

# BURSTING WITH OPPORTUNITY



INTERNATIONAL  
**DAIRY  
SHOW** 2010

**THE INTERNATIONAL DAIRY SHOW WILL  
BE BURSTING WITH NEW OPPORTUNITIES  
FOR DAIRY INDUSTRY PROFESSIONALS.**

**START PLANNING NOW TO JOIN US IN DALLAS!**

**SEPTEMBER 13-15, 2010 | DALLAS CONVENTION CENTER | DALLAS, TX, USA**

**[WWW.DAIRYSHOW.COM](http://WWW.DAIRYSHOW.COM)**

Presented by:



**International Dairy Foods Association**  
Milk Industry Foundation  
National Cheese Institute  
International Ice Cream Association

# INTERNATIONAL DAIRY SHOW



## DEAR DAIRY PROFESSIONALS,

This is a pivotal time for the dairy industry. With so many changes in consumer tastes, food safety demands and sustainability initiatives, the International Dairy Show offers you the opportunity to stay on the cutting edge of these game-changing issues. It is the premier event designed specifically for you – the dairy professional.

Recognizing the growing demand for more speed and efficiency, we have put together a robust and relevant conference program that features both educational sessions and on-floor presentations. We kick off the International Dairy Show with a Signature Session featuring former U.S. President George W. Bush. More than 300 exhibiting companies will be on hand showcasing the latest innovations in food safety, sustainability, processing and packaging. The International Dairy Show will provide you the fresh ideas, perspectives, services and technologies you need to grow your business.

We look forward to seeing you in Dallas, September 13-15. Visit our website at [www.dairyshow.com](http://www.dairyshow.com) for all of the details on this not-to-be-missed industry event.



Sincerely yours,



Connie Tipton  
President and CEO  
International Dairy Foods Association

“We’re going to be sending a large contingent of Blue Bell employees to the show this fall. **EVERYONE WHO ATTENDS BRINGS HOME AT LEAST ONE IDEA** that’s going to help us in our business.”

**Paul Kruse, CEO & President, Blue Bell Creamery**

# Dairy Show Ingredients

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## COMBINING THE RIGHT PEOPLE, THE RIGHT IDEAS, **IN THE RIGHT SETTING**

The show's new annual format combines a focus on dairy mixed with global perspectives and relevant topics and is topped with the best networking opportunities in the dairy industry — all coming together to make this a must-attend event for dairy professionals.

### CONVENIENCE

All the suppliers you need to meet will gather in one place at one time. Demos, face-to-face discussions and team meetings will be conveniently packaged for efficiency and value.

### TECHNOLOGY AND INNOVATION

It's all at the International Dairy Show. What's new, what's coming and what you need to know to enhance your operation and improve your bottom line. From sustainable operation solutions, packaging supplies and equipment to food safety technology and ingredients, there will be aisle after aisle of innovation waiting for you.

### RELEVANCE

Whether it's food safety, sustainability, nutrition, or packaging and processing operations, industry experts will be discussing the latest issues and developments, and sharing solutions to make you and your operation more successful.

### POSITIVE YIELD

A new registration and fee structure will give you even more value for your Dairy Show investment. When you register, you will automatically be eligible to win one of the great prizes courtesy of the International Dairy Foods Association and the Dallas Convention and Visitors Bureau. Don't forget to register before August 6 for additional savings and even more chances to win!

GIVE EVERY MEMBER OF YOUR TEAM A TASTE OF

# INTERNATIONAL DAIRY SHOW 2010

## WHO SHOULD ATTEND?

The International Dairy Show has something for everyone. Between the education sessions, networking events and suppliers demonstrating the latest innovations, the ideas shared and relationships developed will benefit all professionals working in the dairy industry.

-  **DAIRY AND FOOD COMPANY EXECUTIVES**  
Network with your peers while gaining access to more than 300 suppliers showcasing the newest technology and services to keep your business competitive and profitable. From plant operations and food safety to consumer trends and sustainability, this event will help you source fresh ideas to better your bottom line.
-  **PLANT MANAGERS/OPERATION MANAGERS**  
This show offers plant managers the training they want in food safety and quality programs, essential for plant profitability. The exhibits profile up-to-the-minute innovations and technology to keep your plant on the leading edge.
-  **ENGINEERS**  
See firsthand how innovations can improve productivity in your plants. Sit down and talk to the most knowledgeable people to make critical technology decisions best suited for your plant operations.
-  **RESEARCHERS/CORPORATE CHEFS**  
Find inspiration in the ingredients, seasonings and flavorings trends that will enhance your recipes and product offerings. Then evaluate all of the packaging and innovations to bring your products to life. You'll only find this at the International Dairy Show.
-  **MARKETING PROFESSIONALS**  
With new guidelines and an expanding international market, the show will offer sessions on marketing dairy to kids and the Hispanic market and ways to reposition private labels. Network with peers and meet chefs showcasing the newest flavors and hottest consumer trends.

# GRADE A SPEAKERS, FRESH TOPICS

How often do you have the opportunity to hear a U.S. President speak? Where else can you get insights on the most important issues in the food industry? What would you have to spend to get accurate, quality data about consumer trends delivered and analyzed by a renowned market research expert? The International Dairy Show will deliver it all – don't miss it.

## SIGNATURE SESSIONS

**MONDAY, SEPTEMBER 13**

**10:00 AM – 11:00 AM**

**On Leadership: A Conversation with President George W. Bush**

*George W. Bush, 43rd President of the United States and Founder of the George W. Bush Foundation*



Come hear President George W. Bush as he shares candid insights on his eight years in the White House, his experiences with other world leaders, the nature of public leadership and decision-making, and a wide variety of domestic and international issues. President Bush will sit down with IDFA President and CEO Connie Tipton for an hour-long conversation that will include a question-and-answer session.

President Bush is credited with making many significant decisions that will shape the nation's course and world affairs for decades to come. Working with leaders in Congress and the private sector, President Bush raised standards and accountability in public education, added a prescription drug benefit to Medicare that helped more than 40 million beneficiaries, launched historic efforts to fight HIV/AIDS and malaria in Africa, and strengthened America's relationships with strategically important nations, including India, China and Japan.

**TUESDAY, SEPTEMBER 14**

**10:00 AM – 11:00 AM**

**To Market, to Market: Selling Food to Children**

*Elaine D. Kolish, Vice President and Director, Children's Food and Beverage Advertising Initiative, Council of Better Business Bureaus, Inc.*

*Jennifer Anopolsky, Senior Vice President for Corporate Responsibility, The Walt Disney Company (invited)*

**Representative from the Federal Trade Commission**

Kolish



With growing awareness of the need to fight childhood obesity, food companies and federal regulators are looking closely at how food is being marketed to children. Learn more about what the food and entertainment industries are doing

to establish voluntary nutrition standards for their marketing to kids and teens. Hear how stringent regulations under consideration by federal agencies could affect the way dairy foods are marketed to children from ages 2 to 17.

**WEDNESDAY, SEPTEMBER 15**

**10:00 AM – 11:00 AM**

**Eating Patterns in America**

*Harry Balzer, Chief Industry Analyst and Vice President of the NPD Group*



Did you know refrigerated yogurt showed the largest growth in the number of units consumed per child last year as compared with 2008, according to research recently released by the NPD Group? Find out why more than 90 percent of the nation's food and beverage manufacturers rely on Harry Balzer and the NPD Group to provide reliable and comprehensive data about what Americans are eating. Learn what consumers are actually eating, not just what they report they are consuming.

