firm specializing in helping individuals, teams and organizations from start ups to Fortune 500 companies transform their business confidence. He has delivered over 1500 workshops and keynotes in 47 countries around the world.

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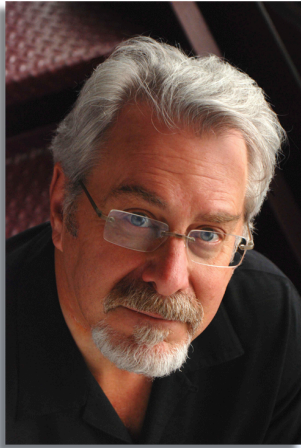
"AI won't replace managers, but managers who use AI will replace those who don't."

”

CRYSTAL BALL INSIGHTS: TRENDS TO WATCH IN REFRIGERATED FOODS

PHIL LEMPERT

AUTHOR / CONSUMEROLIGIST / FOOD MARKETING EXPERT



For more than 25 years, Lempert, an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, has identified and explained impending trends to consumers and some of the most prestigious companies and trade associations worldwide. Known as The Supermarket Guru® Lempert is a distinguished author and speaker who alerts customers and business leaders to impending corporate and consumer trends and empowers them to make educated purchasing and marketing decisions.

As one of America's leading consumer trend-watchers and analysts, Phil Lempert is recognized on television, radio and in print. For twenty plus years Phil has served as food trends editor and correspondent for NBC

News' Today show, reporting on consumer trends and showcasing new products, as well as regular appearances on ABC's The View, FOX Business, Dr. Oz, The Oprah Winfrey Show, 20/20, CNN, CNBC, FOX, as well as on local television morning and news programs throughout the country. For almost two decades, he hosted the syndicated show Shopping Smart on the WOR Radio Network and now hosts the webcasts/podcasts The Lempert Report LIVE, Lost in the Supermarket and the U.S. Farmers & Ranchers Alliance Farm, Food, Facts available on all podcast platforms.

Drawing from his extensive expertise in food trends and consumer behavior, Phil Lempert, will explore the future landscape of the refrigerated foods sector. RFA members will gain a comprehensive understanding of emerging trends, innovative retail concepts, and shifting consumer preferences that are poised to shape the industry. This forward-looking presentation promises to equip refrigerated food professionals with the knowledge needed to stay ahead in a rapidly evolving market.

Lempert's presentation will include:

- Health and Wellness Trends
- Sustainability and Environmental Impact
- Convenience and Ready-to-Eat Meals
- Technology and Innovation
- Consumer Preferences and Behavior
- Economic Factors
- Future Outlook

POTATOES 101 – HISTORY, GROWING, POTATO VARIETIES, AND PROCESSING

BRIT WHITE

DIRECTOR OF PURCHASING, RESER'S FINE FOODS



The simple potato or so you thought. In this session we will cover the history and usage of potatoes. How many lbs. do we eat, what are they used for and how nutritious are they? We will discuss step by step how potatoes are planted, grown, harvested, and stored as well as the evolving technology used by potato growers to deliver a good wholesome crop to your plate. We will explore the lengthy process of potato breeding and new variety development for the potato industry and finally we will explore technical aspects of processing potatoes.

Brit received his BS from Utah State University in Marketing and Agbusiness and resides in Eastern Idaho. He has 25 years' experience working in multiple segments of the potato industry. He began his career working in the fresh potato industry in business development and marketing roles with the Green Giant brand. In this role, he was part of a team that brought the first baby potato category to market in North America. From there he spent time in the dehydration industry with Basic American Foods sourcing potatoes and then transitioned to a role with the JR Simplot Company in the Plant Sciences division commercializing new potato varieties in the industry. Following along with new potato variety development, he took over the role of COO with Sunrain Varieties, a joint venture between a Canadian, US, and German potato breeder (Europlant) bringing a diverse set up genetics from around the world to the North American market. Currently Brit is the Director of Purchasing with Reser's Fine Foods where he has responsibility for sourcing and bringing new potato innovation to the company.

SUSTAINABILITY AND PLASTIC PACKAGING



KELLIE ALVARADO

DIRECTOR OF SUSTAINABILITY, ANCHOR PACKAGING

Kellie Alvarado brings over 25 years of packaging innovation and sustainability experience in the foodservice and consumer products industries. She holds a BS in Textile Chemistry from North Carolina State University and an MBA from the University of Wisconsin Oshkosh. Before joining Anchor, Kellie led the packaging and sustainability category for KFC's Global Supply Chain team. Her passion lies in sustainable packaging, innovation, and collaborative problem-solving.



