

FOODSERVICE SALES AND MARKETING ASSOCIATION PRESENTS

# TOP 2 TOP 2010



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**Feb. 17-19, 2010**  
Ritz Carlton Grande Lakes  
Orlando, FL  
[www.ritzcarlton.com](http://www.ritzcarlton.com)

**THE 16TH ANNUAL FSMA CONFERENCE**

The Premier Event for Foodservice Sales & Marketing Executives • [www.Top2TopOnline.com](http://www.Top2TopOnline.com)

# PROGRAM OF EVENTS

February 17- 19, 2010 Ritz Carlton Grande Lakes, Orlando, FL

## WEDNESDAY, FEBRUARY 17, 2010

Time	Activity/Session
8:30 am – 11:30 am	<b>FSMA Connections – The Networking Lounge</b> <small>new!</small>
8:30 am – 5:00 pm	<b>Registration/Information Desk</b>
11:30 am – 12:30 pm	<b>Welcome Lunch*</b> <b>*BE THERE OR BE SQUARE!</b>
1:00 pm – 5:30 pm	<b>General Session</b> <ul style="list-style-type: none"><li>■ FSMA Welcome &amp; Update</li><li>■ Success Strategies for the Changing Foodservice Industry</li><li>■ What's Up? A Look at Foodservice Today &amp; Beyond</li><li>■ Seven Keys to Leadership</li><li>■ Book Signing <b>MEET OUR KEYNOTE SPEAKER!</b></li></ul>
6:00 pm – 9:00 pm	<b>Opening Reception &amp; Dinner Industry Award Presentation</b>
9:00 pm – 11:00 pm	<b>After Glow</b>

## THURSDAY, FEBRUARY 18, 2010

Time	Activity/Session
7:00 am – 8:00 am	<b>Continental Breakfast</b>
8:00 am – 5:00 pm	<b>Registration/Information Desk</b>
8:15 am – 9:15 am	<b>General Session Gen Y Now</b>

## THURSDAY, FEBRUARY 18 SCHEDULE CONTINUES

**ATTENDANCE AT T2T IS A MEMBER BENEFIT.** Only members and first-time, non-members may attend. If you are unsure of your membership status or wish to join, please contact Rick Abraham at [rabraham@fsmaonline.com](mailto:rabraham@fsmaonline.com) or 410-715-6673.

## THURSDAY, FEBRUARY 18, 2010 CONT.

Time	Activity/Session
9:45 am – 12:30 pm	<b>Concurrent Breakout Sessions (choice of three)</b> <ul style="list-style-type: none"><li>■ How to 'Spearhead' Tribal Leadership</li><li>■ The Levity Effect</li><li>■ Leverage Social Networking</li><li>■ Non-Commercial and Compliance Management</li><li>■ How Can We Be Better Partners?</li><li>■ Navigating the Jungle of Foodservice Legal Issues</li><li>■ Maximizing Your Productivity When 'On the Road'</li><li>■ Power Entertaining with Food &amp; Wine for Executives</li></ul>
12:30 pm – 1:30 pm	<b>Group Lunch</b>
1:30 pm – 2:45 pm	<b>Concurrent Breakout Sessions Continue</b>
3:15 pm – 5:00 pm	<b>Fresh Approaches: Roundtable Discussions to Drive Best Practices</b>
5:30 pm – 7:00 pm	<b>Reception</b>
7:00 pm	<b>Dinner on your own</b>

## FRIDAY, FEBRUARY 19, 2010

Time	Activity/Session
	Space is Limited. Requires pre-registration & additional fees.
8:00 am	<b>Golf Outing – Shotgun Start</b>
	<b>On Your Own Options</b> Spa ■ Eco Tours ■ Fly Fishing ■ Adventure Course
	<b>CONFERENCE ADJOURNS</b>

FSMA respectfully requests that no business or social meetings/events be held during Top2Top so that all may enjoy the conference.