Speaker presented by



# SPICY HIGHLIGHTS

Visit these must-see attractions in the exhibit hall.

## MILK MUSTACHE MOBILE

The got milk? Milk Mustache Mobile “Milk the Moment” Tour exhibit is designed to help celebrate those special moments that families share around the dinner table and to show how serving milk at dinnertime is an easy,



affordable way to help make sure families get the nutrition they need. Visitors can pose for souvenir Milk Mustache photos and participate in the

NFL/National Dairy Council’s Fuel Up to Play 60 football-toss activity that focuses on the importance of eating healthy and physical activity. Visit the booth to explore an interactive display that puts milk head-to-head with other dinnertime beverage choices.

## INTRODUCING iDairyShow

The International Dairy Show is providing an area on the show floor for attendees to gather, exchange information, chat about challenges and share stories. At the International Dairy Show, members of the dairy community will meet at iDairyShow, located on the show floor, to participate in presentations and demonstrations from leading industry experts in food security, sustainable practices, consumer research, marketing and more. Presentations from iDairyShow will be streamed live throughout the exhibit hall floor. See page 20 for additional details.



## DAIRY BAR

From ice cream and yogurt to the newest flavored milks, come to the booth to sample all the best products IDFA members have to offer.

## DON'T MISS!

### ✓ INGREDIENTS, FLAVORINGS & SEASONINGS PAVILION

From lower-sodium reformulations to vegetable-infused yogurts, the dairy industry is continually innovating to provide the tastes and products consumers demand. The Ingredients, Flavorings & Seasonings Pavilion will highlight new trends in product additives and enhancements. Cooking demonstrations will incorporate the recipes and new products that will be featured in several of the educational sessions. This is a must-attend exhibit area for corporate chefs, research and development staff, and executives looking for the next great taste.

# NETWORKING WITH DAIRY INDUSTRY COLLEAGUES

## SPECIAL EVENTS

### OPENING RECEPTION

**MONDAY, SEPTEMBER 13**

**5:30 PM – 7:00 PM**

*Sheraton Dallas*

IDFA invites you to kick off your International Dairy Show experience with an evening of relaxation and socializing with industry colleagues and friends. *Additional registration fee may apply.*

### CLOSING RECEPTION ON EXHIBIT FLOOR

**WEDNESDAY, SEPTEMBER 15**

**3:00 PM – 4:00 PM**

**NEW for 2010!** Join us on the show floor for a networking reception to toast the 2010 event in Dallas and prepare for the 2011 International Dairy Show in Atlanta, September 19–21. Mark your calendars.

Co-sponsored by



### DALLAS COWBOYS STADIUM TOUR

**SUNDAY, SEPTEMBER 12**

**4:00 PM – 7:00 PM**



COWBOYS STADIUM

Come early to join us for an exclusive Dallas experience. This tour will include access to the entire stadium. Your guide will show you the event level, including the cheerleaders' locker room, Cowboys' locker room, view of the field and more. Visiting the Private Clubs, Dr. Pepper Star Bar, Cotton Bowl offices and amazing suites will all be part of your VIP experience. Register online today at [www.dairyshow.com](http://www.dairyshow.com). *Additional registration fee applies.*



### INTERNATIONAL BUSINESS CENTER

The International Business Center is located outside of Hall D, adjacent to the main registration area. Services will include Internet and e-mail access, lounge areas, private meeting rooms, translators, refreshments and more business services. All international visitors are invited.



# UNWRAPPING THE **BIG ISSUES**

## WHAT ISSUES ARE ON THE MINDS OF TODAY'S DAIRY AND FOOD PROCESSORS?

Food safety and traceability, sustainability, consumer trends, nutrition and packaging just to name a few. The best way to meet these challenges head on and to improve your plant operations and processes is by thinking differently, exploring new processes, getting answers from experts and sharing new ideas about workable solutions. The education sessions at the International Dairy Show have all the ingredients necessary to move your business forward.

## CONFERENCE TRACKS

The sessions are divided into topical tracks that tackle our industry's most compelling issues:

- SUSTAINABILITY AND PLANT OPERATIONS**  
How to develop and implement a sustainability strategy; dollars and sense of sustainability; case studies on cost reductions; new technologies and renewable energies
- FOOD SAFETY AND TRACEABILITY**  
Third-party certification; aseptic technology; rapid microbial-detection systems; full dairy traceability; food defense; vulnerability assessments; risk communication strategies; implementation of food safety legislation
- CONSUMER TRENDS, NUTRITION AND PRODUCT DEVELOPMENT**  
Eating patterns in America; what kids are eating at school; quantifying flavored milk; refueling with milk; reducing sodium in cheese; new flavor and ingredient trends
- BUSINESS OPERATIONS AND MARKETING**  
Marketing to kids; dairy marketing to Hispanic consumers; repositioning private labels; business valuation; risk management; dairy situation outlook; international trade

# EDUCATION SESSIONS

## SUSTAINABILITY AND PLANT OPERATIONS

Sponsored by  INNOVATION CENTER FOR U.S. DAIRY

**MONDAY, SEPTEMBER 13**

**8:00 AM – 10:00 AM**

### Getting Practical Today About Sustainability

How can you reduce your plant's use of water? How can you lower your company's energy usage? This mini-course will provide a number of practical ways a dairy plant can improve its financial and environmental sustainability. Review steps that can improve your plant's use of resources that require a minimum of expense yet deliver an immediate return on investment. Learn how to evaluate replacement equipment and future capital projects.

**SPEAKER: Rudy Weservelt**, Power in Learning Mini-Course

**TUESDAY, SEPTEMBER 14**

**8:00 AM – 8:50 AM**

### Reusable Plastic Crates: Driving Sustainability in the Dairy Supply Chain

What are the specific environmental benefits of reusable packaging? By design, reusable case and pallet systems offer dairies a sustainable, cost-effective method to ship, handle and store materials across the production process. Learn to develop and implement the right reusable packaging program for your operation and how to quantify the environmental and economic benefits. Hear more about efforts to reduce losses from theft.

**SPEAKERS: Bob Klimko**, Director, Marketing, Food & Beverage, ORBIS Corporation; **Pete LaRoche**, Sales Manager, Rehrig Pacific Company

**9:00 AM – 9:50 AM**

### Fluid Milk: Reducing Carbon Footprint and Generating Business Value

The U.S. dairy industry's commitment to reduce its greenhouse gas emissions brings with it the potential for significant cost savings through increased efficiency. Learn more about the findings of the industry's recently completed research study on the carbon footprint for fluid milk, which identifies key areas of opportunity in processing, packaging, distribution and transport. Learn how your organization might benefit from the ground-breaking processing and packaging projects currently underway that will help you reduce greenhouse gas emissions, cut costs by reducing in-plant energy usage, and make informed decisions. Mini-case studies will show how some processors are seeing 40 percent savings on steam costs while others are recording 50 percent savings on energy.