DIANE MARRET

VICE PRESIDENT OF SUSTAINABILITY, BERRY GLOBAL

Diane Marret is currently the Vice President of Sustainability at Berry Global for rigid packaging in North America. Her team supports the development of fully recyclable, reusable or compostable solutions utilizing innovative sustainable materials. Diane supports and advocates for programs related to waste infrastructure improvements, consumer education, certification, claims and advocacy. Prior to joining Berry, Diane worked in various engineering and program management roles in the home appliance and automotive industries.

Sustainable packaging is not a new topic but increasingly it is an area of focus as consumers demand greater environmental responsibility from the brands they know and trust. Decisions regarding the choice of packaging have historically revolved around the trade-offs between functionality, aesthetics, and cost. However, now that brand owners are being held more accountable for their sustainability impacts, the decision-making process has arguably become more complex. As sustainability becomes an increasingly critical aspect of business practices, the question now arises: what are the key drivers in developing sustainable packaging and what are the risks involved? In this discussion, we will explore how influences such as government policies, consumer preferences, and product safety must be considered when implementing sustainable packaging strategies.

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Best Foods
to the World's
Most Trusted
Brands.*



NETWORK & LEARN WITH TODAY'S INDUSTRY EXPERTS

Exhibition Hall & Reception : Explore Solutions in Packaging, Equipment, Ingredients, Services and More!

**THE EXHIBIT HALL
WILL BE OPEN
ON MONDAY,
FEBRUARY 17, FROM
3:30 – 6:30 P.M.**

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 Exhibit Hall, 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 Hall & 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 17, 2025, from 3:30 - 6:30 p.m. Hors d'oeuvres and an open bar will be available for the duration of the Reception. A Silent Auction will take place during the event, offering great deals on cool items and gifts! Space to showcase in the Exhibition is limited, so make sure to reserve your spot today!



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 18, 2025 from 9:15 - 11:25 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 18, FROM
9:15 - 11:25 A.M.**



Making Food Better, Everyday



WHEN EVERYTHING IS FALLING APART,
THERE'S **ADMIRATION** MAYONNAISE.

STRATAS HAS THE PASSION, PRODUCT QUALITY, AND
INTEGRATED SUPPLY CHAIN TO KEEP IT ALL TOGETHER!



SCAN NOW

A collage of various food items including pineapple rings, olives, tomatoes, jalapeños, chocolate-covered almonds, orange segments, and a sandwich. The text 'REMA FOODS' is prominently displayed in the center in a large, bold, red serif font. Below it, the text 'Importing premium foods from around the world.' is written in a green, sans-serif font. At the bottom right, there is a white box with a green border containing contact information for Dan Byrne.

**REMA
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premium foods
from around
the world.

FOR MORE INFORMATION CONTACT:

DAN BYRNE
201-947-1000 ext. 119
dbyrne@foodimportgroup.com

JW MARRIOTT BONNET CREEK RESORT

“Immerse yourself in unforgettable moments in our secluded oasis”

We are thrilled to be holding RFA's 44th Annual Conference & Exhibition at the JW Marriott Bonnet Creek Resort & Spa in Orlando, Florida.

