

Celebration of Carolinas College Sports

CFIC



6th Annual Convention



**JULY 22-25, 2010
MYRTLE BEACH HILTON
MYRTLE BEACH, SC**



Family Fun at the Beach!

On **July 22-25**, grocers and suppliers from North Carolina and South Carolina are going back to the beach for the **Sixth Annual Carolinas Food Industry Council Convention**. Our **three-day convention** is the time when everyone gathers to celebrate the Carolina grocery industry.

Make your **hotel reservations as soon as possible** and return the CFIC Convention Registration, don't miss this sell-out event!

Review the weekend schedule on the back of this brochure now as there are events that **require advance registration decisions**.

GUESTS BRING YOUR OWN CAMERA to Thursday's Opening Reception with Carolinas College Sports legends:

Phil Ford

UNC-Chapel Hill

National Player of the Year

Mike Gmski

Duke University - *All-American*

David Thompson

NC State University - *Greatest Player in ACC History*



We'll enjoy team mascots, cheerleaders, tailgate games.

LIVE AUCTION: The Association's Live Auction is scheduled for **Saturday Night** as part of the President's Dinner Event. As in the past, shelf space for **two items** will be offered and the winner of each of the two items will have the opportunity to place **one item in distribution**, for a guaranteed **minimum six (6) month period** at each store location for each of the eight participating retailers. These retailers represent more than **2,500 stores**.





SNACK SHACK One of the most valued aspects of the CFIC Convention is our **Snack Shack**. This year located on the **Mezzanine Level** (above the registration desk) of the Hilton Hotel, the Snack Shack is **open from 7:00 am to 4:00 pm** and attendees can pick up a **free but limited-menu breakfast and lunch as well as beverages, ice cream and other snacks**. Our generous convention sponsors donate the snacks and beverages **all are presented free of charge**. Show your **convention badge** to the **Snack Shack monitor** to gain access to this convenient convention event.

THURSDAY NIGHT COLLEGE SPORTS CELEBRATIONS What better way to kick off the **Carolinas College Weekend Theme** than with celebrities! Whether or not you are a die-hard college sports fan Thursday Evening will provide a wonderful venue for all convention attendees to: eat, drink and mingle with Basketball Legends. Join us from **6:30-9:30 pm** on Thursday night for **Cheerleaders, Mascots, and ACC Fan Fest Games** and the **Silent Auction**. Children are invited when accompanied by their parents.

EDUCATIONAL PROGRAMS Grocers arise early, so **Friday morning** we'll get off to an early start with our **Keynote Speaker, Coach Bobby Cremins**. Although Bobby will be a tough act to follow. We will have a representative of Food Marketing Institute and Grocers Manufacturers Association present the latest industry position on **"Sustainability in Today's Grocer Industry."**

The **Saturday Morning Education Session** is also designed to appeal to both the retail and supplier members. **Mark Vitner** of Wells Fargo Securities will present on the **Economic Recovery Process** in these tough times and present an economic forecast for the Carolinas with specific analysis of regional retail grocery operators, as well as the impact on grocery manufacturers.



MARK VITNER
Senior Economist, Wells Fargo



BOBBY CREMINS



DAVID THOMPSON



MIKE GMINSKI

FRIDAY AFTERNOON GOLF OUTING **Legends Golf Course**, just 20 minutes from our hotel, has been selected as the venue for the **Friday afternoon Golf Outing**; this year limited to **28 foursomes!** **Shotgun start at noon**; boxed lunches on the cart; Registration: **\$135**.



Golf cancellations received after **5:00 pm on Tuesday, July 13** will include a **\$75 cancellation fee**. Cancellation received **prior** to July 13 will enjoy a full refund. Unfortunately, **"no-shows"** will be invoiced for full registration without refund.

FRIDAY FAMILY FUN NIGHT On Friday evening **all attendees** are invited to our **Family Fun Carnival** from **6:30 – 8:30 pm**. (Buffet lines open from 6:30 – 8:00 pm.) At **8:45 pm** **The Bouncing Bulldogs Jump Rope Team** will amaze our guests just as they have astounded others when performing as the Army/Navy Half-Time entertainment.



THE BOUNCING BULLDOGS



PHIL FORD

At **10:00 pm** Joe Bunn, Myrtle Beach's renown **DJ** will take the stage and perform until **11:30 pm**. Thanks to our sponsors for providing **Lucky and Tony the Tiger**.

ONE-ON-ONE SESSIONS On Saturday morning, category managers from **Food Lion, Harris Teeter, Lowes Foods and Piggly Wiggly Carolina** will once again provide pre-scheduled thirty-minute **"One-on-Ones"** with key suppliers.

PLEASE NOTE: Each **Category Manager** is responsible for choosing and scheduling these meetings. The One-on-One **schedules** will be **posted at the convention registration desk**. **Vendors** may (between **May 6** and **July 1**) contact a **Category Manager** directly to schedule a meeting.