**SPEAKERS: Gail Barnes**, Vice President, Technology and Packaging, Innovation Center for U.S. Dairy; **Dr. Darin W. Nutter**, P.E., Associate Professor Mechanical Engineering, University of Arkansas; **Howard Depoy**, Director of Power, Refrigeration & Sustainability, LALA USA; **Jim Mulvenna**, President and General Manager, Dairy and Bulk Food Transport Division, Ruan Transport Corporation

Sponsored by  INNOVATION CENTER FOR U.S. DAIRY

**WEDNESDAY, SEPTEMBER 15**

**8:00 AM – 8:50 AM**

### Capturing the Green While Traveling from Farm to Plant

Is there a better way to move dairy products and ingredients across the supply chain? Hear how several dairy companies are dramatically improving sustainability and increasing profitability by re-engineering their transportation processes.

**SPEAKER: Hill Pratt**, Senior Vice President, Business Development, Dairy.com

# EDUCATION SESSIONS

9:00 AM – 9:50 AM

## Cleaning and Sanitizing Systems: Improving Plant Sustainability

From design to monitoring, the cleaning and sanitizing of processing equipment offers significant opportunities for decreasing a plant's impact on the environment and increasing cost savings. Join panelists for a look at how to design and monitor production systems for maximum impact.

**SPEAKERS:** **Gabe Miller**, Business Development Manager, Sani-Matic; **Peter Fernholz**, Vice President, Research & Development, Global CIP, Ecolab, Inc.

## CONSUMER TRENDS, NUTRITION AND PRODUCT DEVELOPMENT

Sponsored by 

MONDAY, SEPTEMBER 13

8:00 AM – 8:50 AM

## Innovation in Dairy Snacking

Almost everyone is doing it! The average consumer snacks almost three times per day and just about anything goes. But dairy and dairy-based products are under-represented in the snack set. That is why Dairy Management Inc. took a comprehensive, strategic look at the world of snacking, including the consumers' perspective of snacking – the what, why, when and where. This multi-phased research will help identify new opportunities for dairy snacks and provide a strategic roadmap for industry innovation. Come hear about what's new in global dairy snacking product trends.

**SPEAKER:** **Lynn M. Stachura**, Senior Vice President, Strategic Insights, Dairy Management Inc.

9:00 AM – 9:50 AM

## Cheese and the Sodium Challenge

From the 2010 Dietary Guidelines to the New York Sodium Initiative, sodium is again a priority of the public health community. In response to calls to reduce sodium in the marketplace and the U.S. diet, manufacturers and brands can and are choosing a variety of ways to address

sodium levels in their products and promote the positive nutrition benefits of cheese. Learn more about these strategies and supporting consumer and product research from the Innovation Center for U.S. Dairy.

**SPEAKERS:** **Bill Graves**, Senior Vice President, Product Research, Dairy Management Inc.; **Karissa Harmon**, Managing Director, Onit Consulting

Sponsored by 

TUESDAY, SEPTEMBER 14

8:00 AM – 8:50 AM

## Good for You: What Will Kids Eat at School?

New nutrition guidelines – together with parental concerns over childhood obesity – are challenging dairy's prominent place in the school cafeteria. Learn more about what the industry is doing to turn this challenge into an opportunity. Find out what types of products are most valuable to school nutritionists. Discover how Dominos is making school pizza healthier and better tasting.

**SPEAKERS:** **Katie Wilson**, Ph.D., SNS, School Nutrition Association (*invited*); **Cynthia Haren**, CEO, Western Dairy Association (*invited*); **Steve Clough**, Director, School Lunch Sales, Dominos Pizza (*invited*)

9:00 AM – 9:50 AM

## Dismissed! When Flavored Milk Is Absent from the School Lunch Line

Chocolate-flavored and strawberry-flavored milk, now formulated with fewer calories, are a cornerstone of a healthy school lunch. But misinformation about these favorites is putting the nutrition of millions of American students at risk. Learn about research that shows what happens to children's nutrition when flavored milk is eliminated or curtailed in schools. Find out what it costs school districts to replace these nutritious beverages.

**SPEAKER:** **Doug Adams**, President, Prime Consulting Group; **Rachel Johnson**, R.D., Ph.D., University of Vermont

Sponsored by 

# EDUCATION SESSIONS

## WEDNESDAY, SEPTEMBER 14

8:00 AM – 8:50 AM

### Health & Wellness in a Package: Dairy's Role in Plant-Friendly Diets

Is the current hype for plant-based diets a threat or an opportunity for dairy? The Innovation Center for U.S. Dairy has conducted extensive research on what motivates consumers to choose more plant-based diets and has explored how dairy fits in this changing environment. Learn more about how to build a case for dairy's positive health benefits as part of a plant-based diet.

**SPEAKERS:** **Miriam Erickson Brown**, CEO, Anderson Erickson Dairy; **Lori Stanwood**, Senior Vice President, Strategic Insights, Dairy Management Inc.

Sponsored by 

9:00 AM – 9:50 AM

### Training Day: Milk's Effectiveness as a Sports Recovery Drink

Sports drinks and protein beverages are a rapidly growing sector of the beverage industry. Can milk compete? There's a growing body of evidence that suggests milk may be just as effective as some commercial sports drinks in helping athletes recover and rehydrate. Hear what sports nutritionists are saying about milk as a recovery beverage. Learn more about the science that supports chocolate milk's role in exercise recovery.

**SPEAKERS:** **Ruth Carey**, Sports Nutritionist, Portland Trail Blazers (*invited*); **Matt Pikosky**, Vice President, Partnerships, Dairy Management, Inc.

## FOOD SAFETY AND TRACEABILITY

Sponsored by 

MONDAY, SEPTEMBER 13

8:00 AM – 10:00 AM

### One Size Does Not Fit All: Third- Party Certification

Hydrolyzed vegetable protein, instantized milk powders, peanut products, "oh my!" The Food

and Drug Administration has overseen the largest food recalls in history, driven by food safety failures in ingredients. That's why dairy customers are requiring third-party certification programs. While there are five to choose from, which one is right for your company? Get an overview of the schemes endorsed by the Global Food Safety Initiative to better understand this private food safety environment and how it can work for you.

**MODERATOR:** **Donna Garren**, Ph.D., Vice President, Food Safety Programmes, Global Food Safety Initiative

**SPEAKERS:** **Gary Smith**, Technical Director, Safe Quality Foods Institute; **George Gansner**, Marketing & Business Development, IFS North America; **John Kukoly**, Senior Technical Marketing Consultant, British Retail Consortium; **Gary Wills**, DNV Business Assurance US

8:00 AM – 10:00 AM

### Federal Food-Defense Tools

Do you have limited resources for food defense planning? Need to identify and eliminate your major vulnerabilities? The Food and Drug Administration has developed a number of tools that make food defense planning easy for small and medium-sized companies. Learn more about how to take advantage of the Food and Drug Administration's industry guidance documents and tools that apply to dairy processing operations: Alert and FIRST. Hear more about two of the Food and Drug Administration's newest entries in the toolbox: CARVER Software and The Mitigation Tools Database. Come and see firsthand how they can work for you.

