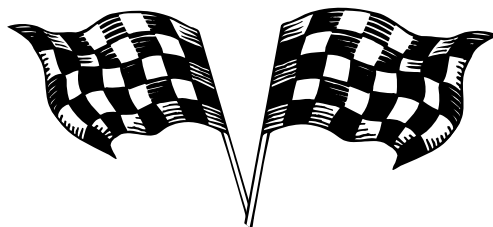


The
Carolinas Food Industry Council



Welcomes
1st Time Convention Sponsors
to the
2009 CFIC Annual Convention



July 23-26
Hilton Hotel, Myrtle Beach

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CFIC Convention

2008 Review

and

2009 Tentative Plans



The Carolinas Food Industry Council (CFIC) welcomed 1,300 guests to their 4th Annual CFIC Convention July 24 - 27 held at the Hilton Resort in Myrtle Beach, South Carolina. The key focus of this year's educational seminars was "unlocking the doors that build trust," "accentuating employee motivation" and refining our industry's legislation efforts. However, in the CFIC tradition, the weekend also emphasized the importance of family by maximizing the event schedule to include activities for attendees of all ages!

The Fourth Annual CFIC Convention incorporated **several new events**. One was the **President's Presentations** which allowed the four largest chain grocers to each present a 30-minute report on "What's on his short-term drawing board."

The **Old-fashioned Carnival** (another first time event) had a **Grocery Industry Twist** and was a huge hit with everyone; CFIC members have asked to expand on this event next year. A new award for **Outstanding Supplier of the Year** was established to recognize the very vital role supplier companies play and their unyielding generosity to the convention and their many contributions to the association. The 2008 vendor recipient was Kraft Foods. A check in the amount of \$25,000 was made to the **Second Harvest Food Bank Network** chapters in both North Carolina and South Carolina.

When asked for suggestions for the 2009 CFIC Convention, one member was quoted to say, "*I wouldn't change a thing!*" **Ricky Knighton** of the Fresh Air Galaxy in Hickory, North Carolina said, "*this was the best [Convention] to date!*" **Fred Morgenthall**, President of Harris Teeter, said that he believes, "*the **Snack Shack** is the most popular aspect for most convention attendees.*"

This year's careful planning and attention to detail made a huge impact on members across the board. After presenting outgoing President Bryan Dozier with a plaque for an outstanding year of service, **Rick Anicetti, President of Food Lion** and **incoming CFIC President** said, "*the turnout was fantastic!*"

Members also had the opportunity to schedule **One-on-Ones Meetings** between **Category Managers and Suppliers**, an asset of CFIC's agenda that members look forward to each year. But it's not all about business -- more than **130 golfers** enjoyed a little competition on Friday at **Legends Golf Course**, while others enjoyed **shopping** and some much needed **beach time**.

Returning to the **Myrtle Beach Hilton** again next year our weekend will include all of the 2008 convention events **PLUS three additional new, first-time** elements for the **2009 CFIC Convention**. With a NASCAR Theme, it is a natural to kick off Thursday evening with **Race Car Celebrities** and **Virtual Racing Games**. A **Silent Auction** will be open throughout the weekend and the Friday afternoon **Celebrity Presentation** (requests are out to: Paula Dean, Rachel Ray or Denise Austin) will add to this growing event.

We hope that your company will **not only plan to attend** the '09 CFIC Convention, but will also join in **sponsoring the event** scheduled for **July 23-26, 2009** once again at the Hilton Hotel, Myrtle Beach.

2008 CFIC Convention Sponsors

Sponsor Level I



Sponsor Level II



Sponsor Level III

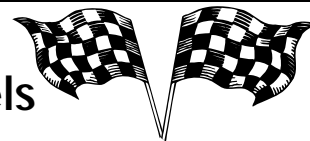
Bellisio Foods	Crown Imports	Georgia Pacific Corp.	Ocean Spray Cranberries
Bush Brothers	Del Monte Foods	Hansen Beverage	Snyder's of Hanover
Clorox Company	Dole Packaged Foods	Heineken USA	Wise Foods
Constellation Wines	Fosters Wine Estates	Mt. Olive Pickles	

Sponsor Level IV

Apple Baking	Dannon Co.	Nestle Purina	Sunny Delight
Birds Eye	Gorton's	Nestle USA	Texas Pete
Blue Bell	High Liner Foods	Pabst Brewing	TWT Distributing
Bubba Burgers	Hormel	Pactiv	Valassis
Butterball	HP Hood	Reckitt Benckiser	Wells' Dairy
Chiquita	Interstate Brands	ReddyIce	Western Union
Colgate Palmolive	NC Dept. of Agri.	Schering Plough	

2009 CFIC Convention

Recognition of Sponsorship in Four Levels



The CFIC Board of Directors and retail grocers from both
North Carolina and South Carolina value your support of our convention!

