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2027 ANNUAL CONFERENCE & EXPO

REFRIGERATED FOODS ASSOCIATION

**RFA XLVI:
YOUR PLAYBOOK FOR SUCCESS**

**RANCHO BERNARDO INN
SAN DIEGO, CA
FEBRUARY 14 - 17, 2027**

Photos: Rancho Bernardo Inn

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46TH ANNUAL CONFERENCE & EXPO

RFA XLVI: YOUR PLAYBOOK FOR SUCCESS



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 46th Annual Conference & Expo as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2027 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Joe Theismann, who will open the conference with an engaging presentation on leadership, empowering teams, and managing to win; Michael Lippold, founder of FreshRealm will discuss "The Bad, and the Good, of "Losing It All"; our Technical Director, Doug Marshall, will update us on everything we need to know regarding food safety and regulatory issues; Rob Wilson of LEK Consulting will provide attendees with an update on the impact of GLP-1 and the slowing population growth on F&B Consumption. We will also explore how to embed continuous improvement into the DNA of your organization with Travis Ratnam of Adonis Partners; and Wanda Jurlina of IMCD will discuss how to address the challenges of a failed product through the selection of the right ingredients and processing methods.

Another highlight of the 2027 Conference is the reimagined Expo, 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 companies to meet face-to-face and discuss potential business opportunities. Ample social events will be featured at this year's Conference, including the annual golf tournament, a Game Day Celebration, and a closing dinner with awards, entertainment, and fun!

The Rancho Bernardo Inn will serve as our host hotel throughout the event. At Rancho Bernardo Inn, guests can indulge in fun activities and relaxing amenities. Activities include relaxing by the three outdoor pools, unwinding at the award-winning full-service spa, enjoying outdoor activities such as hiking at one of the nearby trails, and dining with a scenic view at the resort's 3 delicious restaurants! Guests can also play on an 18-hole championship course, which holds the unique distinction of hosting both PGA and LPGA events. The resort is just an easy drive from beautiful coastal beaches. You will want to take advantage of everything that this year's conference has to offer. We look forward to seeing you February 14-17, 2027, in San Diego, CA!

A SPECIAL THANKS TO THE 2027 CONFERENCE COMMITTEE:

CONFERENCE COMMITTEE CHAIR:

Janet Rowat Kraiss, The Suter Company

EXHIBITS & CEO SESSIONS:

Jeff Rhodes, Ventura Foods
Andrew Ward, Eurofins
Brent Carry, Trident Seafoods
Jennifer Crow, Atlantic Coast Marketing
Rebekah Leigh, Atlantic Coast Marketing
Danielle Smith, Stratas Foods
Jeremy Sesti, Sunset Transportation
Wendy Curry, IFF

GENERAL & KEYNOTE SPEAKERS:

Mark Brown, Fresh Creative Foods
William Bigelow, Blount Fine Foods
Josh Knott, Knott's Foods
Adam Pawlick, Novus Foods
Mike Swan, E. Hofmann Plastics
Megan Levin, RFA

TECHNICAL SPEAKERS:

Steve Mesia, Sandridge Crafted Foods
Doug Marshall, Eurofins
Janet Rowat Kraiss, The Suter Company
Ric Alvarez, Hans Kissle
Robin Leatherwood, Blount Fine Foods
Stefanie Ringo, Corbion
Jeanne Gannon, Deli Star Corporation
James Cobb, Unilever Food Solutions

GOLF TOURNAMENT/NETWORKING:

Lauren Edmonds, St. Clair Foods
George Bradford, Mrs. Stratton's Salads
Alex Fritz, NT Logistics
Joe O'Neill, A & B Ingredients
Robert Walker, Grand Rapid Label
Paul Bulthuis, Yost Foods

PUBLICITY COMMITTEE:

Chris Staudt, Chairmans Foods
Justin Malvick, Elevation Foods
Wendie DiMatteo Holsinger
Marc Lencioni, Deli Star Corporation
Jeff Woods, Coldbox Builders
Chloe Knott, Knott's Foods
Noelle Vaughan, DSG Logistics
Katie Small, RFA



Photo: Rancho Bernardo Inn

CONFERENCE SCHEDULE

SUNDAY, FEBRUARY 14

- 10:30 – 2:00 p.m. Board of Directors Meeting with Lunch
- 12:00 – 7:00 p.m. Registration
- 12:00 p.m. Exhibit Hall Opens for Set-Up
- 2:30 – 3:00 p.m. New Member / First Time Attendee Orientation
- 3:00 – 7:30 p.m. Opening Reception / Game Day Celebration on the Lawn
- 7:30 p.m. Dinner On Own
- 9:00 – 11:00 p.m. Informal Gathering After Hours at Hotel Bar

MONDAY, FEBRUARY 15

- 7:00 a.m. – 3:00 p.m. Registration
- 8:00 – 8:45 a.m. Welcome Breakfast
- 8:45 – 9:00 a.m. RFA Business Meeting, Sizzle Tape
- 9:00 a.m. – 3:00 p.m. Expo Set-Up
- 9:00 – 10:00 a.m. Keynote Address: Joe Theismann
- 10:00 – 10:15 a.m. Break
- 10:15 – 11:30 a.m. Technical Update: Doug Marshall
- 11:00 a.m. Spouse Event
- 11:30 a.m. – 12:30 p.m. Networking Lunch
- 12:30 – 1:30 p.m. General Session: Michael Lippold
- 1:30 – 1:45 p.m. Break
- 1:45 – 2:45 p.m. General Session: Rob Wilson
- 3:00 – 6:00 p.m. Exhibit Hall & Reception
- 6:00 p.m. Dinner on own
- 9:00 – 11:00 p.m. Informal Gathering After Hours at Hotel Bar

TUESDAY, FEBRUARY 16

- 7:00 a.m. – 12:00 p.m. Registration, Pick Up Silent Auction Items
- 7:30 – 8:30 a.m. Associates Meeting: Election, CEO Session Sign-Up & Breakfast
- 8:00 – 8:30 a.m. Manufacturers Breakfast
- 8:45 – 10:55 a.m. One-on-One CEO Sessions
- 11:00 a.m. – 12:30 p.m. Martin Mitchell Technical Food Safety Luncheon
- 11:00 – 11:15 a.m. Golf Tournament Departure
- 12:00 p.m. Golf Shotgun Start
- 12:45 – 1:45 p.m. General Session: Wanda Jurlina
- 1:45 – 2:00 p.m. Break
- 2:00 – 3:00 p.m. General Session: Travis Ratnam
- 3:00 – 5:00 p.m. Service Project
- 6:00 – 9:30 p.m. Closing Dinner, Awards, Live Auction, and more

WEDNESDAY, FEBRUARY 17

- 8:00 – 8:30 a.m. Board of Directors Meeting
- 8:30 – 9:30 a.m. Optional "Breakfast with the Board"

MANAGING TO WIN!

JOE THEISMANN

NFL QUARTERBACK, SUPER BOWL CHAMPION & NFL ANALYST



Following his well-received appearance at the 2020 RFA Annual Conference, Joe Theismann returns to share his inspiring keynote, *Managing to Win!*

In his charismatic and entertaining style, Joe Theismann draws parallels between his successful career as an NFL quarterback and YOU—the executive, manager, salesperson, group, or individual—with the goal of *Managing to Win!* He knows and understands that good management and effective leadership is not a game of follow the leader: It is about PEOPLE—listening to them... trusting them... and motivating individuals to take ownership of team goals. By example, Joe Theismann shows that an effective leader cares about and trusts subordinates and demonstrates

it by empowering individuals to take risks in order to perform above levels that have become comfortable.