**SPEAKERS:** **LeeAnne Jackson**, Ph.D., Food Defense Oversight Team, Office of Food Defense, Communication and Emergency Response, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration; **Michael Dixon**, Ph.D., Office of Food Defense, Communication and Emergency Response, U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition

# SCHEDULE-AT-A-GLANCE

## SUNDAY, SEPTEMBER 12

1:00 PM – 5:00 PM

**REGISTRATION HOURS**

4:00 PM – 7:00 PM

Dallas Cowboys Stadium Tour *(additional registration fee)*

## MONDAY, SEPTEMBER 13

7:30 AM – 9:30 AM

IDFA Board Meeting

Sustainability/Plant Operations

Consumer Trends/Product Development

8:00 AM – 8:50 AM

Getting Practical Today  
About Sustainability

Innovation in Dairy Snacking

9:00 AM – 9:50 AM

Cheese and the Sodium Challenge

10:00 AM – 11:00 AM

**SIGNATURE SESSION: On Leadership: A Conversation with President George**

11:00 AM – 5:00 PM

**EXHIBIT HALL OPEN**

11:30 AM – 4:00 PM

iDairyShow on Exhibit Hall Floor

5:30 PM – 7:00 PM

Opening Reception, Sheraton Dallas *(additional registration fee may apply)*

## TUESDAY, SEPTEMBER 14

7:30 AM – 9:30 AM

Joint MIF, NCI & IICA Board Meeting

Sustainability/Plant Operations

Consumer Trends/Product Development

8:00 AM – 8:50 AM

Reusable Plastic Crates: Driving  
Sustainability in the Dairy Supply Chain

Good for You: What Will Kids  
Eat at School?

9:00 AM – 9:50 AM

Fluid Milk: Reducing Carbon Footprint  
and Generating Business Value

Dismissed! When Flavored Milk Is  
Absent from the School Lunch Line

10:00 AM – 11:00 AM

**SIGNATURE SESSION: To Market, to Market: Selling Food to Children**

11:00 AM – 5:00 PM

**EXHIBIT HALL OPEN**

11:30 AM – 4:00 PM

iDairyShow on Exhibit Hall Floor

## WEDNESDAY, SEPTEMBER 15

Sustainability/Plant Operations

Consumer Trends/Product Development

8:00 AM – 8:50 AM

Capturing the Green While  
Traveling from Farm to Plant

Health & Wellness in a Package:  
Dairy's Role in Plant-Friendly Diets

9:00 AM – 9:50 AM

Cleaning and Sanitizing Systems:  
Improving Plant Sustainability

Training Day: Milk's Effectiveness  
as a Sports Recovery Drink

10:00 AM – 11:00 AM

**SIGNATURE SESSION: Eating Patterns in America with Harry Balzer**

11:00 AM – 4:00 PM

**EXHIBIT HALL OPEN**

11:30 AM – 3:00 PM

iDairyShow on Exhibit Hall Floor

3:00 PM – 4:00 PM

Closing Reception on Exhibit Hall Floor

AS OF 7/1/10

**START YOUR CONFERENCE NETWORKING AT  
WWW.DAIRYSHOW.COM/IDAIRYSHOW.**

Follow the International Dairy Show on Twitter for the latest news and join the community of fellow dairy professionals on the Dairy Show Facebook page and LinkedIn group. Interact with other attendees and exhibitors before the show even starts!



Food Safety/Traceability		Business Operations/Marketing
One Size Does Not Fit All: Third-Party Certification	Federal Food-Defense Tools	Financial Management for Small Operations
		Going Upscale: Repositioning Private Labels

W. Bush

Food Safety/Traceability		Business Operations/Marketing
Rapid Microbial-Detection Systems	Vulnerability Assessments: What We All Can Learn from the Ice Cream Experience	Leveling the Playing Field: Giving Milk a Competitive Advantage
Full Dairy Traceability	Systems-Based Quantitative Vulnerability Assessments	Winning at the Store Shelf

Food Safety/Traceability		Business Operations/Marketing
21st Century Regulatory Environment	Risk Communications Strategies Everyone Should Know	The Mexican Dairy Market – Reaching Businesses Across the Border
Wave of the Future: Regulatory & Technology Hurdles for Shelf-Stable Dairy Beverages	Threat Agent Behavior in a Dairy Context	The New America: Understanding the Hispanic Market

**SAVE THE DATE! SEPTEMBER 19-21, 2011, ATLANTA, GA**

# EDUCATION SESSIONS

## FOOD SAFETY AND TRACEABILITY (CONT.)

**TUESDAY, SEPTEMBER 14**

**8:00 AM – 8:50 AM**

### Rapid Microbial-Detection Systems

Dairy customers and new federal and state regulations affecting the food industry are requiring more microbiological product testing, with products being held until the testing results are available. Rapid microbiological testing is advancing rapidly and all dairy companies should utilize this new technology to address existing customer needs as well as to position themselves for new customers. Rapid microbiological testing also reduces product hold time at processing plants and can improve process control of dairy products.

**SPEAKERS:** **John Mills**, Staff Scientist, bioMerieux, Inc.; **Nancy Eggink**, Global Technical Service Manager, 3-M Company; **Amy Smith**, Technical Applications and Regulatory Support Specialist, DuPont Qualicon North

**8:00 AM – 8:50 AM**

### Vulnerability Assessments: What We All Can Learn from the Ice Cream Experience

A vulnerability assessment – the process used to identify, quantify and prioritize the weaknesses in a system – have been used by governments and the private sector since 2001 with mixed results. Recently, the ice cream industry conducted a vulnerability assessment with the Food and Drug Administration. Learn more about the results and lessons learned. Whether you work for an ice cream company or not, there is value in understanding what came out of this assessment.

**SPEAKER:** **Michael Dixon**, Ph.D., Office of Food Defense, Communication and Emergency Response, U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition

**9:00 AM – 9:50 AM**

### Full Dairy Traceability

Feeling the pressure to provide full traceability and transparency on products and ingredients? Tracing ingredients is getting easier, but there are still limitations to tracking all process steps that a dairy product takes from farm to 'fridge. Learn what's available now and what's on the horizon to provide full dairy traceability. View a live demonstration of traceability software.

**SPEAKERS:** **Ryan Mertes**, President, Data Specialists, Inc.; **Vernon J. Spaulding**, Vice President, Business Solutions, Data Specialists, Inc.; **Luz Walney**, Automation Engineering Manager, Tetra Pak, Inc.

**9:00 AM – 9:50 AM**

### Systems-Based Quantitative Vulnerability Assessments

**SPEAKERS:** Representative from the National Center for Food Protection and Defense

Visit [www.dairyshow.com](http://www.dairyshow.com) for a detailed description of this session.

**WEDNESDAY, SEPTEMBER 15**

**8:00 AM – 8:50 AM**

### 21st Century Regulatory Environment

What changes will your dairy company need to make to come into compliance with new federal food safety legislation? How will the substantial updating of the Food and Drug Administration's Good Manufacturing Practices, the new 2009 Food and Drug Administration Reportable Food Registry and the Food and Drug Administration's Food Transportation initiative affect your operations? Food safety and defense has the potential to be the most important game changer in the dairy industry. Learn what you need to do to be prepared for significant new oversight and scrutiny of your dairy plant processing operations.

