

COME TO THE OASIS

REFRESHING IDEAS FOR
TODAY'S DYNAMIC BUSINESS CLIMATE

**REFRIGERATED FOODS ASSOCIATION
32ND ANNUAL CONFERENCE
& TABLETOP DISPLAY**

MARCH 4 - 7, 2012

**LA QUINTA RESORT & CLUB
PALM SPRINGS, CALIFORNIA**



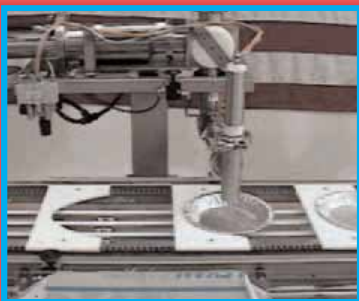
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COME TO THE OASIS

Amidst today's ever-changing and diverse marketplace, remaining informed of current market trends and food safety regulations are now more important than ever. Come to the oasis, a place to refresh your business concepts, technical procedures and networking strategies in this complex refrigerated foods industry. The Refrigerated Foods Association 32nd Annual Conference and Tabletop Display will feature "Refreshing Ideas for Today's Dynamic Business Climate."

We are pleased to kick-off the event on Monday morning with one of the country's most widely recognized professional speakers, Harold C. Lloyd. Mr. Lloyd will delve into clearly identifying the ten common qualities genuine leaders tend to possess and how to become the best leader in your business environment. Following the keynote will be a general session by Kevin Waters from the National Food Lab. Mr. Waters will discuss recent trends and advances in sensory research that maximize insights and product quality. He will also share what consumers, retailers and manufacturers are asking for, and how to design and execute meaningful methods and approaches that provide insights to protect or improve a product's quality.

Monday afternoon breakout sessions will feature an informative presentation on what you need to know about the Food Safety Modernization Act. The latest information concerning the new food safety programs already established and the implications of pending actions will be covered. Harold Lloyd will also be presenting a breakout session on "It's About Time," explaining how time is wasted and how it can be used more effectively both personally and professionally. The RFA's Technical Director, Martin Mitchell, will give his annual Technical Update addressing the latest food safety and regulatory news affecting the industry.

Tuesday will kick-off with a breakout session by Abbie Westra of *Fare* magazine. Participants of this session will take a look at the core channels of foodservice at retail—c-stores, grocery, drug/mass and college & university—including sales trends, operational details and growth opportunities for refrigerated foods manufacturers. Dr. John Butts will address sanitation process control and will share methods proven to prevent product contamination in your facility during the second breakout session.

Tuesday's general session will feature a panel of experts to help educate RFA members on the ins and outs of working with tuna. Tuesday will wrap up with the Annual Golf Tournament, the Technical Committee meeting and the "Fiesta de la Casa" dinner event. This Conference will provide a one-stop-shop for the latest offerings in packaging, equipment, ingredients, and services for the industry. The tabletop display will feature key suppliers to the refrigerated foods industry while providing a relaxed, fun atmosphere showcasing everything you need to advance your company.

On Wednesday morning, the One-on-One CEO sessions allow an opportunity for suppliers and food manufacturers to meet and discuss potential business opportunities. Come to the oasis and refresh your mind on all that is new and exciting in your refrigerated foods industry! We look forward to seeing you on March 4 - 7, 2012, at the La Quinta Resort & Club in Palm Springs, California!

SPECIAL THANKS TO THE 2012 CONFERENCE COMMITTEE!

CONFERENCE COMMITTEE CHAIR
George Bradford, Mrs. Stratton's Salads

PUBLICITY COMMITTEE
Glenn LeBlanc, Berry Plastics Corporation
Jon Dunn, Genpak
Wendie DiMatteo Holsinger, ASK Foods, Inc.
Leanne Parr, Plastic Packaging Corporation
Jennifer Shrader, Atlantic Coast Marketing

SPEAKERS COMMITTEE: GENERAL TOPICS & KEYNOTE

George Bradford, Mrs. Stratton's Salads
Mark Brown, Orval Kent Foods
Gene Graves, Lakeview Farms, Inc.
Joe Kross, Genpak
Jerry Shafir, Kettle Cuisine, Inc.
Robert Shore, B. Robert's Foods
Andy Tully, Kurt Salmon

SPEAKERS COMMITTEE: TECHNICAL TOPICS

Bill Schwartz, Orval Kent Foods
John Bowles, Atlantic Coast Marketing
Steve Loehndorf, Reser's Fine Foods, Inc.
Martin Mitchell, RFA Technical Director, Certified Laboratories

GOLF TOURNAMENT AND NETWORKING

John Trumpler, IPL, Inc.
Jason Dobis, Orval Kent Foods
Stan Sherman Jr., Kustom Pak Foods, Ltd.
Mike Swan, Keybrand Foods, Inc.
Josh Knott, Knott's Wholesale Foods, Inc.