Level I \$11,000—\$15,000	Level II \$8,000—\$10,999	Level III \$4,000—\$7,999	Level IV \$3,000 or Less
<ul style="list-style-type: none"> • Eligible to schedule One-on-One Sessions with Senior Vice Presidents • Full-<u>color</u>, full-page Directory Ad • Recognition by “Sponsor Level” in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos • Sponsor Ribbon and Level I sticker on Name Badge • Listing in Directory recognizing sponsorship Level • Eligible to contribute to Snack Shack 	<ul style="list-style-type: none"> • Eligible to schedule One-on-One Sessions with Vice Presidents/Directors • Black & White, Full-page Directory Ad • Recognition by “Sponsor Level” in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos • Sponsor Ribbon and Level II sticker on Name Badge • Listing in Directory recognizing sponsorship Level • Eligible to contribute to Snack Shack 	<ul style="list-style-type: none"> • Eligible to schedule One-on-One Sessions with Category Managers • Black & White, Full-page Directory Ad • Recognition by “Sponsor Level” in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos • Sponsor Ribbon and Level III sticker on Name Badge • Listing in Directory recognizing sponsorship Level • Eligible to contribute to Snack Shack 	<ul style="list-style-type: none"> • Eligible to schedule One-on-One Sessions with Category Managers • Black & White, <u>Half</u>-page Directory Ad • Recognition by “Sponsor Level” in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos • Sponsor Ribbon and Level IV sticker on Name Badge • Listing in Directory recognizing sponsorship Level • Eligible to contribute to Snack Shack

A CFIC Sponsor contributing at any level may purchase a full-page, full-color Directory Ad for \$500.

Contact CFIC office at (919) 832-0811 or
e-mail chanaa@ncrma.org, if questions.



Sponsorship Opportunities are afforded ONLY to CFIC Associate Members
Three Associate Membership Dues Levels:

<p>Platinum Plus Dues Level \$5,000</p> <ul style="list-style-type: none"> • Convention Registration open to an <u>unlimited</u> number of company reps • <u>FIVE complimentary</u> convention registrations for company reps • Special Directory <u>Recognition</u> 	<p>Gold Dues Level \$1,000</p> <ul style="list-style-type: none"> • Register an <u>unlimited</u> number of company reps • Receives <u>THREE complimentary</u> convention registrations for company reps 	<p>Silver Dues Level \$500</p> <ul style="list-style-type: none"> • Convention registration limited to <u>only one</u> company rep
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Convention Registration Fee Schedule		
Prior to 6/25:	\$100 Members	\$ 75 Guests
After 6/25:	\$125 Members	\$100 Guests
Guests include: friends, spouses and children 13+		
Children 12 & under are free		

Supplier Membership Dues Invoice

Company: _____ Invoice Contact: _____

Address: _____

City, State Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Annual Dues Levels

- \$5,000 **Platinum**
- \$1,000 **Gold**
- \$500 **Silver**

Payment Options

- Check Enclosed Credit Card
- Visa MC Discover AmEx

Card Number: _____

Exp.: _____ Signature: _____

Category

 Please **check the box** that best describes your product or service:

- Advertising/Promotions
- Bakeries
- Beer & Wine
- Beverages
- Brokers & Distributors
- Cookies & Snacks
- Dairy & Frozen
- Equipment & Supplies
- Ethnic Food
- Financial & Insurance
- Food Processors
- Grocery/Center Store
- Meat, Poultry & Seafood
- Non-Foods
- Produce
- Services
- Tobacco

CFIC Membership Levels

PLATINUM Level Benefits \$5,000

- may register an unlimited number of company reps for the convention
- receives **FIVE** complimentary convention registrations for company reps
- invitation to attend an exclusive convention sponsor reception on Thursday
- receive special designation in Annual Membership Directory

GOLD Level Benefits \$1,000

- may register an unlimited number of company reps for the convention
- receives **THREE** complimentary convention registrations for company reps

SILVER Level Benefits \$500

- Companies who choose the \$500 membership level are permitted to bring **only ONE company representative** to the convention and this **one registration is complimentary**. (NOTE: The rep may pay convention registration for any family members he chooses to bring.)

Have you completed the Annual Directory Data Form?

The CFIC Annual Membership Directory includes all supplier members.

 Please complete the **enclosed** form with the contact information of your company reps and submit it **as soon as possible**.

Associate dues are tax deductible as a business expense, but not as a charitable contribution. Under federal law, 75% of your dues are allocated to lobbying (non-deductible), 25% are deductible.

2009 CFIC Convention Sponsorship Commitment Form



The CFIC Annual Convention provides an opportunity to mix business with pleasure! Now entering our fifth year, we provide the venue for the grocery industry to enjoy **four-days of family fun** at the beach, and the convention's registration fee (thanks to the generosity of our sponsors) remains at the level comparable to the **1950's!**

The four-day **Convention Registration** which covers all meals, receptions, seminars, entertainment (excluding golf) is just **\$100** per member, spouse or guests pay \$75 and children 12 and under are **free!**

Although all supplier members enjoy the convention, **those suppliers who sponsor the event** enjoy preferential status for scheduling One-on-One appointments, are eligible to contribute to the Snack Shack and recognition in: promotional brochures, directory signage, registration desk, website, newsletters, tent cards and videos.