# WEDNESDAY, FEBRUARY 17

## 8:30 am – 11:30 am **NEW IN 2010! FSMA Connections – The Networking Lounge**

**More networking is what you ask for each year** so this year's Top2Top Planning Committee came up with the idea for a networking lounge, an informal space to sit & chat with your agency, manufacturer and vendor partners. A place to relax with casual yet thoughtful conversation, or brainstorm about your next strategic plan of action. No need to meet in the lobby with the rest of the hotel guests because this space will only be available to FSMA Top2Top registrants. Come & Go as you please throughout the morning before the formal programming begins and share a cup of 'joe' or a refreshing glass of fresh squeezed orange juice.



## 8:30 am – 5:00 pm **Registration/Information Desk**

## 11:30 am – 12:30 pm **Welcome Lunch**

All Registered Attendees Invited. In its third year, the Welcome Lunch has become an ol' favorite. Greet friends and meet new colleagues. An excellent start to your Conference experience!

## 1:00 pm – 5:30 pm **General Session**

### **Welcome and Foodservice Update**

*Jim Chisholm, Outgoing FSMA Chair and President, Benchmark Sales*  
*Bob Watson, Incoming FSMA Chair and President, Watson & Associates*  
*Rick Abraham, FSMA President*

Hear what FSMA accomplished last year and where we are headed in 2010.

### **Success Strategies for the Changing Foodservice Industry**

*Julie Tummy, President Chief Marketing Officer, NOBLE*  
*Andy Ford, President Chief Insight Officer, NOBLE*

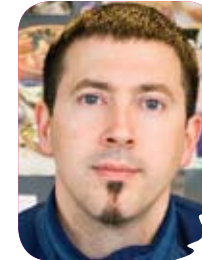
The driving forces facing operators, manufacturers and sales and marketing agencies have never been more challenging. But those who embrace change and take risks will redefine the industry as we know it today.

How should agencies and manufacturers adjust to dynamic consumer behavior, industry consolidation, new supply chain initiatives and an economic downturn? How do we react to the "new normal"?

Innovative risk takers are seeking new strategic partners and rethinking their competitive mindset and business practices. They are embracing new behaviors and motivations that influence the consumer.



**JULIE TUMMY** has been the head of **NOBLE** since 2002 and is ultimately responsible for the agency's food marketing expertise. Having more than 24 years experience, Julie gives an in-depth understanding of today's business issues from industry & consumer perspectives. Clients have included Tyson Foods, Campbell's Foodservice, French's Foodservice, Frito Lay and Basic American.



**ANDY FORD** provides thought leadership to one of **NOBLE's** disciplines, Culture Waves and The Food Channel publishing efforts. He is a trained observer of the effect of lifestyle choices, demographics, education, media and experiences have upon the world's diverse population. He then translates this knowledge to help clients understand purchase and consumption behaviors.

**"TOP2TOP IS EXTREMELY RELEVANT,** well organized, on trend, and passionate. It is great to see the commitment of FSMA to the future of our industry." —JOHN SIVILLA, VP, FOODSERVICE SALES CONAGRA FOODSERVICE



Since joining Technomic, **KATHY GAYNOR** has conducted, written and presented a variety of proprietary and multi-client engagements, including Technomic Foodservice Planning Program, the Adult Beverage Insights Group and ROOT. Her areas of focus include new product development, opportunity assessment and consumer & market research for manufacturers, distributors, operators and trade associations.



**PAT WILLIAMS** began his sports career as a minor league catcher for the Philadelphia Phillies and then in the front office. He then spent three years with the Minnesota Twins before moving to the NBA. Since 1968, he has been affiliated with teams in Chicago, Atlanta and Philly including the '83 World Champ 76ers and the Orlando Magic which he co-founded and helped

lead to the NBA finals in 1995 and 2009. Twenty-four of his teams have gone to the play-offs and six to the finals. He was named one of the most influential people in NBA history in 1996. He has worked with some of the best: Julius Erving, Moses Malone, Charles Barkley, and Shaq O'Neal just to name a few. Most impressive, Pat and his wife have parented 19 children, 14 of them adopted from four nations. For one year, 16 of his children were teenagers at one time!