TABLETOPS AND CEO SESSIONS COMMITTEE

Brian Edmonds, St. Clair Foods
Darlene Davidson, Furmano Foods
Jan Payne, PURAC America
Mark Rosenfield, Reser's Fine Foods, Inc.
Wes Thaller, House of Thaller

CONFERENCE SCHEDULE

SUNDAY, MARCH 4, 2012

- 10 a.m. - 7 p.m. Registration All Day
 2 p.m. - 5:15 p.m. Board of Directors Meeting
 5:30 p.m. - 6 p.m. New Member/Press/Speaker Reception
 6 p.m. - 7 p.m. Opening Welcome Reception

MONDAY, MARCH 5, 2012

- 7 a.m. Registration
 7 a.m. - 8 a.m. Associates Meeting, Election & CEO Session Sign-up
 8:15 - 9:15 a.m. Welcome Breakfast & Business Meeting
 9:30 - 10:45 a.m. Keynote Address: "Am I the Leader I Need to Be?"
 Harold C. Lloyd
 10:45 a.m. Break
 11 a.m. - 12:15 p.m. General Session: Sensory Research: "Trends and Advances That Maximize Insights & Product Quality"
 Kevin Waters
 11 a.m. Spouse Gathering and Lunch
 12:30 p.m. - 1:30 p.m. Networking Lunch
 1:45 p.m. - 3 p.m. Breakout Sessions:
 Session 1: "It's About Time"
 Harold C. Lloyd
 Session 2: "Data Driven Construction and Sanitation Process Control"
 Dr. John Butts
 3 p.m. Break
 3:15 p.m. - 5 p.m. General Session: "Technical Update: U.S. and Canada"
 Martin Mitchell
 5 p.m. - 7 p.m. Tabletop Display Reception
 7 p.m. Dinner on Own

TUESDAY, MARCH 6, 2012

- 7:30 a.m. Registration
 8 a.m. - 8:45 a.m. Breakfast
 9 a.m. - 10 a.m. Breakout Sessions:
 Session 1: "Foodservice at Retail: Where the Growth Is"
 Abbie Westra
 Session 2: "Food Safety Modernization Act: What You Need to Know"
 by Martin Mitchell
 10 a.m. Break
 10:15 - 11:30 a.m. General Session: "Tuna ABCs"
 11:45 a.m. Leave for Golf Course
 12 p.m. Technical Committee Meeting with Lunch
 12:30 p.m. Golf Tournament
Free afternoon for those not golfing- optional activities
 7 p.m. Dinner, Awards and Entertainment

WEDNESDAY, MARCH 7, 2012

- 7 a.m. - 7:30 a.m. Board of Directors Meeting
 7:30 a.m. Continental Breakfast
 8 a.m. - 10:10 a.m. One-on-One CEO Sessions

FEATURED PRESENTATIONS

AM I THE LEADER I NEED TO BE?

A KEYNOTE ADDRESS

HAROLD C. LLOYD



Most leaders have asked themselves this question at one time or another. Getting a clear, objective, and quantifiable answer, up till now, has been a real challenge. Whether leading a committee, a department, a church group, a little league team, or a small business, genuine leaders excel in ten distinct and measurable areas. This seminar clearly identifies the ten common qualities genuine leaders tend to possess.

In a step-by-step process, you will quantifiably determine your “leadership score.” More importantly, you will identify the specific qualities you will need to improve to “raise your score” in the future.

This session has incredible take away value and promises to deliver a powerful push in the right direction for all those who participate.

IT'S ABOUT TIME

A TIME MANAGEMENT FOOL FOR THE TIME-STARVED

This breakout session is about time. How it is wasted and how it can be used more effectively both personally and professionally. Even with all the latest technological innovations, our lives seem more time-challenged than ever before. Our innate desire to get ahead undoubtedly contributes to this condition. The widely held belief that the more hours a person works the more dedicated he/she is, certainly adds to our stress. This session will analyze some of our bad habits that waste time. It will also showcase more than 20 practical, effective and time-tested time management techniques. The good news, most of these techniques are adaptable with a modicum of effort. So, if you frequently find yourself wishing your days were 26 hours long or that there were eight days a week, this session may be time well spent.

Not many businesses survive for 25 years. Harold Lloyd Presents has. According to Harold, it seems just like yesterday when he flew to Memphis, Tennessee, for his first presentation. Harold's passion for teaching permeates his presentations. Over the years, he has created 30 top-rated seminars and written two Amazon.com '5 Star' rated books; *Am I the Leader I Need to Be?* and *It's About Time*.