Myrtle Beach, SC • July 22-25 - Make your hotel reservations NOW!

PRESIDENTS' PRESENTATIONS

The Presidents of our three largest chain retailers have agreed once again to combine work with play at our convention and each company will make just **ONE Presidents' Presentation** Saturday morning. Each **45-minute** presentation will highlight that company's 2010 focus areas and new initiatives. Beginning at **9:15 am** Food Lion, Harris Teeter, and Lowes Foods/Merchants Distributors Inc. will invite suppliers to hear the latest news from their company.

PRESIDENT'S RECEPTION and DINNER

The Saturday evening reception and dinner are a tribute **to**, and recognition/celebration **of** the Council's President, **Fred Morgenthall**. This event will honor the President of Harris Teeter for his service as the 2010 CFIC President. Following dinner, President Morgenthall will recognize one supplier company as the **CFIC Outstanding Supplier of the Year**, following the award presentation, Jeff Cockman will take the stage to preside over the **Live Auction**. This year's evening entertainment is **Jim Gossett**, renowned impersonator who will be followed by dance music provided by a regional band, **NTranze**.



JIM GOSSETT

COMPLIMENTARY SATURDAY EVENING CHILDREN'S PROGRAM

The CFIC goal is Family Fun and children are invited to attend the Thursday Evening College Sports Opening Event as well as the Friday Family Night Carnival. But the Saturday evening dinner is an **adult-only event**. Once again free **Child Care** is available for **children ages 5 through 12**; children will be divided into: **5-8 year olds** and **9-12 year olds** (Includes **dinner, crafts, games, movies, etc.**)

NOTE: Although **FREE**, children **must** be registered for the program **prior to July 14, no walk-ins**.

Parents must list **each child by name, age and any food allergy**.



NTRANZE

EVENING BABYSITTING SERVICE and FEES

Babysitting for children ages 0-4 years is available through Hilton's Room Service Babysitting. (Older children can attend complimentary CFIC children's program). The prices are **\$20 per hour** for the first child, **\$5 per hour** for each additional child (3 child limit, maximum total **\$30 per hour**). To arrange for babysitting, contact **Laura Abernathy at 843-458-7671 prior to arrival**. These services are **not** part of the convention registration and must be **arranged by parents in advance**.

DAYTIME CHILDREN'S PROGRAMS

Daytime Children's Programs are available for guests of both the Hilton Hotel and Kingston Plantation. Most **supervised daytime children's activities are FREE**. Children may register for these at the **Hilton Pool Deck**. Activities include arts and crafts, painting, treasure hunt, beach volleyball, magic lessons, horseshoes, etc.

NOTE: Children ages 0-4 must be accompanied by a parent and the parents of children 5 and above must check in after each activity.

2010 SPONSORS

The success of our Convention is due in to the generous support of our sponsors, please thank the following companies.

PLATINUM SPONSORS

Altria Sales	Casella Waste Systems	Dr Pepper Snapple Group	Kellogg Compny	Malt-O-Meal
American Greetings	Coca-Cola	E&J Gallo Winery	Kraft Foods	MillerCoors
Anheuser-Busch	Constellation Wines U.S.	Frito-Lay	Lance Inc.	Pepsi-Cola
				Procter & Gamble

GOLD SPONSORS

ConAgra Foods	General Mills	McCormick & Co.	S.C. Johnson	Tyson Foods
Dean Foods/Dairy	J.M. Smucker Co.	Sara Lee Food & Bev	Smithfield Packing Co.	Unilever
Fresh/PET/Mayfield				

SILVER SPONSORS

Bellisio Foods	Crown Imports	Heineken USA	Ocean Spray Cranberries	Wise Foods
Bush Brothers	Edy's Grand Ice Cream	Minute Maid	ReddyIce	
Clorox Company	Georgia-Pacific	Mt. Olive Pickles	Snyder's of Hanover	

BRONZE SPONSORS

Blue Bell Creameries	Chiquita/Fresh Express	Hormel Foods	Pactiv	TWT Distributing
Bubba Burgers	Colgate-Palmolive	Hostess Brands	Pinnacle Foods	Wells' Blue Bunny
Butterball	Dannon Company	HP Hood	Reckitt Benckiser	Western Union
Catalina Marketing	Gorton's	Nestle Purina	Schering Plough/Coppertone	White Wave Foods
CH Robinson Worldwide	Great Lakes Cheese	Nestle USA	Sunny Delight	



REGISTRATION DEADLINES for RESORT ACCOMMODATIONS

Cut-off date for hotel reservations: **June 22**. That date the Hilton will **release our room block**; Reservations will be accepted by the hotel on a **“space available”** basis at the resort’s significantly higher **“prevailing summer rate”**

