



You are invited to attend the California Cheese & Butter Association's 53rd Annual Convention, *Farm to Table*, April 26—28 2018, in Carlsbad, CA.

CCBA is planning an inspiring time for you! Network with like-minded cheese and butter manufactures, brokers, distributors, retailers and others involved with making, selling and promoting Butter & Cheese in California.

From insight to innovation we are lining up a dynamic list of speakers:

Bert Davidson, CEO Davidson-Hubeny Brands
Founder of Churny Brand Cheeses

Stephanie Wendell, Albertson's
Director of Product Management for Deli & Prepared Foods

Matthew Lovell, Global Private Label Buyer
PriceSmart

Kiowa Saunders, Founder Good Citizens Organic Macaroni & Cheese
Previously group manager for Safeway and a national buyer for Whole Foods

Sarah Wright, Nutritionist
Gelson's Markets

With more to follow! The convention kicks off April 26 with an evening welcome reception, for the guests arriving on Thursday. Program and speakers start Friday, and Friday evening will be a real Hootenanny with costumes, dinner and games. Presentations continue Saturday, wrapping up Saturday evening with the 53rd annual awards banquet and silent auction.

Please make your hotel reservations directly with the hotel, NOW to take advantage of the best availability and special California Cheese & Butter Association rate of \$205 per night.

Further details on registering for the convention are available in this packet and at www.cacheeseandbutter.org

53rd California Cheese & Butter Association Convention
Farm to Fork
April 26, 27, 28, 2018
Cape Rey Carlsbad-A Hilton Resort
1 Ponto Road, Carlsbad CA 92001
(760) 602-0800, www.capereycarlsbad.com

CONVENTION REGISTRATION

Registration

Name: _____

Spouse/Guest: _____

Company name: _____

Phone: _____

Email: _____

	<u>Before April 10</u>	<u>After April 10</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 April 10, 2018. After April 10, 2018, 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 (760) 602-0800. Mail completed registration packet and check to:
CCBA
c/o Jennifer Mullen
1000 "L" Street
Modesto, CA 95354
(209) 526-5588

53rd California Cheese & Butter Association Convention

Farm to Fork

SPONSORSHIP

When all is said and done, it's your participation and sponsorships that will make the 53rd CCBA Convention, *Farm to Fork*, 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

53rd California Cheese & Butter Association Convention
Farm to Fork
SILENT AUCTION

The California Cheese & Butter Association will provide a silent auction during the banquet on Saturday, April 28. The proceeds from the auction support the California Cheese & Butter Association endeavors.

We really need your assistance in making this event successful. Please contact Gayle De Caro, at GDeCaro@gelsons.com regarding your donations by April 16, 2018. Your donated items can be brought directly to the Cape Rey Carlsbad or you may mail them in advance to:

Attention: Gayle De Caro
Specialty Cheese Category Manager
Gelson's
16400 Ventura Blvd. Suite 240
Encino, CA 91436

ITEM/S DONATED FOR SILENT AUCTION: _____	

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

53rd California Cheese & Butter Association Convention
Farm to Fork
Calling all Donations
For the CCBA Welcome Bag

It's your turn to shine... Spotlight your company and products to all 2018 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:

Ramsay Browne Chemical Co
Attention: Merrick Browne
1940 Olivera Rd. Suite E
Concord, CA 94520
(925) 280-1661

All donations must be received no later than April 23, 2018. Please complete the gift bag donation form and return it with your registration packet. Thank you.



CCBA Conference 2018 Hotel Reservations

The convention will be held in a beautiful setting along the ocean in Carlsbad California where an oasis of fresh sea breezes and sensational scenery await at the Cape Rey, Carlsbad, a Hilton Resort.

Make your hotel reservations **NOW** to take advantage of the best availability and special California Cheese & Butter Association rate of \$205 per night.

You can reserve hotel rooms at the Cape Rey Carlsbad using the following options:

-Calling Cape Rey directly at **760 602 0800**, asking for **Reservations**, and referencing the group code, **CCBA** or group name, "California Cheese and Butter Association".

-Online go to the website [Caperrey.com](http://www.caperrey.com) and type in the Group Code: **CCBA** on the "**Special Accounts and Rates**" section.

-Personalized web page where you can directly book:
<http://www.hilton.com/en/hi/groups/personalized/S/SANRSHF-CCBA-20180426/index.jhtml>

CAPE REY CARLSBAD · A HILTON RESORT
1 PONTO ROAD · CARLSBAD CA · 92011 ·