Harold is a graduate of the Wharton School at the University of Pennsylvania and holds a masters with honors from the University of Chicago. He has been the president of a company with 1000 employees, 14 stores and was a franchisee of a 3-unit, award-winning family restaurant group. Harold is a proud father of three and lives in Virginia Beach, Virginia, with his wife, Deanna.

Harold has said, “I'd rather see the audience taking notes than to hear their applause.” This remark speaks to his intense desire to make a meaningful connection with his audience, which is his ultimate objective.

FEATURED PRESENTATIONS

FOOD SAFETY MODERNIZATION ACT: *WHAT YOU NEED TO KNOW*

MARTIN MITCHELL

The Food Safety Modernization Act (FSMA) was signed into law on January 4, 2011. RFA Members need to stay well informed of the changes resulting from this new legislation as well as its implementation process. Learn how the FSMA will affect you and your company during this extremely informative presentation.

The FSMA is the most significant enhancement to the U.S. food safety system in 70 years and it will enable the FDA to better protect public health. The FDA is provided with more enforcement authorities as a result of this new law, which will be designed to prevent food safety problems from occurring by achieving higher rates of food processor compliance. The FSMA will establish risk-based standards to better respond when problems do occur.

The law gives the FDA new tools to hold imported foods at the same standards as domestic foods. Integrated partnerships between state and local health authorities are created as part of the FSMA. Facilities are required to have written preventive food safety controls. The FDA will establish science-based food safety standards for fruits and vegetables. The FSMA institutes mandatory, risk-based food facility inspection frequency for U.S. and foreign locations.

Certain testing must be conducted in accredited laboratories and the FDA is given access to required food safety documents and records, as a result of the FSMA. The FSMA provides the FDA with new authorities such as mandatory recall, expanded administrative detention, suspension of registration, enhanced product traceability, and additional record keeping for high-risk foods. The law increases importer accountability, allows for third party certification of foreign facilities, requires certification of high risk foods, establishes authority to deny entry and sets up a voluntary qualified imported program.

Due to the massive nature of this new Food Safety Modernization Act, programs are being established and implemented in a stepwise fashion. Complete implementation of the FSMA will take years. It is a monumental task.

The latest information concerning the new food safety programs already established and the implications of pending actions to this overarching food safety act will be presented by RFA Technical Director and Managing Director, Certified Laboratories, Martin Mitchell.



FEATURED PRESENTATIONS

SENSORY RESEARCH: TRENDS AND ADVANCES THAT MAXIMIZE INSIGHTS & PRODUCT QUALITY

KEVIN WATERS



Consumers can tell you what they like and dislike about your product. Effective sensory evaluation programs and tools take knowledge of your products to a deeper level. This presentation will share recent trends of what consumers, retailers and manufacturers are asking for, and how to design and execute meaningful methods and approaches that provide insights to protect or improve a product's quality. The takeaway for you? Guidelines and helpful hints to immediately put into practice within your organizations.

Mr. Waters is currently Vice President, Product Design Group, at The National Food Lab, LLC (The NFL), a full service consulting and contract research firm providing research and development insights to food and beverage manufacturers and the food service industry. His diverse 25-year career has included roles in product development, sensory evaluation, consumer research, brand and identity consulting, global market research, and innovation. In his current position at The NFL, he oversees the product development/innovation, culinary, consumer research, sensory evaluation, and QA divisions, and is part of the firm's management board. Mr. Waters holds a degree in fermentation science (brewing and enology)/biochemistry, with a specialty in sensory science. He and his wife are active volunteers for Guide Dogs for the Blind, where they help raise future seeing eye dogs.

TECHNICAL UPDATE: U.S. AND CANADA

MARTIN MITCHELL



Get up-to-the-minute information on current U.S. and Canadian technical and regulatory issues impacting your business at this dynamic session. Led by the RFA's Technical Director, Martin Mitchell, these presentations will address everything you need to keep your company up-to-speed with HACCP, FSMA, sanitation and more.

Mr. Mitchell has been the technical director of the RFA since 1981. He is also the managing director of Certified Laboratories, Inc., a group of independent laboratories specializing in microbial and chemical analysis of food, beverages and other products. In addition to this position, Mr. Mitchell serves as director of the National Coalition of Food Importers Association and the technical committee of the American Spice Trade Association (ASTA).

FEATURED PRESENTATIONS

TUNA ABCS: A PANEL TO LEARN ABOUT THE INS AND OUTS OF TUNA.

Many RFA members use tuna as a salad ingredient. This panel has been set up to learn the ins and outs of tuna. Experts from the tuna industry will be discussing: tuna species, countries of origin, canning/retorting techniques, specifications, regulatory requirements, availability trends, seafood sustainability, harvesting methods, and other topics pertinent to purchasing and using tuna. Come hear from the experts and have them answer all your questions about tuna.