In this session, Julie and Andy will dive deep into:

- 🦎 The macro industry forces, food trends, consumer behavior and operator pain points we all need to better understand
- 🦎 How consumers interpret business intelligence and gain inspiration for their purchasing decisions, their well being and professional goals
- 🦎 New ways of connectivity, sales and marketing evolution, and success strategies as we all prepare for what is just around the corner

### What's Up? A Look at Foodservice Today & Beyond

*Kathy Gaynor, Senior Manager, Technomic*

The business climate is always changing and these days, it changes faster and more erratically than in the good ol' days. To be successful, we must stay informed, predict the news before it happens, continue to absorb facts about the latest trends and listen to experts' predictions on our industry's future. Kathy Gaynor, a seasoned consultant in food based facts & research, will enlighten us on what's happening in foodservice, and what you need to know to stay competitive & grow profitability. She will share her insights on the top issues of the day so you can be armed with information when you return to your day-to-day business.

### Seven Keys to Leadership in the 21st Century

*Pat Williams, Senior Vice President, NBA's Orlando Magic*

Following an exciting year for the Orlando Magic and their path to the NBA finals, Pat gives you practical and proven techniques for immediately increasing your productivity in a leadership capacity. In this thought provoking speech, Pat details the seven keys to leadership and teaches how you can be a more effective leader. Learn how to create a personal strategy, communicate effectively with your employees and make profitable decisions. Pat's humorous anecdotes and unique leadership philosophy will make this a highly-regarded speech, and Pat will happily take questions from the audience.

**BOOK SIGNING!** Pat will be available following his presentation to autograph books. His book will be available for sale on first come, first served basis. (Limited Books Available, only cash or check will be accepted)

**6:00 pm – 9:00 pm**

**Reception, Dinner and Presentation of Industry Service Award**

Enjoyable and stimulating conversations with old friends and new acquaintances make this a popular evening for new and returning attendees every year. Dinner also features the presentation of FSMA's Jerry Waxler Industry Service Award.

**9:00 pm – 11:00 pm**

**After Glow**

As the day winds down, relax with colleagues & friends for an after-dinner drink and conversation at a slower place for the perfect ending to a day of success.

For additional biographical information on our speakers, visit [www.top2toponline.com](http://www.top2toponline.com)

# THURSDAY, FEBRUARY 18

**7:00 am – 8:00 am**      **Continental Breakfast**

**8:00 am – 5:00 pm**      **Registration/Information Desk**

**8:15 am – 9:15 am**      **General Session**

## **Gen Y Now: How Generation Y Changes Your Workplace and Why It Requires a New Leadership Style**

*Buddy Hobart, President/Founder, Solutions 21*

The most dramatic changes in the workplace are happening now. Over the next few years, 77.7 million Baby Boomers will be retiring while 78 million Gen Y enter the workplace. They are different –not in the ways you think, but in ways that require a change in management style. Gen Y is comprised of persons born in 1977 and after. They are stereotyped as slacker but they can be your most motivated and creative workers. They will be in short supply as the Baby Boomers and Gen X retire so competition will be stiff for you to hire the best. If they are dissatisfied and leave, they will be expensive and difficult to replace. The US Dept of Labor states that the minimum cost to replace an employee is 25% of their annual compensation.

In this motivational session, learn direct from the expert, Buddy Hobart, author of the book Gen Y Now. He will give you vital insights on how to hire Gen Y and how to motivate them. He will share specifics on how they will demand more of you and your organization, how they will want bigger rewards sooner, and that they are more likely to leave. You need to embrace Gen Y and make changes now! Don't miss this session so that you can be better prepared to successfully manage the next generation.

**9:45 am–2:45 pm (Choice of 3)**

## **Eight Diverse Concurrent Breakout Sessions (75 minutes each)**

Top2Top offers this separate and distinct list of topics to suit agencies, manufacturers and vendors. Bring extra people to take advantage of everything T2T has to offer.