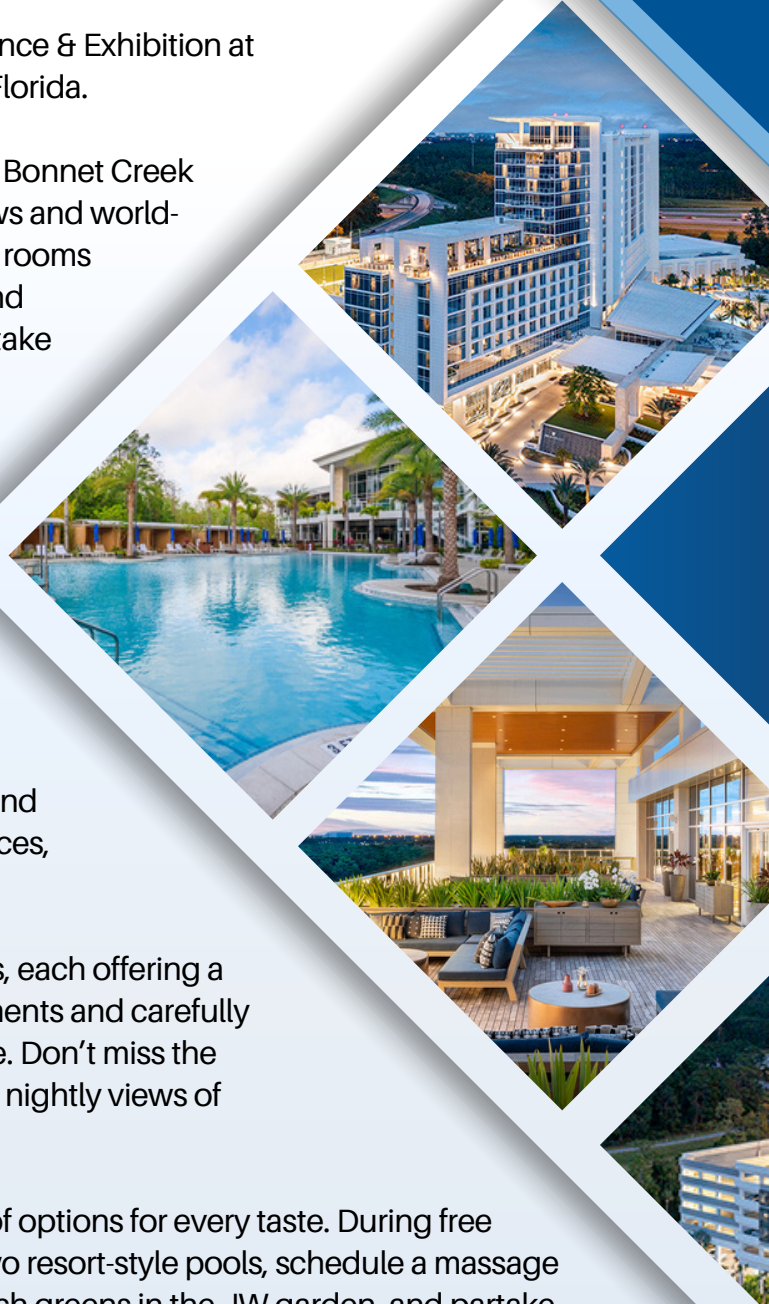
Nestled in the heart of Orlando, the JW Marriott Orlando Bonnet Creek Resort & Spa offers a luxurious retreat with stunning views and world-class amenities. This elegant resort boasts 516 spacious rooms and suites, designed to provide the utmost in comfort and relaxation. The floor-to-ceiling windows allow guests to take in the views of the beautiful Bonnet Creek Preserve. The discounted resort fee includes shuttle service to Disney Springs and Disney Parks, high-speed Internet, Mini Garden Golf, Mt. Chelonia Rock Wall, and more!

Inspired by the natural beauty and energy of the surrounding area, the JW offers something for everyone, in a convenient location near Disney World and Universal Studios. With over 50,000 square feet of versatile event space, state-of-the-art meeting facilities, and exceptional service, it's an ideal destination for conferences, weddings, and special events.

Dine in style at the JW with seven distinct dining options, each offering a unique feel and flavor. Experience stunning design elements and carefully curated, locally inspired menus sure to please any palate. Don't miss the opportunity to dine on Illume's rooftop terrace, boasting nightly views of Walt Disney World's fireworks displays.

When it comes to activities, the resort offers plenty of options for every taste. During free time, conference attendees can lounge by the two resort-style pools, schedule a massage at the 10,000-square-foot day spa, enjoy the lush greens in the JW garden, and partake in one of the resort's many leisure activities. Nearby, you can explore the iconic Orlando theme parks.

Create unforgettable memories at the JW Marriott Orlando Bonnet Creek Resort & Spa. We can't wait for you to see all that this property has to offer during the RFA's 2025 Conference!



ANNUAL GOLF TOURNAMENT

Hawks Landing Golf Club



Photos: Marriott

Hawks Landing Golf Club spans 220 stunning acres at the Orlando World Center Marriott Resort. Golfers can look forward to flat terrain, abundant natural wildlife, and lush tropical vegetation native to Florida, such as sand pines, queen palms, and fragrant jasmine. This championship course also includes nine ponds, promising a fun experience for all golfers.