YOU MUST MAKE YOUR OWN HOTEL RESERVATIONS

You may contact the Hilton Myrtle Beach Resort directly at: **(800-876-0010)** or visit Hilton’s website at:
http://www.hilton.com/en/hi/groups/personalized/myrbhhh_cfo/index.jhtml

To secure the **Hilton’s** group rate of **\$227**, you must **indicate reference code “CF0.”**
Two and Three-bedroom Condos and Two-bedroom Villas are available at the **Kingston Plantation** (in close proximity to the Hilton).
Contact the Kingston Plantation at: **800-876-0010**. Group Rate (from **\$265 - \$365**) you must **indicate reference code: “CF0.”**

Hotel check-in: 4:00 pm. Check-out: Noon

The Hilton Hotel and the Royale Palms **registration desk** as well as the **CFIC Convention Registration Desk** are located **inside the Hilton**.
NOTE: Attendees staying in a **Kingston Plantation Condo or Villas** guests must check-in and secure room key from the lobby of the **Embassy Suites Hotel, not the Hilton**.

Early Bird Convention Registration at Reduced Rates

The convention registration-rates **prior to June 22** are: **\$100 for members and \$75 for guests**.
After the **June 22** deadline the rates are **\$125 for members and \$100 for guests** (children under 12 are free).

Vendor/Supplier Members

The convention is open **only to CFIC members and guests**. Each attendee must be employed by a CFIC member company. **Three membership levels** are available for **supplier companies**; each level provides members with **complimentary registration(s)** for **employees** (not for spouses or children).
NOTE: Although complimentary payment, attendees **must complete the Registration Form**.

PATRON of the INDUSTRY LEVEL: \$5,000 Associate Dues Level

- may register an **unlimited number** of company representatives
- receives **FIVE (5) complimentary** convention registrations for company representatives
- receives **special recognition** in the Membership Directory

FRIEND of the INDUSTRY LEVEL: \$1,000 Associate Dues Level

- may register an **unlimited number** of company representatives
- receives **THREE (3) complimentary** convention registrations for company reps

SUPPORTER of the INDUSTRY LEVEL: \$500 Associate Dues Level

- Companies who choose the \$500 membership level are permitted to bring **only ONE (1) company representative** to the convention and this **one registration is complimentary**.

NOTE: In each category, the rep may pay convention registration fee for an **unlimited** number of family members/guests at the prevailing guest registration fee.

Adult guests and children 13 and above: \$75 prior to June 22, \$100 after June 22,
Children 12 and younger are FREE.



Don't miss Saturday Night's Live Auction.



PRELIMINARY SCHEDULE of CONVENTION EVENTS

**Thursday
July 22**

10:00 am – 8:00 pm Registration Desk Open
12:30 pm – 4:00 pm Snack Shack / Beach Time / Shopping
6:30 pm – 9:30 pm Carolinas College Sports Opening Event (Children Invited)
Buffet Line Open 7:00 – 8:30 pm
Silent Auction Ends 9:00 pm

**Friday
July 23**

7:00 am – 7:00 pm Registration Desk Open
7:00 am – 4:00 pm Snack Shack (limited-menu breakfast 7:00-10:30 am; lunch 11:30 am – 2:00 pm)
7:30 am – 9:00 am Opening Keynote: Coach Bobby Cremins
9:00 am – 10:00 am “Sustainability in Today’s Grocery Industry”
Noon CFIC Annual Golf Outing: Legends Golf Course - Shotgun Start
6:30 pm – 8:30 pm Family Fun Carnival
Buffet Line Open 6:30 – 8:00 pm
8:45 pm – 10:00 pm Bouncing Bulldogs Jump Rope Team, Family Entertainment
10:00 pm – 11:30 pm DJ tunes with Joe Bunn

**Saturday
July 24**

7:00 am – 4:00 pm Snack Shack (limited-menu breakfast 7:00-10:30 am; lunch 11:30 am – 2:00 pm)
7:30 am – 12:00 noon One-on-One Sessions (pre-scheduled)
8:00 am – 9:00 am Mark Vitner, Wells Fargo Senior Economist
9:15 am – 11:15 am Presidents’ Presentations (one presentation per company)
9:15 Food Lion
10:00 Harris Teeter
10:45 MDI/Lowes Food Stores
6:00 pm – 7:15 pm President’s Reception
6:00 pm – 11:00 pm Children’s Dinner and Activity (Sign-Up required prior to July 14)
5-8 year olds
9-12 year olds
7:30 pm President’s Dinner
Outstanding Supplier of the Year Award
Live Auction
8:15 pm – 9:15 pm Entertainment by Jim Gossett, Impersonator
9:30 pm – 11:30 pm Dancing to NTranze

**Sunday
July 25**

8:00 am – 10:30 am Snack Shack
8:00 am Board of Directors Meeting

Myrtle Beach, South Carolina
July 22-25
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