**Concurrent breakout sessions will begin at 9:45 a.m., 11:15 am and 1:30 pm**  
**You MUST sign up for the breakout sessions you wish to attend when you register.**

Please read the session descriptions closely before making your selections. The interactive workshops will be limited. **Register early to be assured a seat in the sessions you want to attend!** List your first through fifth choices on the attached registration form. Seats will be awarded on a first come, first served basis. FSMA members will receive priority.



**BUDDY HOBART** has worked with **diverse clients** including Hormel Foods, Heinz, Pfizer and Century Foods. His organization and consulting firm provides skill, organizational and process development services to businesses nationally & internationally. He believes 'people are the solution in the 21st century'.

**"AS A NON-MEMBER, I was in attendance for the first time to determine the value of the Conference and the Organization (FSMA). After this experience, my intention is to become a member!"**

—TISH FIDLER TATE, FIDLER MARKETING



## #1 How to 'Spearhead' Tribal Leadership & a Culture of Excellence

*Nicki Weiss, President/Founder, Sa1esWise*

It's a fact of life: birds flock, fish school, people 'tribe'. Every company, every organization for that matter, is a tribe, or if it's large enough, it's a network of tribes – groups of 20 to 150 people in which everyone knows everyone else. Tribes are more powerful than teams, companies, or even CEOs. In this workshop, you will learn how to assess your company's tribal culture on a scale of 1 to 5 and then implement specific tools to elevate from one stage to the next. The result is unprecedented success!

Leaders that fail to understand, motivate and grow their tribes will find it impossible to succeed in an increasingly fragmented world of business. So, come & learn:

- 🦎 The five tribal stages and how to recognize them in your organization
- 🦎 Your journey as the 'chief': leading others through the stages
- 🦎 The goal of tribal leadership
- 🦎 The measures of success
- 🦎 How to leverage natural groups to build a thriving company

## #2 The Levity Effect : Why It Pays to Lighten Up

*Scott Christopher, Director of Speaking & Training, OC Tanner Company*

Scott uses serious science to reveal the remarkable power of fun and humor in business: that leaders who are light-hearted earn more on average than their peers; that entertaining workplaces have more loyal employees and customers; and that employees who are considered humorous are vastly more likely to get promoted – especially to senior jobs. Scott will debunk the myth that levity is somehow a frivolous non-issue and detrimental to your organization's success. He establishes his case for levity leadership using:

- 🦎 Data from the Great Place to Work Institute's million person study showing the connection between 'fun at work' and 'best places to work'
- 🦎 Statistics from surveys and research that support the importance of having a sense of humor
- 🦎 Case studies from Boeing, Microsoft, Virgin and others where levity has moved the needle
- 🦎 Proven tips, tools and techniques to lighten up your workplace NOW



**NICKI WEISS** is an internationally recognized **Certified Professional Sales Management Coach, and Master Trainer**. Since 1992, Nicki has trained, certified, and/or coached more than 8,000 business executives, agency owners, independent reps, corporate sales executives, small to medium size entrepreneurial business leaders, and sales teams of all shapes and sizes.



In addition to his role at the **OC Tanner Company**, **SCOTT CHRISTOPHER** has shared his expertise on NBC's Today Show, Fox Business Channel, CNBC, NPR, and BBC, and has been quoted in the New York Times, Washington Post, Boston Globe, New York Post, Newsweek, and Economist magazine. In his rare spare time, Scott is a professional voiceover artist and actor (SAG) appearing on network television series Everwood, Touched by an Angel and in Disney Channel movies.