FRANK J. SIMON

DIRECTOR OF Q&A, MITSUI FOODS, INC.

Frank Simon started his career with Ralston Purina as an analytical chemist in 1969. Mr. Simon joined Chicken of the Sea in 1976 as R&D manager and was responsible for the development of many products and process improvements. Mr. Simon completed graduate degrees in business management at National University and United States International University. Mr. Simon also held positions at Chicken of the Sea as R&D director, QA director, production director and marketing manager. He moved to Asia and joined Thai Agri Foods in 1992 as vice president of manufacturing. In 1996 he joined First Dominion Prime Holdings in the Philippines as vice president of manufacturing. Mr. Simon joined Mitsui Foods International in 1999 as QA director while maintaining his office in Bangkok. In this capacity, he is responsible for locating and evaluating new sources of product in Asia and the rest of the world. He draws on his considerable scientific and technical knowledge of food processing to help foreign plants create new products and improve the quality and efficiency of their plants. He also helps these foreign processors understand and comply with the regulations governing exporting preserved products into the U.S. market. Mr. Simon currently works for Mitsui Foods International and resides in Bangkok.



DAVID MCIVOR

GENERAL MANAGER OF PHOENIX PACKERS LTD.

David McIvor serves as General Manager of Phoenix Packers Ltd., a Canadian seafood marketing company. Mr. McIvor has more than 25 years of experience in the canned salmon and tuna business, having held several senior management positions. He has been involved with marketing for canneries in North & South America, Asia and Fiji. His background includes technical training, working with operations to improve profitability & efficiencies through product mix, optimizing yields and lowering costs. From 1983 to 1999 Mr. McIvor worked for B.C. Packers Ltd. working his way up to senior vice president, export sales and marketing. Mr. McIvor received a business degree in marketing and finance from the University of British Columbia.



TUNA ABCs:

ROBERT SHANAHAN

SENIOR VICE PRESIDENT, CAMERICAN INTERNATIONAL

Robert Shanahan is Senior Vice President of global procurement at Camerican International located in Paramus, New Jersey. Mr. Shanahan has been in the food importing business for more than 29 years. He has vast experience in global sourcing and the importation of processed foods both branded and private label (seafood, fruit, vegetables) from Asia, Europe, South America and is currently developing Camerican International's sustainable seafood program.

WINSTON CHANCE

DIRECTOR OF QUALITY ASSURANCE, REMA FOODS, INC

Winston Chance serves as Director of Quality Assurance for Rema Foods, Inc. a New Jersey based import company. Mr. Chance has more than 28 years of experience in the canned seafood and tuna business. He has held several key quality assurance positions with leading food service companies in the U.S.

Mr. Chance has worked with numerous processing facilities around the world specializing in quality programs and food safety. He has worked with Rema Foods, Inc. since 2003.

MICHAEL BARRON,

DIRECTOR-FOODSERVICE/MILITARY SALES, STARKIST COMPANY

Michael Barron is currently the Director of Foodservice/Military Sales for the StarKist Company. Mr. Barron received a Bachelor of Science in Accounting from Duquesne University (Pittsburgh) and an M.B.A. in Finance from the University of Pittsburgh. Mr. Barron began his consumer goods career at the H.J. Heinz Co. (Pittsburgh) in August 1985 as a financial analyst.

After making an early transition to foodservice marketing at Heinz, he progressed through various positions until becoming the general manager of the Heinz Foodservice Frozen Products Business Unit. Mike left Heinz in 2002 to work at Rich Products in Buffalo, New York, where he managed the Foodservice Frozen Pizza business for this \$3 billion privately held company.

In 2004, Mr. Barron returned to Pittsburgh as director of foodservice marketing for Del Monte Foods, with responsibility for the StarKist, College Inn and Baby Food businesses. He made the transition to the StarKist Company (now owned by Dongwon Group) in October 2008. He is now focused on foodservice/military sales at StarKist.

FEATURED PRESENTATIONS

FOODSERVICE AT RETAIL: WHERE THE GROWTH IS



ABBIE WESTRA

Foodservice at retail is the fastest-growing segment of the industry. Operators are dedicated to growing foodservice at their retail sites, while consumers are demanding fresh, quality, convenient and value-driven food around every corner. Refrigerated prepared foods are a major component of the foodservice-at-retail equation. This session will take a look at the core channels of foodservice at retail—c-stores, grocery, drug/mass and college & university—including sales trends, operational details and growth opportunities for refrigerated foods manufacturers. Virtual “tours” of the most innovative concepts in the market segment will be taken, including a few stores across the pond.

