

# 47th Annual California Cheese & Butter Association Convention

## ***HIDDEN TREASURES***

May 3, 4 and 5, 2012

UCLA Lake Arrowhead Conference Center & Mountain Resort  
850 Willow Creek Road Lake Arrowhead, CA 92352 (909) 337-2478  
[www.lakearrowheadmeetings.com](http://www.lakearrowheadmeetings.com)

## Convention Registration

Convention Registration (all inclusive pricing)  
Includes: hotel, taxes, internet access, self parking, all meals,  
entertainment, business sessions)

Name: \_\_\_\_\_  
(Please type or print)

Spouse/Guest: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

	<u>2 nights Before 3/1</u>	<u>2 nights After 3/1</u>	<u>3 nights Before 3/1</u>	<u>3 nights After 3/1</u>
\$ _____ CCBA Member (single)	\$695	\$795	\$995	\$1,095
<b>or</b>				
\$ _____ CCBA (couple)	\$995	\$1,095	\$1,295	\$1,395
\$ _____ Sponsorship Donation				
\$ _____ Raffle Tickets \$10 each or 3 for \$20				
\$ _____ Golf \$100 (includes lunch)				
\$ _____ Scholarship Donation				
\$ _____ TOTAL Enclosed				

***To receive the early bird discount, we must receive your registration and payment in full by March 1, 2012. After March 1, 2012, registration fees will be at the full price. Deadline for receipt of your convention registration is April 3, 2012. No reservations will be accepted after that date.***

Please make checks payable to: California Cheese & Butter Association or register and pay via the CCBA website at [www.cacheeseandbutter.org](http://www.cacheeseandbutter.org).

Mail completed registration packet and check to:

Lisa Waters

CCBA

1011 Pebble Beach Drive

Clayton, CA 94517

(925) 672-8255

(925) 673-0268 fax

[www.cacheeseandbutter.org](http://www.cacheeseandbutter.org)

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**HOTEL ACCOMMODATIONS**

**UCLA Lake Arrowhead Conference Center & Mountain Resort  
850 Willow Creek Road Lake Arrowhead, CA 92352**

***Please note:* CCBA's room block has been reserved. We will make your hotel room reservation for you. Please complete the information (below). Note your arrival and departure dates. Thank you.**

Name(s): \_\_\_\_\_

Arrive: \_\_\_\_\_

Depart: \_\_\_\_\_

Please complete the hotel accommodations form and return it with your registration packet.

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### SPONSORSHIPS

When all is said and done, it's your participation and sponsorships that will make the CCBA *Hidden Treasures* Convention possible. If you'd like to be a sponsor, please let us know.

We gratefully acknowledge all of our sponsors by listing the company names on our website, convention program, convention signs, and during our events. Your financial support will make all the difference!

Please contact John Fiscalini at (209) 545-5495 or Lisa Waters at (925) 672-8255 for more information. These are the categories for sponsorship.

Platinum	Open
Gold	\$1,500.00
Silver	\$1,000.00
Bronze	\$500.00

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete the sponsorship form and return it with your registration packet. We thank you in advance for your support!

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## *HIDDEN TREASURES*

### **50/50 RAFFLE**

Raffle tickets can be purchased for the 2012 *Hidden Treasures* 50/50 drawing. The tickets you purchase (with your registration) will be in your registration packet upon your arrival. We will also be selling additional raffle tickets during our events at the convention. The 50/50 drawing will be conducted during our Saturday evening event. Two prizes will be awarded.

**COST: \$10 each entry or 3 entries for \$20**

Please order your raffle tickets on the convention registration form and return it with your registration packet. We thank you in advance for your support!

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## *HIDDEN TREASURES*

### LIVE AUCTION AND SILENT AUCTION

The California Cheese & Butter Association will provide an exciting silent auction and live auction during the convention. The proceeds from the auction support the California Cheese & Butter Association endeavors.

We really need your assistance in making this event successful. Please contact the following regarding your donations by April 20, 2012.

Gayle De Caro  
Gelson's Markets  
(818) 995-8459  
[gdecaro@gelsons.com](mailto:gdecaro@gelsons.com)

Jerry Simms  
Challenge Dairy Products, Inc.  
(925) 361-4422  
[jerry.simms@challengedairy.com](mailto:jerry.simms@challengedairy.com)

Your donated items can be brought directly to the convention location or you may send them in advance to:

Gayle De Caro  
Gelson's Markets  
16400 Ventura Blvd., #240  
Encino, CA 91426  
(818) 995-8459  
[gdecaro@gelsons.com](mailto:gdecaro@gelsons.com)

Your donations are greatly appreciated.

ITEM/S DONATED FOR SILENT AUCTION:

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DONATED BY: \_\_\_\_\_ VALUE: \_\_\_\_\_

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

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## *HIDDEN TREASURES*

### CHEESE AND BUTTER DONATIONS

Company Represented: \_\_\_\_\_

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I will donate the following products:

\_\_\_\_\_  
\_\_\_\_\_

All product donations may be sent to:

DPI Specialty Foods  
601 S. Rockefeller Avenue  
Ontario, CA 91761  
(909) 975-1019

***Please mark all boxes in large lettering "CCBA".***

All donations must be received at DPI Specialty Foods no later than April 27, 2012.

For your convenience, you may authorize to release the following list of products from inventory:

<u>Brand</u>	<u># Cases</u>	<u>Pk./Size</u>	<u>Item Description</u>	<u>Item Number</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete the donation form and return it with your registration packet. Thank you.

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**GOLF TOURNAMENT**

Empire Lakes Golf Course  
11015 6th Street  
Rancho Cucamonga, CA 91730

**Thursday, May 3, 2012**

Time: 11:00 a.m. tee time (consecutive tee times)

Cost: \$100 (includes lunch, cart and awards)

Format: Individual score stroke play; (All abilities welcome!)

PLAYER'S NAME(S):

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Please complete the golf tournament form and return it with your registration packet by April 3, 2012. Thank you.

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## ***HIDDEN TREASURES***

### **Calling all SWAG For the CCBA Goodie Bag!**

It's your turn to shine... Spotlight your company and products to all *Hidden Treasures* convention attendees by donating your favorite tchotchke ("CHACH-kee") for inclusion in our goodie bag, a treasured take home for all attendees.

Company Represented: \_\_\_\_\_

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I will donate the following products (quantity of 50 please):

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All goodie bag donations may be sent to:

Tina Knizel  
Horizon Sales Corporation  
3187 Redhill Avenue, Suite 125  
Costa Mesa, CA 92626  
(714) 979-4844

***Please mark all boxes in large lettering "CCBA".***

All donations must be received at Horizon Sales Corporation no later than April 27, 2012. If you have any questions regarding your donations, please contact Jean Hendrix at (714) 325-9832 or Darcie Gettings at (949) 499-1080.

Please complete the swag bag donation form and return it with your registration packet. Thank you.