### #3 Leverage Social Networking and Apply It to Your Business

Tom Rector, Foodservice University

How do you use LinkedIn, Twitter, Facebook, and the up-to-the-second trends & tools to enhance your communications, networking, and sales opportunities? How can new technologies have a positive impact on my business? Tom will enlighten you with the back to basics, the do's & don'ts, and the pros and cons in this timely session to keep you in the 'groove'. You will feel empowered to use these technologies to strengthen your organization's strategies, market more effectively and share pertinent information. To help you take advantage of this latest phenomenon, Tom will cover:

- 🦎 Social networking orientation
- 🦎 Pro's and con's of social networking
- 🦎 How to apply to your business objectives
  - Internal communications
  - External communications
  - Team-building
  - Staffing and organization
- 🦎 Industry opportunities across supply chain
- 🦎 When, how, and why to build a strategy around social networking
  - Tracking and metrics for ROI
  - Foodservice case studies

#### Key Learning and Takeaways:

- 🦎 Mechanics, operation and integration of social networking tools
- 🦎 Action steps for implementation of a social networking strategy
- 🦎 Written recap of ideation sessions sent to all participants

### #4 Non-Commercial and Compliance Management for Agencies

Brian Finn, Founder, Shamrock Group

Agencies are critical in the management of compliance through the distributor and to the Non-Commercial (NC) operator. However, in contract negotiations between the manufacturer and headquarter NC personnel, the role the agency plays is rarely, if ever, discussed let alone agreed upon. For this reason, compliance management lacks standardized data and processes to help agencies in their sales effort. The biggest challenge in the effective management of NC compliance accounts is supplying the agency with accurate and up-to-date selling information.

#### Key Learning and Takeaways:

- 🦎 Learn how to obtain data on a consistent & timely basis
- 🦎 Identify which NC customers provide this data and how it could be used
- 🦎 Understand how to extract critical selling information contained in the data



**TOM RECTOR** brings over 35 years of food industry experience to Top2Top.

His food industry career includes positions at the Keebler Company, Int'l Multifoods Specialty Brands, TriValley Growers, and FoodConnex Worldwide. He joined Hospitality Training LLC as a partner in February 2003, a leading edge provider of tools & technology impacting sales productivity and knowledge distribution in the foodservice channel.



**BRIAN FINN** was an executive for Sara Lee.

Brian spent 14 years with Sara Lee in roles of increasing Sales and Marketing responsibility. The final position Brian held at Sara Lee was VP of Marketing for the Foodservice Division of Sara Lee Refrigerated Foods amongst many others. Today, his goal for SG, a business development consulting firm serving the food industry, is to partner with clients to solve their strategic business development goals, with emphasis in operator & key account management.

**"TOP2TOP IS VERY INSIGHTFUL** and allows for better strategic collaboration and partnership in order to better compete in the marketplace."

—CARLA DOUGHERTY, KING & PRINCE SEAFOOD





**DAVE DEWALT** has been working as an independent solution provider since 1996. His 15 years of foodservice marketing experience has been seasoned with formal consulting training. He earned his Master's Degree from the Kellogg School of Management and his current firm serves foodservice clients on strategic, marketing & distribution projects.



**MIKE DUGGAN** has been VP of Sales for Dot Foods for the last ten years where he has helped grow the business into the billions in sales. His thirty years in food distribution includes experience in marketing, sales, and management from a variety of companies including Arctic Frozen foods, Kraft and Craig Distributing.



**BARRY MALONEY** has provided legal counsel to FSMA and its predecessor organizations for over twenty years. He has a clear understanding of the outsourced sales organization and is seasoned on their issues. Barry was the senior branch attorney at U.S. Securities & Exchange Commission and special counsel to U.S. Economic Stabilization Program during President Nixon's administration.

- 🐉 Develop a process to view all data via a common template
- 🐉 Establish a process to filter the data to identify true opportunities, eliminate non-competing products & extract "exception" operators
- 🐉 Understand the role the agency can play in managing compliance at the distributor level

### #5 How Can We Be Better Partners?

*Mike Duggan, Vice President of Sales, Dot Foods*  
*Dave Dewalt, President, Franklin Foodservice Solutions*

How can Dot Foods be a better partner so you can sell more cases each & everyday? How can you better understand the strong support that Dot Food offers the agency community and how their concept of redistribution brings value to your organization? In this workshop, Mike Duggan & Dave Dewalt will communicate their philosophies on the strengths of utilizing the agency community to drive sales and their support of the outsourced strategy as a successful means to go to market. This workshop will provide a forum of communication for both the agency and the manufacturer on the methodology of Dot Foods which will help you to produce increased sales opportunities.