Joe Theismann is an entrepreneur and the former star quarterback for the Washington Redskins. Most recently, he spent the last 2 decades working for ESPN and the NFL Network as an NFL analyst.

Joe graduated in 1971 from the University of Notre Dame, where he received All-American honors in both Football and Academics. That same year, he was runner-up to Jim Plunkett for the Heisman Trophy balloting. Joe chose to begin his career with the Toronto Argonauts of the Canadian Football League after being drafted by the Miami Dolphins and Major League Baseball's Minnesota Twins.

A 12-year NFL veteran, Joe played in 163 consecutive games from 1974-1985 for the Washington Redskins and holds Redskin records for passing yardage (25,206), completions (2,044) and attempts (3,602). He was a two-time Pro Bowl selection and Pro Bowl MVP leading the Washington Redskins to a 27-17 victory over the Miami Dolphins in Super Bowl XVII.

Joe was selected as the NFL's Man of the Year in 1982 for his community service and dedication to the health and welfare of children. In 1983, he won the league's Most Valuable Player Award, leading the Redskins to a second consecutive Super Bowl appearance. Joe Theismann's career ended abruptly in 1985 after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television. In 2003, he was inducted into the College Football Hall of Fame and in 2013 received the Walter Camp Football Foundation "Distinguished American" Award.

With every chapter of his life, Mr. Theismann evolved from athlete to the ultimate businessman. An Emmy Award-winning analyst, businessman and athlete, he utilizes his gifts, talent and high energy to share his strategies for handling unforeseen change.

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 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 330 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 Steve Mesia 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.

THE BAD, AND THE GOOD, OF “LOSING IT ALL”

MICHAEL LIPPOLD

FOUNDER OF FRESHREALM



On July 1, 2025, Michael Lippold was leading FreshRealm — the largest fresh meal platform in the United States — when a national Listeria outbreak put everything on the line at once: a potential facility shutdown, certifications at risk, 1,400 jobs in the balance, and an emergency meeting with the USDA in Washington secured with 48 hours’ notice. Within one year, the company he had spent nearly 14 years building was gone.

This is that story, told from the inside — by a manufacturer like all of you. Michael walks through what he saw as the crisis unfolded: the systemic gaps in how food safety crises are managed, insured, and governed, and the moments where difficult decisions, made in the middle of the crisis, shape the ultimate outcome. For an audience of refrigerated foods

manufacturers and suppliers, the lessons are direct and practical, because the conditions that produced this crisis exist, in some form, in nearly every operation.

Michael closes with the most valuable part of the story: the business and life lessons that come from losing a company, wealth, and watching a crisis touch so many people you care about. Michael leaves the audience with his takeaways, and three questions worth sitting with long after lunch: Am I ready? How would I handle it? And what would I be left with if it went astray?

Michael Lippold is in an unexpected career transition: studying AI and how innovation and transformation will happen faster, easier, and at lower cost than ever before, while exploring where to leverage nearly 20 years leading strategy, commercial, and supply chain for fresh food businesses. As part of this, he is the Managing Director of Pure Vine Packaging, an Asia-direct sourcing and distribution company serving U.S. food manufacturers.

Michael founded FreshRealm in 2013, starting it as an idea that became a business delivering over \$500M in revenue, serving 2M meals a week, and on a trajectory to \$1B. The business offered development, manufacturing, and fulfillment, enabling the most innovative fresh food businesses in the country across retail, DTC, performance, and medical meals. In 2025 he led the company through one of the most consequential food safety crises in the fresh food industry, the experience at the center of this talk. Michael is an associate member of the Refrigerated Foods Association. Before FreshRealm, Michael led strategic development at Calavo Growers, was a quantitative hedge fund manager managing over \$200M, and served as a senior research analyst analyzing industries across consumer, medical, and technology.

HAVE WE REACHED 'PEAK CALORIE'?