**SPEAKERS:** **Jerry Slominiski**, Senior Vice President, Legislative Affairs, IDFA; **Allen Saylor**, Vice President, Regulatory and International Standards

# EDUCATION SESSIONS

**8:00 AM – 8:50 AM**

## **Risk Communications Strategies Everyone Should Know**

**SPEAKERS:** Representatives from the National Center for Food Protection and Defense

Visit [www.dairyshow.com](http://www.dairyshow.com) for a detailed description of this session.

**9:00 AM – 9:50 AM**

## **Wave of the Future: Regulatory & Technology Hurdles for Shelf-Stable Dairy Beverages**

In response to expanding market demand, the dairy industry is using newer aseptic processing and packaging systems with higher production volumes and increased energy efficiency. Will the Food and Drug Administration's modernized regulations change aseptic processing and filing requirements? What will be the impact of NCIMS' updated national regulations that apply to all aseptically processed and packaged Grade "A" systems? Get the latest on aseptic processing technology and regulatory updates to maintain and improve your competitive edge.

**MODERATOR:** *Representative from Dean Foods Company*

**SPEAKERS:** **Brian Thane**, Director, Aseptic Technology, Tetra Pak, Inc.; **Mike Mignogna**, Director, FDA Office on Low Acid Canned Foods

**9:00 AM – 9:50 AM**

## **Threat Agent Behavior in a Dairy Context**

**SPEAKERS:** Representatives from the National Center for Food Protection and Defense

Visit [www.dairyshow.com](http://www.dairyshow.com) for a detailed description of this session.

“The International Dairy Show

**BRINGS TOGETHER ALL FACTIONS OF THE DAIRY INDUSTRY** in one place. The

speakers give updates on current market trends and issues going on in the industry. With dairy being a global market, it's very important to have that information presented to you and stay up to date. For me, it's a very important meeting.”

**Corrinne Reed, Vice President, Dairy Products, International Dairy Queen**



# REGISTER TODAY!

[WWW.DAIRYSHOW.COM](http://WWW.DAIRYSHOW.COM)

# EDUCATION SESSIONS

“The International Dairy Show is important to me and other Dean Foods executives. It’s an **OPPORTUNITY TO MEET WITH OUR SUPPLIERS**, whom we consider important strategic partners, and it’s a great and efficient way for us to get together and make plans for the future.”

**Harald Kroeker, President,**  
Fresh Dairy Direct, Dean Foods Company



## BUSINESS OPERATIONS AND MARKETING

**MONDAY, SEPTEMBER 13**

**8:00 AM – 8:50 AM**

### Financial Management for Small Operations

What tax benefits are there in research and experimentation? Is your company eligible for tax credits? How much can your plant save by using lean manufacturing techniques? Developed specifically for small businesses and single plant operations, Herbein + Company, Inc. will outline financial reporting techniques developed specifically for small businesses and single plant operations that will bring your financial results to life.

**SPEAKERS:** **Carl D. Herbein**, CPA, President and CEO, Herbein + Company, Inc.; **Ron Mong**, CPA, Senior Manager, Herbein + Company, Inc.; **David Stonesifer**, CPA, Partner, Herbein + Company, Inc.

**9:00 AM – 9:50 AM**

### Going Upscale: Repositioning Private Labels

Today’s rocky economy has shoppers looking for value in the supermarket. Explore the trends and driving factors related to the upsurge of private label product sales. See examples of several brands and products that have been transformed as upscale private labels and learn how this transformation has affected sales and consumer perceptions.

**SPEAKERS:** **Amy Vodraska**, Associate Publisher, Dairy Foods; **Douglas Palmer**, Vice President of Own Brands, A&P (*invited*)

**TUESDAY, SEPTEMBER 14**

**8:00 AM – 8:50 AM**

### Leveling the Playing Field: Giving Milk a Competitive Advantage

Research by the Beverage Marketing Corporation provides a comprehensive understanding of the market in which milk competes. Learn more about how milk performs against carbonated soft drinks, sports drinks, fruit beverages and more. Gain insight into the factors that shape the competition, consumer trends, key retail channel breaks and volume projects.

**SPEAKER:** Representative of the Beverage Marketing Corporation

**9:00 AM – 9:50 AM**

### Winning at the Store Shelf

The current economic climate has changed consumer spending. Purchasing has become more selective – focusing on needs versus wants – resulting in an increasingly competitive retail environment. Hear how retailers and suppliers are responding to this challenge by partnering on consumer-centric initiatives designed to retain and grow business. Learn from industry experts how to leverage point-of-sale data to generate SKU-specific SMART orders to increase customer service levels while reducing out of stocks, shrink and more.

**SPEAKER:** **Mark Deuschle**, Senior Vice President, Park City Group

# EDUCATION SESSIONS

**WEDNESDAY, SEPTEMBER 15**

**8:00 AM – 8:50 AM**

## **The Mexican Dairy Market — Reaching Businesses Across the Border**

The U.S. dairy industry has some of the greatest export growth potential in the world. However, currently U.S. businesses only ship about 10 percent of all domestic dairy production overseas. What is more, some of our most attractive export markets are right across the border. The North American Free Trade Agreement (NAFTA) has made dairy trade with Mexico one of the easiest markets to break into. Dairy exports to Mexico totaled over \$639 million in 2009 alone, and this number continues to increase. Come hear our panel discuss what you need to know about these important markets and what you can do about unlocking your company's export potential.

**SPEAKERS:** **Hector Marquez**, Wassermann and Associates; **Bill Jacoby**, Vice President of International Sales, TC Jacoby & Company, Inc. (invited); **Shawna Morris**, Vice President for Trade Policy, U.S. Dairy Export Council

**9:00 AM – 9:50 AM**

## **The New America: Understanding the Hispanic Market**

Over the next several years, the number of Hispanic households is expected to increase at a faster pace than any other group in the United States. Join us for an up-to-the-minute look at this important group of consumers. U.S. Latinos tend to adopt and adapt to customs and habits in the U.S. while holding on to their traditions and value systems. We'll share what you need to know in order to reach this important customer base and translate understanding into sales.

**SPEAKER:** **Yocasta Shames**, Account Director, Siboney USA



**"I would never miss the Dairy Show. With all the technological innovations and advances, IT'S ABSOLUTELY CRITICAL THAT WE BE THERE. Every show we've attended we've always saved money by learning something new that we can use in our operation. I highly recommend it and everyone in our industry needs to attend."**

**Dub Garlington,**  
**President, Plains Dairy, L.L.C.**



# THE CREAM OF THE CROP OF DAIRY SUPPLIERS

**ANYTHING YOU NEED IN YOUR PLANT  
IS AVAILABLE AT THE INTERNATIONAL  
DAIRY SHOW.**

Interested in food safety and defense? Sustainability?  
Packaging? Consumer trends and flavorings?

**IT'S ALL IN THE EXHIBIT HALL.**



“We can bring everyone together in one spot and very efficiently gather with all the critical suppliers of ingredients, packaging, materials and equipment — all the companies that we would have to routinely spend lots of time visiting with separately. The efficiency as well as the **QUALITY OF THE EXHIBITORS IS WHAT BRINGS SUCH TREMENDOUS VALUE TO THE SHOW.**”

**Mike Reidy, Senior Vice President,  
Procurement, Logistics & Business Development,  
Leprino Foods Company**

You'll have access to the latest technology offered by more than 300 exhibitors, and you'll take away workable solutions ready to implement in your plant.