Abbie Westra is Executive Editor of *Fare* magazine, the magazine for foodservice at retail published by CSP Information Group. Before joining CSP to help launch the *Fare* brand, Abbie was the editor of *Chef Magazine* and *Chef Educator Today*. She regularly serves as a culinary judge, speaker and moderator at industry events, and she currently serves as secretary and member of the Executive Board of Directors of the International Foodservice Editorial Council.

DATA DRIVEN CONSTRUCTION AND SANITATION PROCESS CONTROL



JOHN BUTTS, PH.D.

Recent USDA data shows dual jurisdiction establishments to have high rates of *Listeria* positives compared to other USDA inspected facilities. This presentation will address methods to eliminate the source and control movement of the organism in your facility. He will cover methods proven in the sliced deli meats industry to prevent product contamination. This presentation will also discuss recommended preventative and predictive process control procedures to enhance facility food safety.

After receiving his Bachelor of Science and Master of Science from Kansas State University, Dr. John Butts received his Doctorate of Food Science from Purdue University. Dr. Butts joined Land O’Frost, Inc. as director of research in 1974. His responsibilities included technical and regulatory direction for all business sectors. Dr. Butts has also provided technical and management support to Frigorifico Canelones, the largest beef processing plant in Uruguay, from 1991-2001. Dr. Butts holds memberships to six professional associations, stands as board members to the AMI and Editorial Advisory Board of *Food Safety Magazine*. Dr. Butts has also been published in various industry magazine and has conducted and presented more than 100 industry presentations.

NETWORKING EVENTS

2012 RFA TABLETOP DISPLAY:

DISCOVER THE LATEST IN PACKAGING, EQUIPMENT, INGREDIENTS, SERVICES, AND MORE!

Looking for a new packaging design? Need to know about the latest food safety services 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 a chance to see what's new 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 Tabletop Display will be held Monday, March 5, 2012, from 5 – 7 p.m., with cocktails and hors d'oeuvres being served. It will take place onsite at the La Quinta Resort & Club.

Like the 2010 Conference, this year's Tabletop Reception will include more than just literature. Associates will present exciting displays of products and guidelines. Associate members that display will need to adhere to the RFA guidelines. Registration materials and guidelines for the Tabletop Displays will be mailed to all RFA Associate members this fall and will also be available on the RFA Web site at www.refrigeratedfoods.org.



ONLY AT THE RFA CONFERENCE:

ONE-ON-ONE CEO SESSIONS OFFER UNIQUE NETWORKING OPPORTUNITY

One of the most unique and popular features of the RFA Conference is the One-on-One CEO Sessions, where suppliers meet with the CEOs of manufacturing companies for ten-minute sessions. These One-on-One Sessions provide the rare opportunity to meet face-to-face with company decision makers and discover the individual needs of each manufacturing company. This year's One-on-One CEO sessions will be held on Wednesday, March 7 from 8:00 a.m. - 10:10 a.m. To participate, you must be a RFA member and registered for the full Conference. Look for more information about the One-on-One CEO Sessions, including details on the sign-up process, in the coming months!



SPECIAL EVENTS

ANNUAL GOLF TOURNAMENT:

SILVERROCK RESORT'S ARNOLD PALMER COURSE

SilverRock Resort's Arnold Palmer Classic Course, a home course of the Bob Hope Classic PGA Tournament, sprawls over 200 acres with stunning water features set against the backdrop and natural beauty of the Santa Rosa Mountains. The Clubhouse, situated in the rocky outcroppings, is a charming renovation of the former working-ranch hacienda, built by Mr. and Mrs. Howard Ahmanson of Home Savings & Loan renown. PGA Tour professional Bubba Watson currently holds the course record of 62. Come play this course . . . maybe you can even break a record of your own! Course accolades include: Golfweek's Best, Best Tour Courses You Can Play in 2009 & 2010; Top 10 New Courses That You Can Play by Golf Magazine in 2005; Best Playing Conditions and Worth the Green Fee by Greenskeeper.org.



FIESTA DE LA CASA: A SOUTHWEST INSPIRED EVENING



Fiesta photo courtesy of yumsugar.com

You won't want to miss this evening adorned with lights, music and the flavors of "Fiesta de la Casa." Besides the great food and entertainment, this evening will be full of surprises. Come taste the flavors of the Southwest you can't try anywhere else. We hope you will join us Tuesday evening at the La Quinta Resort & Club.



PALM SPRINGS . . . YOUR PLAYGROUND AMONG THE STARS

Nestled at the base of the Mount San Jacinto Mountains, Palm Springs is known for its crystal blue skies, year-round sunshine, stunning landscape, palm tree lined streets, and starry nights. Entertainment for all ages, Palm Springs offers a wealth of indoor and outdoor activities. Rich in history and blessed with gorgeous weather, Palm Springs is a preferred destination of travelers from all over the world.