ROB WILSON

MANAGING DIRECTOR AND PARTNER, L.E.K. CONSULTING



The impact of GLP-1 and slowing population growth on F&B Consumption

In this presentation, we will evaluate how to navigate the impact of a triple whammy facing the F&B industry: GLP-1, declining fertility rates, and immigration reductions. Our perspectives are informed by in-depth secondary research, LEK Food & Beverage + Healthcare experts, a proprietary LEK consumer survey (N=2,000) to evaluate the how the GLP-1 impact across 90+ categories across temperature states, and our heritage in growth strategy.

This presentation will bring clarity to the noise in the market on GLP-1 to narrow the uncertainty band for F&B executives and investors. We'll also explore risk mitigation strategies and growth green shoots, tailored for refrigerated foods association members.

Rob is a Managing Director and Partner at L.E.K. Consulting. Rob has 20+ years of strategy consulting experience and head of the Food & Beverage Practice at L.E.K. Consulting. Rob has completed 500+ projects in F&B, from farm to fork along the value chain. We help large corporations develop strategies to drive profitable growth and also have a heavy focus on M&A with buy side and sell side market studies.

Rob is a regular speaker at industry conferences, white paper author, and is regularly quoted by leading media publications. He has years of experience as an instructor at Merger Week at the Kellogg Graduate School's executive education center. Rob received his Master of Business Administration with Honors from the University of Chicago Booth School of Business, and he holds a Bachelor of Science in Industrial and Operations Engineering, Cum Laude from the University of Michigan in Ann Arbor.

THE POWER OF A CONTINUOUS IMPROVEMENT MINDSET

TRAVIS RATNAM

MANAGING PARTNER, ADONIS PARTNERS



Discover how to embed continuous improvement into the DNA of your organization and build a culture where people at every level are engaged in practical problem-solving.

This session will explore how senior leaders can effectively deploy proven operational excellence approaches such as Lean, Six Sigma, and Total Productive Maintenance to eliminate waste, improve performance, and create measurable bottom-line results.

Don't just implement continuous improvement. Build an organization that never stops improving.

Travis started his journey in Business Excellence as a Lean Six Sigma Black Belt with GE Industrial Systems in 1999. He joined CHEP Canada in 2004 as a Master Black Belt and has since led the expansion of Business Excellence globally for Brambles and Recall (CHEP and Recall were divisions of Brambles). Business Excellence at Recall, under Travis's leadership, delivered \$15-20M annually in operating margin expansion which was approximately 2% of revenues. During his tenure at Recall, Travis also held roles as Global Chief Information Officer and General Manager, North America Central Region.

Travis joined Avintiv (a \$2Bn Blackstone private equity portfolio company) in 2014 as the Vice President of Global Business Excellence where he successfully launched a Business Excellence program from the ground up. Under his leadership, Business Excellence projects at Avintiv generated incremental EBITDA of \$30M and created over \$250M in equity value; contributing to a successful turnaround and exit, selling to Berry Global in 2015.

After leading and completing the operations integration of Avintiv into Berry Global, Travis became a founding partner at Adonis Partners in 2016 as a consultancy focused on increased profitability for clients while growing the capability of their people.

Travis holds a Bachelor of Electrical Engineering degree from McMaster University (Toronto, Canada) and an MBA from York University (Toronto, Canada).

WHEN PRODUCTS FAIL: WHERE TO START

WANDA JURLINA

TECHNICAL BUSINESS DEVELOPMENT MANAGER, IMCD



You've created a product that looks and tastes amazing in your facility. It gets scaled up and you ship it off to your biggest retailer. They come back and complain it doesn't look anything like the sample you shared when they approved it. Where do we start?

There are many things that can go wrong in sourcing, blending, processing and distributing deli salads, sauces, dressings & soups. During our session we'll review a range of places in the chain where things can go wrong and how we can solve those challenges through selecting the right ingredients and processing.