With everything you need to see under one roof, you'll be able to compare equipment, processes and technology side by side to make qualified and informed decisions quickly. The show will allow you to get a lot accomplished all at one time –

## **NOW THAT'S A BIG VALUE.**

### **SOME OF THE PRODUCT CATEGORIES ON DISPLAY:**

- Automation
- Beverage, Dairy & Food Products
- Blending & Batching Equipment
- Controls & Indicators
- Environmental Services/Equipment
- Facility Maintenance
- Industry Services
- Ingredients, Flavorings & Seasonings
- Laboratory Testing & Quality Control
- Packaging Equipment
- Packages, Packaging Materials & Containers
- Pasteurization
- Processing Equipment & Supplies
- Safety Equipment
- Sanitation Supplies & Equipment
- Technology & Financial Services
- Temperature Control
- Transportation, Distribution & Materials Handling



## **EXHIBIT HALL HOURS**

MONDAY

SEPTEMBER 13

11:00 AM – 5:00 PM

TUESDAY

SEPTEMBER 14

11:00 AM – 5:00 PM

WEDNESDAY

SEPTEMBER 15

11:00 AM – 4:00 PM

# **REGISTER TODAY!**

**WWW.DAIRYSHOW.COM**

# ON-FLOOR DEMOS AND TECHNICAL SESSIONS

**NEW!** Join us at the iDairyShow portion of the show floor to gather, exchange information, chat about challenges and share stories.

Members of the dairy community will meet at iDairyShow to participate in presentations and demonstrations from leading industry experts in food security, sustainable practices, consumer research, marketing and more. Presentations from iDairyShow will be streamed live throughout the exhibit hall floor.

## MONDAY, SEPTEMBER 13

- See how a total plant assessment can uncover opportunities to reduce operational costs and lower usage of natural resources.
- Explore how to use existing technologies to lower energy-intensive manufacturing.
- Catch up on the latest trends in liquid food and beverage recycling.
- Learn how federal and state nutrient regulations on wastewater discharge affect dairy production facilities.
- Discover the hidden transportation costs in your operation and learn how to reduce those costs.
- Understand how to use impingement cleaning to meet 3-A standards.

## TUESDAY, SEPTEMBER 14

- Taste pizza that is reformulated to provide a healthier choice on school menus.
- Learn about new breakthroughs in organic yogurt stabilizers.
- Participate in a demonstration on how to better detect quality defects in cultured dairy products.
- Explore the use of membranes and separators in dairy product development.
- Discover how to optimize dry ingredients for food safety.
- See a demonstration of dairy traceability software.
- Hear more about the food defense tools available to dairy plants.

## WEDNESDAY, SEPTEMBER 15

- Find out how to better navigate legal restrictions when planning a dairy promotion or marketing campaign.
- Visit the Milk Mustache Mobile to learn more about the latest in fluid milk promotions.
- Get some practical tips on how to package your business to make it attractive to a potential buyer.

**GET INVOLVED BEFORE THE SHOW —**  
visit [www.dairyshow.com/iDairyShow](http://www.dairyshow.com/iDairyShow) to get all of the session details and social media interaction.

# EXHIBITORS

3M Food Safety  
 A&B Process Systems  
 A.R. Arena Products, Inc.  
 ADI Systems  
 Advanced Instruments, Inc.  
 AFCO  
 AGC Heat Transfer  
 Air Products  
 Airrite Plastics Co.  
 Alchemy Systems  
 Amelia Bay, Inc.  
 American Express Open  
 American Humane Certified  
 AmeriCold Realty Trust  
 Ampco Pumps Company  
 Anderson Instrument  
 Company  
 APT-Advanced Process  
 Technologies  
 APTwater, Inc.  
 Arc Machines, Inc.  
 Arizona Instrument LLC  
 ASI Technologies, Inc./Enviro  
 Doors  
 ATEX Explosion Protection, L.P.  
 Atlantium Technologies  
 Atlas Automation, Inc.  
 Atlas Minerals & Chemicals,  
 Inc.

Dairy & Beverage Bar  
*Dairy Foods Magazine*  
 Dairy House  
 Decagon Devices, Inc.  
 DeLaval Cleaning Solutions  
 Delkor  
 Deville Technologies, Inc.  
 Dole Refrigerating Company  
 Donaldson Co, Inc.  
 Double H Plastics, Inc.  
 Drying Technologies  
 DuPont/Liqui-Box  
 Dycor, Inc.  
 E.A. Bonelli + Associates, Inc  
 Ecolab, Inc.  
 Ellison Bakery  
 Emery Winslow Scale Co.  
 eps corp  
 Evergreen Packaging, Inc.  
 Excel Engineering, Inc.  
 Extrutech Plastics, Inc.  
 FDA Food Defense Oversight  
 Team  
 Federal Mfg. Co.  
 Filler Specialties, Inc.  
 Filtration Engineering Co., Inc.  
 Firminich, Inc.  
 Fonterra Ingredients USA  
*Food Business News*

Iowa Area Development Group  
 IPEC  
 J. Rettenmaier USA LP  
 Jogue Incorporated  
 Johnson Refrigerated Truck  
 Bodies  
 JTS  
 Kagetec LLC  
 Kingspan Insulated Panels  
 Ltd.  
 Klaser Tile Company, Inc.  
 Lipid Nutrition B.V.  
 Lomont IMT  
 Markem-Imaje  
 Masterleo + Associates  
 Membrane Process &  
 Controls, Inc.  
 Metler-Toledo  
 Metler-Toledo CI Vision  
 Metler-Toledo Hi-Speed  
 Mettler-Toledo Safeline  
 Microsoft  
 Milk Mustache Mobile  
 MilkPep  
 Millerbernd Process Systems  
 Mires Industries LLC  
 Miron Construction Co., Inc.  
 Mobil Industrial Lubricants  
 Modern Packaging, Inc.

ProLeIT AG  
 Promens  
 Purac America, Inc.  
 Quickway Services  
 Randolph Associates  
 Rehrig Pacific Company  
 Relco, LLC  
 Richmond Baking  
 Ross Computer Systems  
 S & D Coffee  
 Saint-Gobain Performance  
 Plastics  
 Sanchelima International, Inc.  
 Sani-Matic  
 Scan American Corporation  
 Selig Sealing Products  
 Separators, Inc.  
 Serac, Inc.  
 Shambaugh & Son, L.P.  
 Sharon Manufacturing Co.,  
 Inc.  
 Shoes For Crews  
 Siemens Industry, Inc.  
 Silliker, Inc.  
 Spraying Systems Co.  
 SPX Flow Technology  
 Stahlman Design Group  
 Stanpac, Inc.