Whether it's a round of golf in the winter or a massage at a first-class spa resort, Palm Springs is the place to enjoy life. Often described as a small city with the cultural amenities of an urban area, the shopping, entertainment, dining and recreational opportunities are first-class.



Soar to the top of Mount San Jacinto on the world famous Palm Springs Aerial Tramway, shop the many mid-century boutiques and art galleries located uptown and downtown, hike scenic trails in the majestic mountains, tour celebrity and mid-century modern homes, attend theatre performances, stroll through art and cultural museums, or simply relax by the sparkling pool.

In downtown Palm Springs, the palm trees grow tall and straight along the city's main drag - Palm Canyon Drive. That's where the City's many parades and festivals are staged. Cruise the one-way strip lined with antique shops, art galleries, boutiques, restaurants and night clubs and you'll soon spot something that will catch your eye. Better yet, enjoy the downtown on foot and see the names of many Hollywood legends that grace the Walk of Stars. Once the trendy playground of Hollywood stars, Palm Springs maintains its chic charm.

Poolside at the La Quinta Resort & Club (Top Right). La Quinta area shopping (Bottom Middle) Palm Springs Aerial Tramway (Bottom Right). Courtesy of City of Palm Springs, <http://www.ci.palm-springs.ca.us/>



REGISTRATION INFORMATION

CONFERENCE REGISTRATION

To register, fill out the attached 2012 Conference Registration Form and fax to the RFA at (770) 303-9906 if paying by credit card. If paying by check, mail the form with your check to: Refrigerated Foods Association, 1640 Powers Ferry Road, Building 2, Suite 200A, Marietta, GA 30067. Registration forms are also available on the RFA Web site at www.refrigeratedfoods.org

REGISTER ONLINE

You can register online for the 2012 Conference through the RFA Web site at www.refrigeratedfoods.org. Note: There is a discounted registration fee for payments made by check. For RFA Members, the Conference pre-registration fee (must be received by January 6, 2012) is \$895 if paid by check and the registration fee (received after January 6th) is \$995 if paid by check. For payment by credit cards, the pre-registration and registration fees are \$925 and \$1025. For guests, the pre-registration fees and registration fees for check payment are \$795 and \$895; and for credit card payment, the fees are \$825 and \$925.

REGISTRATION CONFIRMATION

Your confirmation will be sent to you two weeks prior to the Conference. The confirmation will include everything you need to know in preparation for the event.

CANCELLATION POLICY

Cancellations made by December 23, 2011, will receive a full refund. Cancellations made after December 23, 2011, or "no shows" will not receive a refund. You can transfer your registration to another person within your company at any time.

GOLF TOURNAMENT

The RFA Golf Tournament will be held on Tuesday, March 6, 2012, at the SilverRock Resort's Arnold Palmer Course. The fee is \$240 and includes prizes, transportation to and from the golf course, green fee, cart fee, a bucket of range balls, and a boxed lunch. Please note on the registration form if you need a club rental – the fee is \$45. The tournament will tee off at 12:30 p.m. All participants will depart from the hotel at 11:45 a.m. The dress code is as follows: shirts with collars and sleeves must be worn at all times, slacks or Bermuda shorts are required. Denim, tank tops, T-shirts, cut-off shorts, swim attire, and jogging apparel are not permitted. Only soft spikes are allowed on the course.

HOTEL RESERVATIONS



A WALDORF ASTORIA RESORT

The La Quinta Resort & Club is the RFA's headquarter hotel. All Conference sessions and events will be held at the La Quinta Resort & Club. To make room reservations, please call 1-800-598-3828. Identify yourself as a RFA Conference attendee to receive a special room rate of \$225 plus tax for single or double

occupancy. The deadline for room reservations is February 4, 2012. You can also book your hotel room online through a link on the RFA Web site.

TRANSPORTATION

The closest airport to fly into is the Palm Springs, California (PSP) airport, which is 30 minutes away from the La Quinta Resort & Club. The (ONT) airport is 90 minutes from the Resort and (LAX) is 2.5 hours from the Resort.

Ground Transportation: From PSP airport:
Private sedan for 2 people one-way is \$195
Van holds up to 7 people - \$285
Contact Stuart Green with Destination Services, Inc. directly at 760-238-1077 or sgreen@laquintaresort.com

Taxis are available for an average of \$65-\$75 one-way from the Palm Springs Airport (PSP) to the La Quinta Resort & Club.

You can also rent a vehicle from Avis Transportation. The RFA's Avis Worldwide Discount (AWD) Number is J095902. Please use this AWD number when calling Avis directly at 1-800-331-1600 to receive the best car rental rates available.