We'll take a closer look at product stability and durability, including moisture migration and water activity, shear degradation, broken emulsions, enzyme activity, syneresis, fat selection, and preservation hurdles. We'll also explore how these challenges can affect products before and after blending with other components, such as in fresh vegetable, deli, and pasta salads, and discuss practical approaches to troubleshooting when things go wrong.

Wanda Jurlina has over 35 years of experience in product development and troubleshooting working in a variety of application areas with a range of hydrocolloids, starches, functional ingredients like proteins and fibers as well as high intensity sweeteners. Wanda's experience includes formulating and processing beverages, dairy products, plant-based foods, confections, fruit products, desserts, dressings and sauces. Wanda holds a B.S. degree in Chemistry from San Diego State University. Currently she is a Technical Business Development Manager for IMCD, a global ingredient distributor, and has responsibility for accounts in the United States and Canada.

Making Food Better, Everyday



WHEN EVERYTHING IS FALLING APART,
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NETWORK & LEARN WITH TODAY'S INDUSTRY EXPERTS

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

**THE EXPO WILL BE
OPEN ON MONDAY,
FEBRUARY 15,
FROM 3:00 – 6:00 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 Expo, where Associate companies will showcase and discuss the latest innovations and technologies in packaging, equipment, ingredients, and services for the refrigerated foods industry.

Hosted by the RFA Associate companies, the reimagined Expo 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 Expo 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 Expo will be open on Monday, February 15, 2027, from 3:00 – 6:00 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 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 member companies 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 companies. 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 16, 2027 from 8:45 – 10:55 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 Session sign ups are in-person at the end of Tuesday morning's Associates' Meeting. Don't miss this important meeting or you will risk not getting the opportunity to sign up for the sessions.

**ONE-ON-ONE CEO
SESSIONS WILL BE
HELD TUESDAY,
FEBRUARY 16, FROM
8:45 A.M. – 10:55 A.M.**





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RANCHO BERNARDO INN

"A haven for adventurers, wanderers, and the endlessly curious."

We are thrilled to be holding RFA's 46th Annual Conference & Expo at Rancho Bernardo Inn in San Diego, CA.

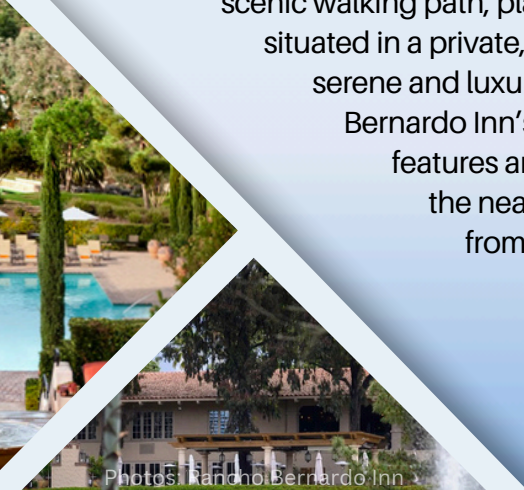
Tucked away among the rolling hills of San Diego's North County and bounded by a championship golf course, the 265-acre resort is an escape from the mundane. The luxury, AAA Four-Diamond-awarded resort offers a luscious feel, vibrant gardens, and tranquility, making guests feel as though they are secluded in nature. This relaxing resort boasts 286 sophisticated guest rooms set among lush gardens and winding paths. The waived resort fee includes high speed WiFi, access to the fitness center, pickleball and tennis court reservations, bicycle rentals, live entertainment, and access to lawn games, a basketball court, and the driving range.

The resort offers a wonderful dining experience with their award-winning culinary program and an onsite garden. Avant offers upscale bold, seasonal flavors fresh from the sea, farm, and garden. Veranda is a casual dining experience with a stunning view. In addition to a cafe and bar, there are numerous dining options just a short drive away in the nearby beach towns.