“The Dairy Show is an opportunity to bring our field folks as well as our corporate people all together in one place. **IT’S THE ONE SHOW THAT I ATTEND EVERY YEAR** and that our entire organization supports.”  
**Gregg Tanner, Executive Vice President and Chief Supply Chain Officer, Dean Foods**

ATMIC – FF Fischer Planning  
 ATS Engineering, Inc.  
 Automation Ideas, Inc.  
 Axiflow Technologies, Inc.  
 Bedford Industries, Inc.  
 Bentley Instruments, Inc.  
 Berry Plastics Corporation  
 BK Giulini Corporation  
 Blackhawk Molding Co., Inc.  
 Blome International  
 Breddo Likwifier division of  
 Caravan Ingredients  
 Bruins Instruments  
 Buchi Corporation  
 Buckhorn, Inc.  
 Burd & Fletcher Company  
 Cargill Deicing Technology  
 Carlson Engineering  
 CEM Corporation  
 Charm Sciences, Inc.  
 Cheese Reporter  
 Chr. Hansen, Inc.  
 Cipriani Harrison Valves Corp.  
 Clean Water Technology, Inc.  
 Coastal Carriers, Inc.  
 Complete Automation  
 CRC Press-Taylor & Francis  
 Group LLC  
 Curwood, Inc.  
 Custom Fabricating & Repair,  
 Inc.  
 Dairy.com

Food Manufacturing  
 FOSS North America  
 Gamajet Cleaning Systems,  
 Inc.  
 GEA Filtration  
 GEA Group Pavilion  
 GEA Process Engineering  
 GEA Tuchenhagen North  
 America  
 GEA Westfallia Separator  
 Genpak, LLC  
 Gleeson Constructors &  
 Engineers, L.L.C.  
 G-M-I, Inc.  
 Gold Coast Ingredients  
 GW & E Global Water &  
 Energy  
 Hanna Instruments  
 Hansen-Rice, Inc.  
 Harvill Industries, Ltd.  
 Hendon & Redmond  
 Engineers/Architects  
 Henkel Corporation  
 Herbein + Company, Inc.  
 Hugart, Inc.  
 Huhtamaki  
 Hydrite Chemical Co.  
 iDairyShow  
 IDEXX Laboratories  
 IDFA  
 Integra-Seal Industries  
 Invensys Operation Mgt.

MRI Flexible Packaging  
 Munters Corporation  
 Murzan, Inc  
 National Milk Producers  
 Federation.  
 Navarro Pecan Co., Inc.  
 Neogen Corporation  
 Nimco Corporation  
 Noren Products, Inc.  
 North American Salt Company  
 Numeric Computer Systems,  
 Inc.  
 Omya  
 ORBIS Corporation  
 Oregon Cherry Growers, Inc.  
 Osgood Industries, Inc.  
 Owl Software  
 Pace Packaging  
 Pacific Ozone  
 Pall Corporation  
 Park City Group  
 Parker ZANDER – Parker  
 Domnick Hunter  
 PDC International Corp.  
 Pecan Deluxe  
 Perten Instruments  
 Polypack, Inc.  
 Polyainers, Inc.  
 Portola Packaging, Inc.  
 Posimat, Inc.  
 POWER Engineers  
 Premier Tech Chronos

Statco Engineering and  
 Fabricators, Inc.  
 Steller  
 Stoelting, Inc.  
 Sudmo North America, Inc.  
 Symrise  
 T.D. Sawvel Company, Inc.  
 Tate & Lyle  
 Techgen Shijiazhuang Dejian  
 Machineries Ltd.  
 Technogel S.P.A.  
 Tegrant Corporation,  
 ThermoSafe Brands  
 Templar Food Products  
 Terri Lynn, Inc.  
 Tetra Pak, Inc.  
 Thiele Technologies, Inc.  
 TIC Gums, Inc.  
 Unity Scientific, LLC  
 Urschel Laboratories, Inc.  
 Watson-Marlow Pumps  
 Group  
 WCB Ice Cream  
 Webber/Smith Associates,  
 Inc.  
 Weber Scientific  
 World Water Works, Inc.  
*List as of 7/1/10*

# GENERAL INFORMATION

**Complimentary Shuttle Buses**  
Shuttle bus service is available between the official convention hotels and the Dallas Convention Center. The buses run on official show days.

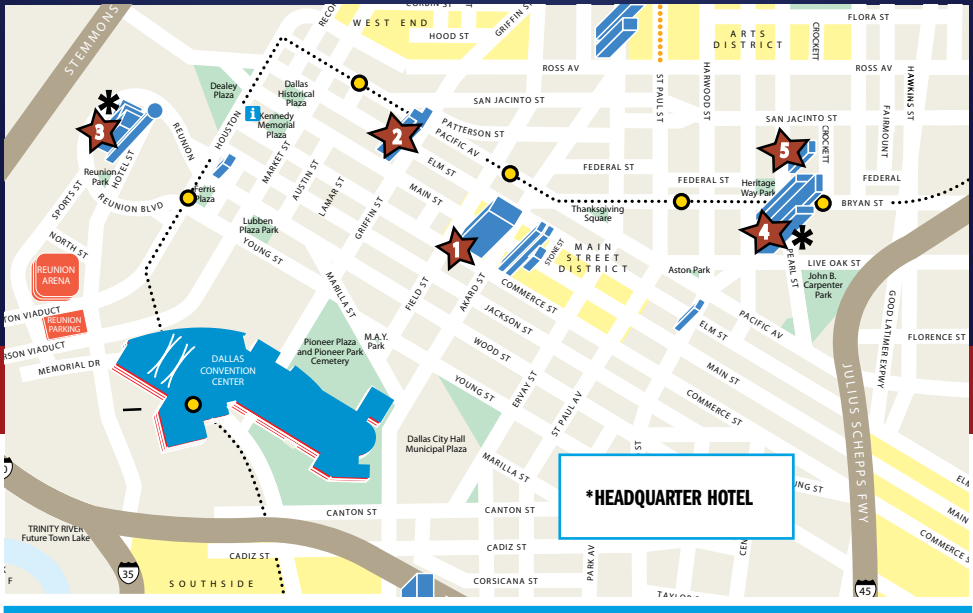
**International Business Center**  
The International Business Center services include Internet and e-mail access, lounge areas, private meeting rooms, translators, refreshments and other business services. All international visitors are invited.

**International Dairy Foods Association (IDFA) Booth**  
Be sure to visit the International Dairy Foods Association booth to explore the many products and services IDFA has to offer. Brand-new editions of IDFA's Membership Directory, Dairy Facts and Crisis Management Manual will be on display, along with IDFA's extensive array of compliance products, including new editions of our EPA and OSHA Inspection Manuals. Come and see why you should make IDFA part of your team!

**What the Weather Will Be Like**  
The average high in Dallas in September is 89 degrees Fahrenheit and 32 degrees Celsius. The average low is 69 degrees Fahrenheit and 21 degrees Celsius.

# HOTEL INFORMATION

The easiest way to reserve your housing for the event is to book online at [www.dairyshow.com](http://www.dairyshow.com). The International Dairy Show's exclusive housing provider is onPeak. You can also contact them directly at 866-401-4836 or [dairyshow@onpeakevents.com](mailto:dairyshow@onpeakevents.com).