TABLETOPS

This year's Tabletop Display Reception will be held on Monday, March 5, 2012, from 5 – 7 p.m., with cocktails and hors d'oeuvres being served. It will take place onsite at the La Quinta Resort & Club. Registration information for the Tabletop Reception will be mailed this fall.

For questions, please contact the RFA at (770) 303-9905.



CONFERENCE REGISTRATION FORM

32nd Annual RFA Conference & Tabletop Display

INSTRUCTIONS:

To register for the RFA Conference, please complete the front and back of this form and return with payment to Refrigerated Foods Association, 1640 Powers Ferry Road, Bldg 2, Suite 200A, Marietta, GA 30067 or fax to (770) 303-9906. Forms will not be processed without payment of appropriate fees. For more than four attendees, copy the back of this form and attach as a separate sheet. For questions about registration, please contact the RFA office at (770) 303-9905. You can also register online at www.refrigeratedfoods.org

COMPANY INFORMATION:

Company Name: _____
Address: _____
City, State, Zip Code: _____
Phone: _____ Company Web site: _____
Is your company a new member to the RFA this year? Yes No

REGISTRATION TERMS:

Registering gives RFA permission to contact you/your company via fax, mail or e-mail, with no expiration date, unless revoked in writing. Registering also gives RFA permission to use any photographs taken during the Conference on the RFA Web site or in other RFA materials.

REGISTRATION FEES:

Please complete the individual attendee information on the backside of this form and calculate the appropriate registration fees for all attendees below. The registration fee includes admission to all general sessions, scheduled receptions, breakfasts, lunches, dinners, and the Tabletop Display. Guests must pay full guest registration fee to attend all events. Fee will be refunded if registration is cancelled prior to **December 23, 2011**. Deadline for pre-registration is **January 6, 2012**. Registration form and fee must be received in the RFA office by January 6, 2012, in order to receive the pre-registration fee discount. ****Note: Discounted rates ONLY for payments made by check!****

Pre-Registration Fee (Received ON or BEFORE January 6, 2012):

Payment by Credit Card:	Member	\$925 _____ (no.) @ \$925 =	\$ _____
	Spouse/Guest	\$825 _____ (no.) @ \$825 =	\$ _____
Payment by Check:	Member	\$895 _____ (no.) @ \$895 =	\$ _____
	Spouse/Guest	\$795 _____ (no.) @ \$795 =	\$ _____

Registration Fee (Received AFTER January 6, 2012):

Payment by Credit Card:	Member	\$1025 _____ (no.) @ \$1025 =	\$ _____
	Spouse/Guest	\$925 _____ (no.) @ \$925 =	\$ _____
Payment by Check:	Member	\$995 _____ (no.) @ \$995 =	\$ _____
	Spouse/Guest	\$895 _____ (no.) @ \$895 =	\$ _____

Non-Member Registration Fee:

Payment by Credit Card:	Nonmember	\$1125 _____ (no.) @ \$1125 =	\$ _____
Payment by Check:	Nonmember	\$1095 _____ (no.) @ \$1095 =	\$ _____

Golf Tournament Fee (Sign-up by Jan 6th) \$240 _____ (no.) @ \$240 = \$ _____
Guest Ticket for Tuesday's Event "Fiesta de la Casa" \$150 _____ (no.) @ \$150 = \$ _____

TOTAL REGISTRATION FEE ENCLOSED \$ _____

PAYMENT INFORMATION:

Method of Payment: Check for \$ _____ (Make payable to Refrigerated Foods Association)
 Credit Card: Visa Mastercard American Express Discover
Credit Card No: _____ Exp Date: _____ CVV/Security Code: _____
Credit Card Billing Information (If different from above): Phone: _____
Address: _____
City, State, Zip: _____
E-mail for receipt to go to: _____

Remove or copy this form and return with payment to:

Refrigerated Foods Association 1640 Powers Ferry Road, Building 2, Suite 200A, Marietta, GA 30067, FAX: (770) 303-9906

(Over ...)