Special Announcement: Be sure to experience AVANT, Rancho Bernardo Inn's signature fine dining restaurant. As a special accommodation for RFA attendees, AVANT will be open on Sunday and Monday evenings, when it is typically closed. On Sunday, February 14 (Valentine's Day), enjoy a special Valentine's Day Prix Fix Menu for \$130+ per person; à la carte dining will not be available. Reservations are required for both Sunday and Monday nights. Please make reservations here: <https://www.opentable.com/avant-at-the-rancho-bernardo-inn>.

When it comes to activities, the resort offers plenty of options for every taste. During free time, conference attendees can relax by one of the three outdoor pools, enjoy the scenic walking path, play lawn games, and hike nearby trails. The full-service Spa is situated in a private, secluded sanctuary surrounded by nature, providing guests a serene and luxurious escape. Guests can also enjoy championship golf at Rancho Bernardo Inn's lush 18-hole championship course, which boasts well-maintained features and modern amenities in keeping with its celebrated heritage. Explore the nearby beach towns, buzzy breweries, and the coastal view just minutes from Rancho Bernardo Inn.

Create unforgettable memories at the Rancho Bernardo Inn. We can't wait for you to see all that this property has to offer during RFA's 46th Annual Conference & Expo.



Photos: Rancho Bernardo Inn

VOLUNTEER SERVICE PROJECT

Rise Against Hunger



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 meal packing event through our partnership with Rise Against Hunger. A huge thank you to our speaker Travis Ratnam of Adonis Partners for sponsoring this year's service project and allowing us the opportunity to make a real impact on hunger through our work on Tuesday afternoon.

Rise Against Hunger is growing a global movement to end hunger through nutrition, education and economic empowerment. Volunteers will pack meals that are shipped directly to communities in urgent need of nutrition. After the event, volunteers will receive updates via email telling them where the food they packaged went.

Rise Against Hunger partners with organizations that support educational programs by providing meals to children at schools and early child development centers. This is a key part of Rise Against Hunger's Nourishing Lives pathway. In some cases, the food children receive at school will be the majority of the food they eat in a day. The meals you packaged will help ensure that children have access to the consistent nourishment they need to live healthy lives and successfully pursue their education.



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SCAN NOW

GAME DAY CELEBRATION

Kick Off the Conference with the Big Game!



This year, we're trading the traditional Welcome Reception for an unforgettable celebration as we watch the Big Game!

Join your RFA family on the picturesque Aragon lawn for an evening of great food, refreshing drinks, lawn games, and all the excitement of the game on the big screen. Reconnect with industry friends, make new connections, and kick off the conference in true game-day style.

Bring your spouse or guest and enjoy a Valentine's Day evening in sunny San Diego while cheering on your favorite team—or just watching for the commercials!

AN EVENING OF FUN!

Dinner, Awards, Entertainment, and More!



Photos: Rancho Bernardo Inn



Our Closing Banquet & Awards Ceremony on Tuesday will be an evening to remember! Guests will enjoy music, delicious food, an open bar, and awards! Awards will include presentations for Membership and Outstanding Volunteer. The winners of the Golf Tournament will be announced and recognized as well.

This year, the Closing Banquet will feature a Live Auction. Several exciting items are waiting on you, so come ready to bid! All proceeds go to RFA's Special Projects Fund, which helps us provide more opportunities for our members to learn, network, and grow together.

The closing event will take place onsite, at Rancho Bernardo Inn, in the Bernardo Ballroom. Flooded with natural light and inspired by the rustic details of California Mission architecture, the Bernardo Ballroom is an elevated atmosphere. Exquisite wooden doors lead to a shaded patio with stunning sunset golf-course views.

Get ready for an entertaining evening of fun and laughs! This year's event has a football theme, and we encourage attendees to dress in their favorite team's attire. We will enjoy fun activities like our Football Toss Game, Valentine's Photo Booth and of course, a great DJ and dance floor. We can't wait to celebrate with you!