This year, golfers will have the opportunity to scout the course ahead of time. Simply scan the QR code, register with your email address, and you will be able to view a flyover of each hole on the golf course. During the tournament, golfers can also use this QR code to participate in live scoring.

Our Annual Golf Tournament will be held on Tuesday, February 18, with a shotgun start at 12:30 p.m. You must sign up in advance. Club rental is available directly from the golf club for \$49.99, but please make advance arrangements with the RFA Office so the staff will have them ready for you.



Making Food Better, Everyday



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SCAN NOW

AN EVENING OF FUN!

Dinner, Awards, Entertainment, Live Auction, and More!



Photo: Marriott

Our Closing Banquet & Awards Ceremony on Tuesday evening will be an evening to remember! Guests will enjoy music, delicious food, an open bar, a live auction, and awards! Awards will include presentations for Membership and Outstanding Volunteer. The winners of the Golf Tournament will also be announced and recognized. Get ready for an entertaining evening of fun and laughs!



To celebrate RFA's 45th Anniversary (founded in 1980), this year's event will have an 80's theme! Dress in your best 80's attire and come prepared with your favorite 80's songs in mind. There will be dancing, a photo booth and a celebration fitting for such a tremendous milestone.

The closing event will be held onsite at the Resort's UnReserved restaurant. We can't wait to party hardy with you, '80s style!

2025 RFA SPOUSES/GUEST EVENT

Something Fun and Special for the Spouses and Guests in Attendance



Please join your friends at the RFA for a fun and memorable Spouse/Guest event. Our warm, welcoming group is excited to meet new people, visit with old friends and experience Orlando together. The Spouse Event is organized and provided at no cost thanks to our sponsor company, Reser's Fine Foods.



You'll start with a ride on the Orlando Eye, enjoying breathtaking views from 400 feet in the air. Next, you'll explore the wonders of Sea Life Aquarium's 360-degree underwater tunnel, where you'll come face-to-fin with sharks, rays, and rescued sea turtles. Finally, you'll strike a pose with celebrities and superheroes at Madame Tussauds Wax Museum. We will return to the resort in time for the Exhibition Hall & Reception. Many thanks to our extraordinary organizer and hostess, MariJo Prlain!

Please call the RFA Office with any questions or needs: 678-426-8175. We will be sending out details and a request to RSVP soon!

REGISTRATION INFORMATION

CONFERENCE REGISTRATION:

To register, fill out the enclosed 2025 Conference Registration Form and email it to info@refrigeratedfoods.org if paying by credit card or ACH. 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 2025 Conference through the RFA website: <https://rfa.memberclicks.net/2025conference>

For RFA Members:

The Conference early registration fee must be received by January 10 and is \$1,160.

The discounted rate for check payments is \$1,095. After January 10, the rate is \$1,260, discounted to \$1,195 for check payments.

For RFA Guests:

The early registration fee is \$1,060, discounted to \$995 for check payments. After January 10, the registration fee is \$1,160, discounted to \$1,095 for check payments.

For Non-Members:

The registration fee is \$1,360. The discounted rate for check payment is \$1,295.

CANCELLATION POLICY:

Cancellations made by January 10 will receive a full refund. Cancellations made after January 10 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 18, at the Hawks Landing Golf Club. The fee is \$260 and includes transportation, prizes, green fee, cart fee, and a boxed lunch. We will have a scramble 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 \$49.99. The rental club fee will be paid at the golf course. The tournament will tee off with a shotgun start at 12:30 pm. The dress code is as follows: collared shirts with slacks or Bermuda shorts. Denim, tank tops, or metal spikes are not permitted.

EXHIBITION HALL & RECEPTION:

This year's Exhibition Hall will be held on Monday, February 17, from 3:30-6:30 pm, with cocktails and hors d'oeuvres being served. Registration information for the Exhibition have been sent separately.

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

REGISTRATION INFORMATION

HOTEL RESERVATIONS:

JW Marriott Bonnet Creek Resort & Spa is the RFA's host hotel. All Conference sessions and events will be held at the JW.

The link will be provided upon receipt of your Conference registration.

If you would like to extend your stay outside of our conference dates, our discounted group room rate is available 3 days prior and 3 days post Conference, pending availability. Refrigerated Foods Association Conference attendees will receive a special room rate of \$294 a night. The resort fee has been discounted to \$15 a day. The deadline for room reservations is January 31, 2025.

