



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"