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2027 RFA GUEST EVENT

Something Fun and Special for the Guests in Attendance



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

Details on this exciting complimentary outing will be available soon, and invitations will be sent to all members via email. Be sure to get your guests signed up!

ANNUAL GOLF TOURNAMENT

The Resort Course at Rancho Bernardo Inn



RANCHO BERNARDO INN

Our 2027 Annual Golf Tournament will take place onsite at Rancho Bernardo Inn's Resort Course. This 18-hole championship course designed by William Francis Bell in 1963. Fresh and current, the Resort Course holds the unique distinction of hosting both PGA and LPGA events and boasts well-maintained features and modern amenities in keeping with its celebrated heritage.

Whether you're new to the game or an experienced golfer, you'll enjoy playing this beautiful course during our golf tournament. Dotted with old-growth trees, the course offers a picturesque, sun-dappled backdrop and a welcoming canopy of shade throughout the round. The undulating 18th hole provides an exciting finish, making for a memorable day on the course.

Our Annual Golf Tournament will be held on Tuesday, February 16, with a shotgun start at 12:00 p.m. You must sign up for the Gold Tournament in advance. If you will need to rent clubs, please let the RFA Office know in advance so that we can have the clubs ready for you prior to the shotgun start. Rental clubs are \$100 per set and include two sleeves of golf balls. Players may pay Rancho Bernardo Inn for the rental clubs via cash, card, or room charge onsite.



REGISTRATION INFORMATION

CONFERENCE REGISTRATION:

To register, fill out the enclosed 2027 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 2027 Conference through the RFA website: <https://www.refrigeratedfoods.org/rfa-conference-registration>

For RFA Members:

The Conference early registration fee must be received by January 8 and is \$1,160. The discounted rate for check/ACH payments is \$1,095. After January 8, the rate is \$1,360, discounted to \$1,295 for check/ACH payments.

For Guests of RFA Members:

The early registration fee is \$1,060, discounted to \$995 for check/ACH payments. After January 8, the registration fee is \$1,260, discounted to \$1,195 for check/ACH payments.

For Non-Members:

The registration fee is \$1,745. The discounted rate for check/ACH payment is \$1,695.

CANCELLATION POLICY:

Cancellations made by January 8 will receive a full refund. Cancellations made after January 8 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. We will offer a "Know Before You Go" webinar a week prior to the Conference, to ensure you get the most out of our jam-packed event.

GOLF TOURNAMENT:

The RFA Golf Tournament will be held on Tuesday, February 16, at Rancho Bernardo Inn's Resort Course. The fee is \$260 and includes 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 page 2 of the registration form if you need rental clubs — the fee is \$100. The rental club fees will be paid directly to the resort. The tournament will tee off with a shotgun start at 12:00 p.m. The dress code is as follows: collared shirts with slacks or Bermuda shorts. Denim, tank tops, or metal spikes are not permitted.

EXPO & RECEPTION:

This year's Expo will be held on Monday, February 15, from 3:00-6:00 pm, with cocktails and hors d'oeuvres being served. Registration information for the Expo has been sent separately.

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

REGISTRATION INFORMATION

HOTEL RESERVATIONS:

Rancho Bernardo Inn is the RFA's host hotel. All Conference sessions and events will be held at the resort.

The booking 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 \$329 a night. The resort fee has been waived. The deadline for room reservations is January 22, 2027.

Complimentary internet will be provided throughout the resort.

TRANSPORTATION FROM AIRPORT:

The closest commercial airport to Rancho Bernardo Inn is the San Diego International Airport (SAN). The resort is 26 miles—around 32 minutes—from SAN. Ubers and taxis will be readily available at the airport.

Rancho Bernardo Inn address:
17550 Bernardo Oaks Drive
San Diego, CA 92128

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 reduced daily parking rate of \$30 for self-parking and \$40 for valet parking.

For more information about Rancho Bernardo Inn, visit <https://www.ranchobernardoinn.com>

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 2027 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:

<https://www.signupgenius.com/go/10C0A45ABAE2EA20-64770457-rfaconference>

For Great Discounts, Show Your Badge!

