

You are invited to attend California Cheese & Butter Association's 52nd Convention, Navigating the Future, April 20, 21, 22, at Hyatt Regency Lake Tahoe Resort, Spa and Casino, Incline Village, Nevada. The early bird registration deadline is March 3, 2017.

Plans are coming together for an informative two-day business session starting the afternoon of Friday, April 20. We are pleased to announce the following speakers:

- Dr. Cynthia Daley, Organic Dairy Education & Research Program, CSU, Chico
- Dr. Stuart Dorsey, President, Texas Lutheran University
- Max McCalman, World Renowned Cheese Expert
- Bobby McDowell, Senior Director of Customer Solutions, Food Service, Save Mart Supermarkets
- Jim Seipel, Vice President, Product Development, Own Brands, Albertsons Companies Inc.
- Josh Zodikoff, Customer Solutions Merchant – Service Deli, Save Mart Supermarkets

Weekend highlights include:

- Welcome reception for guests arriving on Thursday, April 20.
- Pirate costume dinner and games, April 21.
- 52nd awards banquet and silent auction on Saturday, April 22.

Please make your room reservations directly with the hotel by calling (775) 832-1234. Mention CCBA for our special rate of \$165.00 per night. Space is limited and rooms are available now.

Further details on registering for the convention are available at www.cacheeseandbutter.org
Facebook.com/cacheeseandbutter Twitter: @CCBA_1923

**52nd California Cheese & Butter Association Convention
Navigating the Future**

CONVENTION REGISTRATION

Registration

Name: _____

Spouse/Guest: _____

Company name: _____

Phone: _____

Email: _____

	<u>Before March 3</u>	<u>After March 3</u>
\$ _____ CCBA Member	\$450	\$495
\$ _____ Spouse/Guest	\$350	\$395
\$ _____ Sponsorship (See enclosed sponsor invitation.)		
\$ _____ Scholarship		
\$ _____ TOTAL Enclosed		

To receive the early bird discount, we must receive your registration and payment in full by March 3, 2017. After March 3, 2017, registration fees will be at the full price. Registration is non-refundable.

Please make checks payable to: California Cheese & Butter Association or register and pay via the CCBA website at www.cacheeseandbutter.org. **This is the convention registration only.** Hotel reservations must be made separately by calling (775) 832-1234.

Mail completed registration packet and check to:

CCBA

1808 W. Camargo Court

Anthem, AZ 85086

(925) 209-6998

Facebook.com/cacheeseandbutter

www.cacheeseandbutter.org

Twitter @CCBA_1923

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

52nd California Cheese & Butter Association Convention
Navigating the Future
SPONSORSHIP

When all is said and done, it's your participation and sponsorships that will make the 52nd CCBA Convention, *Navigating the Future* possible. Your company's contributions will support the speaker program, convention events, and industry networking, while enhancing the quality of this learning experience.

All sponsor company logos will be listed on the CCBA website, Twitter, Facebook and convention materials and banners. Your financial support will make all the difference!

CCBA SPONSORSHIP LEVELS

Friends of CCBA up to \$500

Bronze Sponsorship \$500

Silver Sponsorship \$1000

Gold Sponsorship \$1500

Please contact Mac Moore (623) 937-3578 mmoore@caciqueinc.com for questions and further information.

Thank you very much for your consideration. We look forward to hearing from you.

Company: _____ Name: _____

Telephone: _____ Email: _____

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

52nd California Cheese & Butter Association Convention Navigating the Future

SILENT AUCTION

The California Cheese & Butter Association will provide a silent auction during the banquet on Saturday, April 22. The proceeds from the auction support the California Cheese & Butter Association endeavors.

We really need your assistance in making this event successful. Please contact Kim Litwicki at kim.litwicki@emmirothusa.com regarding your donations by April 14, 2017. Your donated items can be brought directly to the Hyatt Regency or you may mail them in advance to:

Attention: Kim Litwicki
Emmi Roth USA Inc.
2985 First Street
#1206
Livermore, CA 94550

ITEM/S DONATED FOR SILENT AUCTION: _____	

DONATED BY: _____	VALUE: _____
CONTACT: _____	PHONE: _____
EMAIL: _____	

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

**52nd California Cheese & Butter Association Convention
Navigating the Future**

CHEESE AND BUTTER DONATIONS

Company Represented: _____

Your Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I will donate the following products:

All product donations may be sent to:

Tony's Fine Foods
3575 Reed Avenue, West
Sacramento, CA 95605
(916) 374-4000
(Please mark all boxes in large lettering "CCBA")

All donations must be received at Tony's Fine Foods no later than April 10, 2017. If you have any questions regarding your donations, please contact Pete Friedman at p_friedman@horizonsalescorp.com.

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

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

Authorized Signature: _____ Date: _____

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

**52nd California Cheese & Butter Association Convention
Navigating the Future**

**Calling all Donations
For the CCBA Welcome Bag**

It's your turn to shine... Spotlight your company and products to all 2017 convention attendees by donating items for inclusion in the welcome gift bag, a treasured take home for all attendees.

Company Represented: _____

Your Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I will donate the following products (quantity of 60 please):

All product donations may be sent to:

Attention: Kim Litwicki
Emmi Roth USA Inc.
2985 First Street
#1206
Livermore, CA 94550

All donations must be received no later than April 14, 2017. Please complete the gift bag donation form and return it with your registration packet. Thank you.

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