The following topics will be discussed:

- 🐉 Update on new programs & Initiatives specifically related to the agency community
- 🐉 Why distributors buy through redistribution
- 🐉 How you can sell MORE through redistribution
- 🐉 How redistribution lowers cost and increases profitability

And to enhance the session, ample Q&A time will be provided to share ideas and thoughts.

### #6 Navigating the Jungle of Foodservice Legal Issues

*Barry Maloney, Managing Partner, Maloney & Knox*

Understanding complex legal issues is not usually on everyone's list of favorite subjects, but recent events like the Feeser's/Michael's Foods court case should raise it up on your priority list. FSMA chief counsel Barry Maloney will break down price discrimination and other laws into plain language and help you better understand the how's and why's. Robinson Patman, anti-trust, abusive power buyers, deviated pricing, and the correct way to meet competitive offers are just a few of the topics to be covered in this important and timely session. Barry has over 30 years experience and can explain complex legal matters in an easy to understand language. This break-out will include a Q & A segment so bring your specific questions too!

## #7 Maximizing Your Productivity When 'On the Road'

Steve Turner, CEO, Turner Time Management

Does your productivity suffer when you are on the road? Do you want your technology to be virtual so you can maximize your effectiveness regardless of where you are? Most of us answer "yes!" This session is created to show you how to get the most out of your Blackberry and other mobile tools:

- 🦎 Time saving shortcuts you can use everyday
- 🦎 The most efficient way to process and re-organize emails on your handheld
- 🦎 The most effective way to synchronize your contacts, calendar and emails
- 🦎 Using the web browser, search and AutoText tools effectively

Steve will provide a session summary to all participants and give two months of free support on questions related to the information presented in the session. Includes a free 30 minute follow-up webinar to help implement the techniques and tools shown.

## #8 Power Entertaining with Food & Wine for Executives

Eddie Osterland – America's First Master Sommelier

Most of us truly enjoy hosting business clients at dinner as a way of being gracious, hospitable and sealing a new relationship or celebrating a well-established one. When that opportunity arises, we want simple ideas to create an immediate, positive impact that will turn an ordinary experience into a lasting memory. But choosing the menu for the event can be daunting. Even more, selecting the wines that will enhance the various foods can be worrisome.

Eddie Osterland can help you erase any wine worries when entertaining. He will answer questions about which wines combine best with which foods; what makes some wines very expensive; which wines need to be aged; and why all red wines should be served slightly chilled. He can show you how to combine foods and wines with confidence and panache, whether you're entertaining at home or at a fine restaurant.

**3:15 pm – 5:00 pm** 

## Fresh Approaches: Roundtable Discussions to Drive Best Practices

Dave DeWalt, President, Franklin Foodservice Solutions

Arlene Murphy, President, Food Service Access

It's time to work together to address three key issues in the manufacturer/agency relationship!

This exciting, new session will open with two key speakers—one manufacturer and one agency—who will share their best practices and their biggest challenges & friction points in the agency/manufacturer relationship. Their viewpoints will kick off lively discussion among the participants. Participants will join a roundtable work team with the objective of identifying a new "approach," and action plans regarding one of the key issues. The engaging session will end with a summary report of results. Following Top2Top, FSMA will publish a "White Paper" for all FSMA members and Top2Top attendees.

This is your opportunity to have a voice—be sure to bring your passion and participate in this session's attempt to drive positive change!



**STEVE TURNER** is a former executive with Clover Technologies in the printing supplies industry. His ground breaking strategies for time management and productivity helped the organization grow from \$43.5 million to \$265 million in just over four years. His proven ability (including desktop, laptops and mobile devices) is of great value to anyone in need of greater sales and/or productivity



**EDDIE OSTERLAND** is an internationally acclaimed expert in wine & food with over 25 yrs of experience, and is America's 1st Master Sommelier. He was educated at the Universite of Bordeaux in France and received his Master Sommelier Diploma in London in 1973. He was the wine editor for Restaurant Business magazine for over a decade and today travels worldwide sharing his knowledge.