Deadlines for submitting recognition name and logos for:

- Convention Marketing Brochure: January 15
- Convention Website: February 28
- Convention Video: May 30
- Convention Directory: June 16
- Early Bird Registration Fee Deadline: June 22
- Convention Signage: June 29
- Convention Tent Card: July 9

Yes _____ will sponsor the '09 CFIC Convention
(company name)
at the _____.
(Level)

Please **email** all follow-up convention materials to the key contact:

Name: _____

Company Name: _____

Snail Mail: _____

Phone: _____

Cell Phone: _____

Fax: _____

E-mail: _____



Snack Shack Contribution Agreement Form 2009 CFIC Annual Convention



The Snack Shack, now in its 5th year is one of the most popular elements of the convention. The CFIC Board of Directors anticipates **1,300 attendees** this year. It will be open to all registered guests for **breakfast, lunch, and afternoon snack items**: Thursday 12:30 to 4:00 pm; Friday and Saturday 7:00 am to 4:00 pm and Sunday 8:00 to 10:30 am.

Yes, my company would like to provide product for the Snack Shack.

Fax forms to: (919) 832-0812 or e-mail: chanaa@ncrma.org

Deadline for submitting forms: June 16

There are **three methods** for delivering donated product to the convention. Because the hotel charges CFIC an exorbitant surcharge fee if the hotel staff moves product from the suppliers' truck into our storage facility, we suggest (in priority order) the following methods for product delivery.

1st Choice: Take a credit for product through Food Lion Distribution Center in Ellore, SC.

2nd Choice: Ship product directly to the Food Lion Distribution Center in Ellore, SC.

3rd Choice: Deliver product to the Hilton Myrtle Beach Resort and direct the vendor personnel to unload product into CFIC storage areas (Mulligans Room for dry products; refrigerated/frozen to refrigerated trailer).

Details for shipment/delivery on separate form; please return this Contribution Agreement Form (by **June 16**) to: chanaa@ncrma.org.

Company: _____

Contact: _____

Phone: _____

Cell: _____

E-mail: _____

- My company will:
- Take a credit through Food Lion Distribution Center
 - Ship product to Food Lion Distribution Center by July 16
 - Ship product directly to Hilton Myrtle Beach Resort on July 23

Most Desirable Snack Shack Contributions

1. **Only individually wrapped items.** (family-sized portions are **not** preferred)
2. If sending ice cream and/or beverages please send **freezer units, coolers** or **barrels** with your company logo so we can ensure your product will be displayed in your cooler.
3. **Disposable display bins** are great advertisement if possible ship these with product.
4. Health conscientious items (fruit, yogurt, granola bars, etc.) appreciated.

Choose the **appropriate form** and **return electronically to: chanaa@ncrma.org or via fax to: (919) 832-0812.**

We **strongly encourage** you to either use the credit process through the Food Lion Distribution Center in Ellore, SC or ship directly to the Food Lion Distribution Center which has agreed to store and transport product to the Hilton Myrtle Beach Resort without charge.

REMINDER: In order to avoid exorbitant hotel surcharge fees for unloading product, **if shipping directly to Hilton Myrtle Beach Resort**, Please ask **your driver to move product from the truck directly to the CFIC storage room (Mulligans on the lower level)** or to the **Food Lion refrigerated/frozen trailer** parked on the grounds.

**Book rooms directly with the hotel, call:
800-876-0010**

**To secure the group rate: reference the “Carolinas Food Industry Council”
AND**

mention the code “CFC” for reservations at the **Kingston Plantation** or
mention code “CFI” for reservations at the **Hilton/Royale Palms**

The room block includes villas, condos and hotel rooms.

Hilton Myrtle Beach Resort
10,000 Beach Club Drive, Myrtle Beach, SC



2009 CFIC Board of Directors



Rick Anicetti, President

Fred Morganthall, 1st VP ♦ Tye Anthony, 2nd VP ♦ Robert Masche, 3rd VP

Greg Adams, Treasurer ♦ Mack McLamb, Chaplain

Fran Preston, Executive Director

**Bo Abbott, Jr.
Larry Adams
Tony Bonds
James Brabson
Eddie Brown
Craig Carlock
Bryan Dozier
Tom Ficht
Greg Fisher
Steve Hall
Ken Honeycutt
Robert Ingle**

**Cliff Joyner
Ricky Knighton
Landy Laney
Jack Murphy
Eligo Pena
Chuck Richards
Hugh Smith
Ward Sylvester
Gary Watson
Grant Wright
Mark Yambor
Bobby Young**



Questions?

Contact:

Chana Alford
CFIC Convention Planner

919-832-0811 x 102

chanaa@ncrma.org

Any of the pages in this brochure
may be downloaded from our website for electronic distribution to anyone within your company.

www.cficweb.org



Grocers.. 

Start Your Engines!!!

Save the Date

2009

CFIC Convention

NASCAR Theme

July 23-26



Myrtle Beach Hilton