2012 RFA CONFERENCE ATTENDEE INFORMATION

(For more than four attendees, please copy this form and attach)

ATTENDEE 1:

Name to appear on badge: _____ e-mail: _____

Is this your first time attending the RFA Conference? Yes No Attending Sunday evening reception? Yes No

Will you be attending Tuesday's evening event? Yes No

Do you have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

Golf Tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Guest Registration:

Full registration (see other side for fees) Tuesday's event only - fee is \$150

Guest Name: _____

Guest golf tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Does he/she have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

ATTENDEE 2:

Name to appear on badge: _____ e-mail: _____

Is this your first time attending the RFA Conference? Yes No Attending Sunday evening reception? Yes No

Will you be attending Tuesday's evening event? Yes No

Do you have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

Golf Tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Guest Registration:

Full registration (see other side for fees) Tuesday's event only - fee is \$150

Guest Name: _____

Guest golf tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Does he/she have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

ATTENDEE 3:

Name to appear on badge: _____ e-mail: _____

Is this your first time attending the RFA Conference? Yes No Attending Sunday evening reception? Yes No

Will you be attending Tuesday's evening event? Yes No

Do you have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

Golf Tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Guest Registration:

Full registration (see other side for fees) Tuesday's event only - fee is \$150

Guest Name: _____

Guest golf tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Does he/she have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

ATTENDEE 4:

Name to appear on badge: _____ e-mail: _____

Is this your first time attending the RFA Conference? Yes No Attending Sunday evening reception? Yes No

Will you be attending Tuesday's evening event? Yes No

Do you have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

Golf Tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Guest Registration:

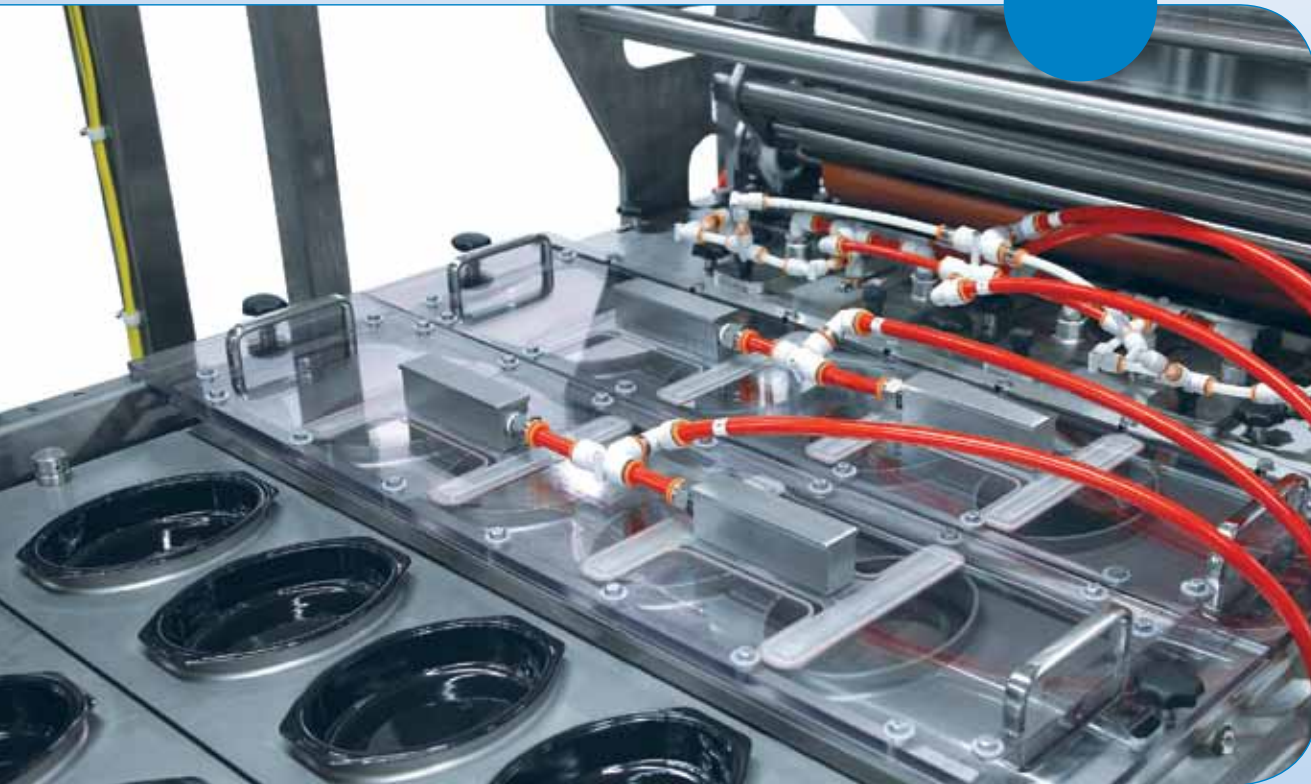
Full registration (see other side for fees) Tuesday's event only - fee is \$150

Guest Name: _____

Guest golf tournament: Yes - Handicap/average score: _____ Club rental needed? Yes - Circle: Right or Left

Does he/she have a special dietary preference? Yes If so, please note: Vegetarian Other: _____

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Refrigerated Foods Association
1640 Powers Ferry Road, Bldg. 2, Suite 200A
Marietta, GA 30067