**ARLENE MURPHY** has worked in the food service industry for more than 30 years. Most extensively, her time was spent in sales for McCormick & Company with prior distributor sales experience. She has always been active in our industry with participation at many levels within the Women's Foodservice Forum, IFDA, IFMA, FSMA and the Restaurant Association of Maryland.



## "TOP2TOP IS THE PLACE TO BE

to stay in tune and up to speed in a fast changing business."

—JON ROBERTS, PINNACLE FOOD BROKERS

**5:30 pm – 7:00 pm**

**Reception**

**7:00 pm**

**Dinner on your own**

The Orlando area offers a wide variety of restaurants to suit your individual taste, and Grande Lakes has a great choice of options right on the hotel property. Call the Ritz Concierge at 407.393.4060 or visit our personalized Orlando website at <http://top2toponline.orlandomeetinginfo.com> for ideas.

# FRIDAY, FEBRUARY 19

**Optional Morning Activity (requires pre-registration & additional fees) Space is Limited!**  
**Golf Outing with Golf Caddie Concierge for each Foursome**

**8:00 am**

**Shotgun Start, Ritz Carlton Golf Club**

The design of the Golf Club, by two-time British Open Champion Greg Norman, blends a variety of hazards to provide a challenging but fair test of a golfer's abilities. Water hazards, strategic bunker placement and demanding greens result in an atmosphere of a private course.

Come & play a round of golf in a relaxed atmosphere with your colleagues. The non-tournament play is designed as an additional networking opportunity to enhance your Conference experience. Your choice of foursomes is accepted and accommodated whenever possible.

The golf outing will include a continental breakfast PLUS a Caddie Concierge for each foursome. Your Caddie will assist players in many ways including:

- 🦎 Provide tips for playing the course and offer course strategy
- 🦎 Locate balls and rake bunkers
- 🦎 Repair ball marks and clean golf clubs

**CONTESTS**  
Longest Drive & Closest to the Pin! Win Prizes!

**OTHER ACTIVITIES AVAILABLE  
'ON YOUR OWN'**

## Spa

Escape! The Ritz-Carlton Spa features 40 treatment rooms, a private 4,000-square-foot heated outdoor lap pool, a Carita salon, a boutique, and a café. To book your Orlando spa package, please call (407) 393-4200.

## Eco Tours

To experience a taste of old Florida's natural preserves, Adventure Experiences' interpretive eco-tours offer guided canoe or kayak tours of Shingle Creek, the Headwaters to the Florida Everglades.

## Fly Fishing

Fly fishing excursions take place on the 40-acre Shingle Pond which sits on the most remote section of Grande Lakes. Board Hyde Drift boats alongside a guide team have the chance to reel in trophy Largemouth Bass. Guests can also spin or fly fish two miles of Shingle Creek on the Headwaters to the Everglades. Catch a glimpse of bobcats, deer & wild turkey roaming at the shoreline.

## Adventure Course

A multi-level structure consisting of poles, cables, and platforms with 25 unique traversing and climbing elements. The Adventure Course is designed to allow you to choose your personal level of challenge. You'll climb up 15 to 55 feet in the air. 600 foot Zip lines and a 40 foot Giant Swing are two of the exciting elements!

**Call the Concierge to make activity arrangements,  
407.393.4060**

## Spouse/Guest Registration

Spouse/guests must pay a registration fee to attend the food and beverage functions. Conference sessions are *not* included. To qualify as a spouse/guest, you may *not* have a business connection to the foodservice industry and are solely attending as the significant other of an industry professional. Any questions, contact Rick Abraham at [rabraham@fsmaonline.com](mailto:rabraham@fsmaonline.com) or 410-715-6673.

## Member Early-Bird Discount

Register by November 6th to receive a \$200 Early-Bird Discount. Registrations received after November 6th will pay the full rate—so don't delay—register today! Applies to FSMA Members only.