Your RFA conference meeting badge is a passport to great savings around San Diego.

Extend your conference experience beyond the meeting room with San Diego Tourism Authority's "Show Your Badge" program. Enjoy exclusive discounts at participating restaurants, attractions, shops, and more — simply by showing your conference badge.

See what savings await you at the link below.



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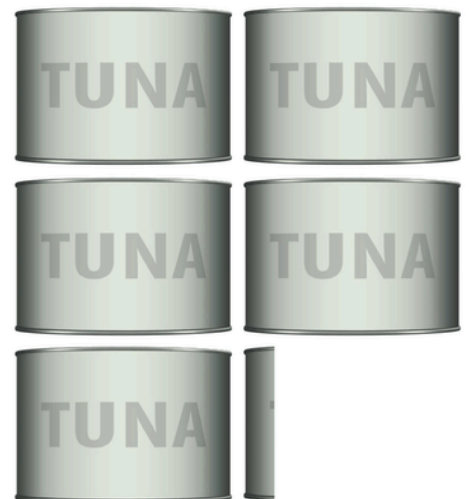
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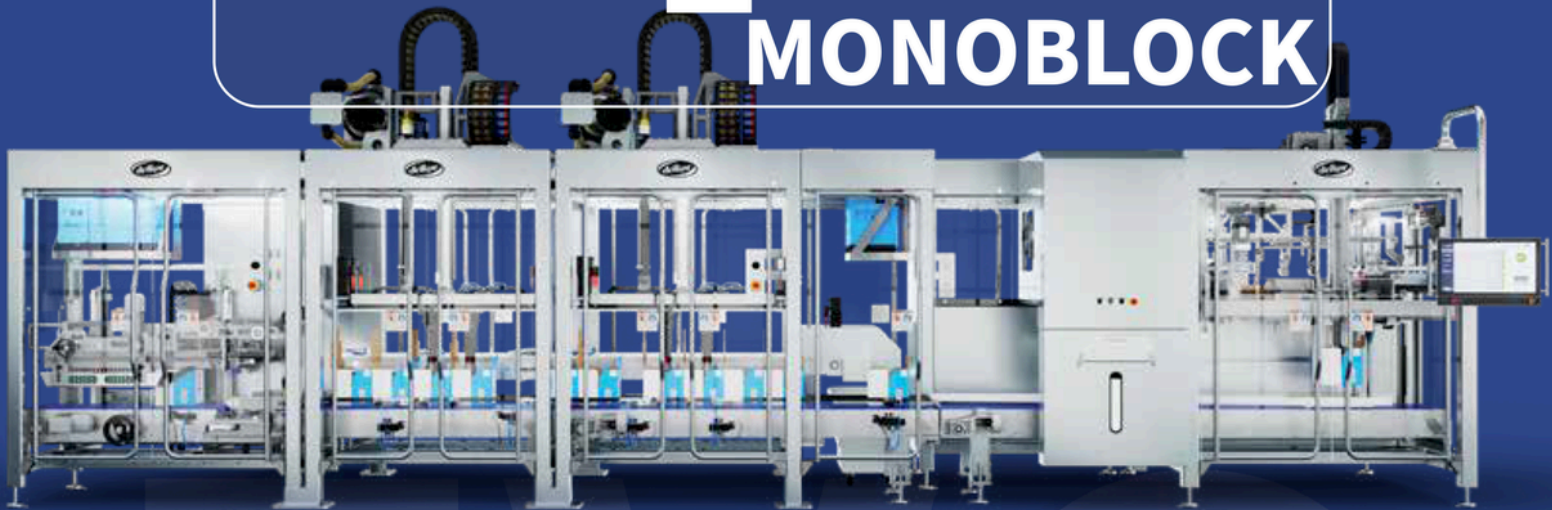
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