Complimentary internet will be provided throughout the entire resort.

TRANSPORTATION FROM AIRPORT:

The closest commercial airport to JW Marriott Bonnet Creek Resort is the Orlando International Airport (MCO). The resort is 20 miles—around 25 minutes—from MCO. Ubers and taxis will be readily available at the airport.

JW Marriott Bonnet Creek Resort address:
14900 Chelonia Pkwy
Orlando, FL 32821

You can 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.

RFA guests will receive a 50% discount on parking.

For more information about JW Marriott Bonnet Creek Resort & Spa, visit www.marriott.com/en-us/hotels/mcojb-jw-marriott-orlando-bonnet-creek-resort-and-spa.

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 2025 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

You can view and sign up for Sponsorships online:

www.signupgenius.com/go/10C0A45ABAE2EA20-50327616-rfaconference.



Refrigerated Foods Association
44th Annual Conference & Exhibition

Register Today!

To register, complete the enclosed registration form and send it to the RFA office by mail or email. You can also register online using the link below.



WWW.REFRIGERATEDFOODS.ORG/RFA-CONFERENCE-REGISTRATION

SERVICE PROJECT

Fleece & Thank You



If you've got time, we've got a project for you! This year, attendees will have the opportunity to give back by participating in a blanket-making event to benefit Fleece and Thank You.

Through their blanket-making program, Fleece and Thank You is on a mission to ensure that those battling childhood cancer receive guaranteed color and comfort in the form of a fleece blanket when they begin their hospital stay. Each blanket provides not just warmth but also comfort to children in a new and intimidating atmosphere.

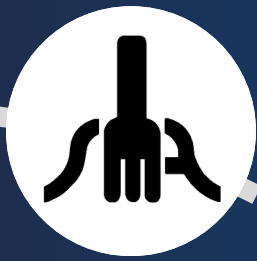
We will spend the afternoon together at the hotel putting together blankets for Fleece and Thank You. Come as you are! We are grateful for your time and commitment to helping those facing childhood cancer. The service project will take place at the hotel on Tuesday, February 18, from 4:00 to 5:00 p.m.

Learn more about Fleece and Thank You at <https://fleeceandthankyou.org>.



1980

The Refrigerated Foods Association (RFA) was formed as the Salad Manufacturers Association (SMA) to meet the needs of the then budding wet salad industry (potato salad, cole slaw, pasta salad, protein salads, etc.).



Founding Visionary

Don Sircy helped to gather the first 12 companies together to discuss building an Association for this promising industry.



First Meeting

After a meeting in Savannah, Georgia in October, 1980, the Salad Manufacturers Association was born. Dave Miller of Mrs. Kinser's was appointed as the first President of SMA.



Main Function

The association's core mission has been to serve the technical, marketing, and regulatory needs of its members while fostering industry collaboration.



Name Change

As the product line expanded to include meals, dips, desserts, and more, the name changed to Refrigerated Foods Association to reflect its broader focus in 1992.



Today

45 years later, RFA supports over 150 refrigerated food companies worldwide, offering technical insights, regulatory updates, and industry networking.

**CELEBRATING
45 YEARS
OF THE RFA!**

Show Your Badge and Save!

Visit RFA's Orlando site and take advantage of exclusive "Show Your Badge and Save" deals. Simply show the site on your phone at participating locations, including restaurants, attractions, spas, and more!

The site offers comprehensive information on things to do, transportation options, and much more. Narrow down dining choices by location and cuisine type, and find activities suitable for different age groups if you're traveling with kids. Don't miss out on discounted theme park tickets available on the site as well.





Safety Quality Dependability



For over 90 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 HARPC Program | Food Defense Plan Complaint

Fully Inspected Facilities (FDA, GFSI, USDA, USDA Organic, Kosher) | Audited Sustainable Agricultural Program | Domestically Grown & Packed

Quality packaging ranging from #10 cans to 55 gallon drums



Family Owned Since 1933



As a charter member of the RFA, Moody Dunbar, Inc. is proud to offer America's best Sweet Bell Peppers, Roasted Peppers, Pimientos, Green Chiles and Sweet Potatoes. Ask about contracting our Dunbar's® Green Chiles.

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www.MoodyDunbar.com

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