## Agency/Manufacturer Meetings

We respectfully request your cooperation in booking meeting space. ***The resort will not book meetings that conflict with FSMA events.*** Meeting space and room reservations are contingent on registering for the conference. Please be considerate that attendees register to attend the Conference not to participate in alternate meetings. For more information, please contact Sandra Savino of FSMA at [ssavino@fsmaonline.com](mailto:ssavino@fsmaonline.com).

## The Resort

The Ritz Carlton Grande Lakes is an elegant oasis of style and sophistication that redefines the Orlando experience. The 500-acre resort features championship golf, a 40,000 sq.ft. premier spa, 5 restaurants including Norman's with celebrity chef, Norman Van Aken, and a 6,000 sq. ft. Wellness Center with state-of-the-art fitness equipment. The grounds are impeccable with lakes, pools and gardens, and the interior style is inspired by Venice and the grand palazzos of Italy. An exquisite yet comfortable environment!

## The Location—Ritz Carlton Grande Lakes

4012 Central Florida Parkway  
Orlando, FL 32837  
407.206.2400  
[www.ritzcarlton.com](http://www.ritzcarlton.com)

## Transportation

The Hotel is located 10 miles from the Orlando International Airport.

Taxi cabs are available at approximately \$45 one way.

Mears Shared Ride Shuttle is \$18 one way and \$29 round trip. Prices subject to change.

[www.mearstransportation.com](http://www.mearstransportation.com)

A private car can be arranged through the hotel concierge desk for approximately \$45-\$60 each way.

Advance Reservations are highly recommended.

For reservations, call the Concierge direct at 407.393.4060  
Hotel offers complimentary transportation to and from SeaWorld, Universal Orlando and Wet 'n Wild. Reservations required 24-hours in advance, contact Concierge for details.


## Accommodations & Reservations

**Rooms sell out early! Don't delay, call today!**

**Note:** Registrants are responsible for making their own room reservations. Room reservations are contingent on registration!

 \$249 single/double room

 **CALL Ritz Carlton reservations: 407.393.4750**

 Be sure to request the FSMA Top2Top Conference rate to receive the special room rate.

**Hotel accommodations must be made no later than January 18, 2010.** After this date, the Ritz Carlton and FSMA cannot guarantee room rate or availability.

**Hotel Cancellations must be made (72) hours or (3) days prior to your arrival date to avoid penalties.**

## Conference Cancellation Policy

All cancellations must be made in writing. A \$100 processing fee will be charged for all cancellations. The entire fee, less the \$100 processing fee, will be refunded for cancellations received by December 15th. A 50% refund, less the \$100 processing fee, will be made for cancellations received between December 15th and December 31st. Cancellations received after December 31st are non-refundable.

## Earn CEU's

Attend the full Top2Top Conference and earn 1 CEU towards maintaining your CPFB designation.

## Golf

**Club Rentals:** If you signed up for the FSMA golf outing and will require club rentals, be sure to call the pro shop ahead of time to reserve clubs, 407-393-4900. Or contact Sandra Savino of FSMA at [ssavino@fsmaonline.com](mailto:ssavino@fsmaonline.com). A set of clubs is available for \$75 rental fee. Prices subject to change.

**Golf Outing Cancellations:** There will be **no refunds** for the FSMA Golf Outing after Friday, January 15, 2010.

**Golf Transfers:** **No transfer** of golf outing registrations will be allowed after Friday, January 22, 2010.

## Attire

Dress for all association-sponsored events is resort casual; jackets are requested at Wednesday evening's dinner & reception. Meeting rooms tend to be cool, so you may prefer to have a light jacket or sweater available.



**ATTENDANCE AT T2T IS A MEMBER BENEFIT. Only members and first-time non-members may attend. If you are unsure of your membership status or wish to join, please contact Rick Abraham at [rabraham@fsmaonline.com](mailto:rabraham@fsmaonline.com) or 410-715-6673.**



**"THE ONLY INDUSTRY EVENT FOR NETWORKING"**  
—ROGER HOBBY



**FSMA**

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