HOTEL	SINGLE	DOUBLE
1 ADOLPHUS HOTEL	\$189	\$189
2 CROWNE PLAZA DALLAS DOWNTOWN	\$145	\$145
3 HYATT REGENCY DALLAS AT REUNION*	\$189	\$199
4 SHERATON DALLAS*	\$169	\$169
5 WESTIN CITY CENTER DALLAS	\$169	\$169

SEPTEMBER 13-15, 2010 • DALLAS CONVENTION CENTER • DALLAS, TEXAS, USA

REGISTER ONLINE AT WWW.DAIRYSHOW.COM

**BADGE INSTRUCTIONS:** Please type or print legibly or register online at [www.dairyshow.com](http://www.dairyshow.com). One registrant per form. Badge will admit you into exposition hall and all education sessions. The pre-registration deadline is **August 6, 2010**. To receive confirmation of registration, e-mail address or fax number must be provided. **If you do not receive confirmation within 48 hours**, please contact customer service at 708.786.4139 or [ids2010@compusystems.com](mailto:ids2010@compusystems.com).

FIRST NAME		LAST NAME	
COMPANY		TITLE	
MAILING ADDRESS			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
TELEPHONE (include country and area code)	FAX (include country and area code)	E-MAIL (your registration confirmation will be sent by e-mail)	

<p><b>Badge type</b> (Please check one)</p> <input type="checkbox"/> Processor/Packer/Bottler <input type="checkbox"/> Distributor – Food/Beverage <input type="checkbox"/> Retailer/Food Service Operator <input type="checkbox"/> Import/Export Broker <input type="checkbox"/> Affiliated Association <input type="checkbox"/> Exhibitor <input type="checkbox"/> Non-Exhibiting Supplier/Manufacturer <input type="checkbox"/> Academic/Government Official <input type="checkbox"/> Student <input type="checkbox"/> Editorial Press <p><b>If you are a Processor/Packer/Bottler, your primary products are:</b></p> <input type="checkbox"/> Cheese <input type="checkbox"/> Ice Cream and Novelties <input type="checkbox"/> Fluid Dairy <input type="checkbox"/> Fruit and Juice Beverages <input type="checkbox"/> Packaged Foods	<p><b>What particular types of products and opportunities are you seeking?</b> (Check all that apply)</p> <input type="checkbox"/> Packaging Equipment <input type="checkbox"/> Flavorings and Ingredients <input type="checkbox"/> Consumer Trends <input type="checkbox"/> Processing Equipment <input type="checkbox"/> Sanitation and Food Safety <input type="checkbox"/> Sustainable Resources <p><b>Job Function</b> (Please check one)</p> <input type="checkbox"/> CEO/Owner/President <input type="checkbox"/> Production <input type="checkbox"/> General/Corporate Mgt. <input type="checkbox"/> Engineering <input type="checkbox"/> Plant Operations <input type="checkbox"/> Purchasing <input type="checkbox"/> Sales/Marketing <input type="checkbox"/> Transportation <input type="checkbox"/> Research/Development <input type="checkbox"/> Food Safety <input type="checkbox"/> Corporate Chef <input type="checkbox"/> Sanitation <input type="checkbox"/> Guest/Family Member	<p><b>During what time frame will you make capital investment purchases based on what you see at this show?</b></p> <input type="checkbox"/> 0-6 months <input type="checkbox"/> 7-12 months <input type="checkbox"/> 13-18 months <input type="checkbox"/> 19-24 months <p><b>How much do you or your department spend/authorize per year on the purchase of processing equipment/services?</b></p> <input type="checkbox"/> Less than \$250,000 <input type="checkbox"/> \$250,001 – \$500,000 <input type="checkbox"/> \$500,001 – \$1 Million <input type="checkbox"/> Over \$1 Million <p><b>Influence in buying decision?</b> (Please check one)</p> <input type="checkbox"/> Final Decision Maker <input type="checkbox"/> Significant Influence <input type="checkbox"/> Some Influence in Final Decision <input type="checkbox"/> Research/Recommend New Products
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**REGISTRATION FEE**  
 Full Registration includes educational sessions, exhibit floor access and opening reception ticket.

	Before or on Aug. 6	After Aug. 6
<input type="checkbox"/> Full Registration IDFA Member/Affiliated Association*	\$225	\$275
<input type="checkbox"/> Full Registration Non-Member*	\$300	\$350
<input type="checkbox"/> Non-Exhibiting Supplier/Manufacturer (IDFA Business Partner/Gold Business Partner)	\$450	\$500
<input type="checkbox"/> Non-Exhibiting Supplier/Manufacturer (Non-IDFA Business Partner/Gold Business Partner)	\$525	\$575
<input type="checkbox"/> Academic/Gov't Official	\$75	\$75
<input type="checkbox"/> Student**	Free**	Free**
<input type="checkbox"/> Editorial Press**	Free**	Free**

\*\*Valid Press/Student ID required – attach photocopy

**HOTEL RESERVATIONS**  
**Please visit [www.dairyshow.com](http://www.dairyshow.com) to register for the show and make your hotel reservations.**  
 Housing for the International Dairy Show is handled exclusively by OnPeak. For additional information about hotel reservations, please contact OnPeak at 866.401.4836 or [dairyshow@onpeakevents.com](mailto:dairyshow@onpeakevents.com).

**REGISTRATION PAYMENT**  
 DO NOT fax form if paying by CHECK.  
 Checks should be made payable to: **International Dairy Foods Association**  
 Check **OR**  American Express  VISA  MasterCard  
 (Credit card may not expire prior to September 15, 2010.)

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CSV Code \_\_\_\_\_

Print Name \_\_\_\_\_

Signature (must be provided as it appears on credit card to process)  
 \_\_\_\_\_

**TICKETED EVENTS**  
 Must also register above. Opening reception tickets are included with full registrations.

IDFA Opening Reception (Monday, September 13)      Quantity \_\_\_\_\_ @ \$75 = \_\_\_\_\_

\*One ticket per registered delegate

**Subtotal Events =** \_\_\_\_\_

**TOTAL AMOUNT DUE =** \_\_\_\_\_

**MAIL OR FAX COMPLETED FORM TO:**  
 P.O. Box 492  
 Brookfield, IL 60513-0492

Customer Service (8:30am-5:00pm CST):  
 Phone: 708.786.4139  
 Fax: 708.344.4444  
 E-mail: [ids2010@compusystems.com](mailto:ids2010@compusystems.com)

Registration forms must be received on or before **August 6, 2010**, to receive advance registration discounts. After this date, registrations will be processed at the on-site rate.

All programs are accessible to persons with disabilities. If you require special accommodations or auxiliary aids, please notify us of your needs in advance.

**CANCELLATIONS**  
 To receive a refund for payment of registration/social event tickets, notification must be received in writing no later than August 6, 2010. All cancellations will be subject to a \$25 processing fee. All registrations received after August 6, 2010, are non-refundable, but substitutions will be allowed.

# INTERNATIONAL DAIRY SHOW 2010

SEPTEMBER 13-15, 2010 | DALLAS CONVENTION CENTER | DALLAS, TX, USA  
[WWW.DAIRYSHOW.COM](http://WWW.DAIRYSHOW.COM)

PACKAGING, PROCESSING AND TECHNOLOGY SOLUTIONS FOR THE GLOBAL DAIRY INDUSTRY

## DISCOVER A WHOLE NEW PACKAGE OF SOLUTIONS

- ✓ **SOURCE** the finest next-generation equipment to improve operations and increase revenue
- ✓ **TASTE** the next big flavors and discover the latest consumer trends
- ✓ **EXPLORE** products designed to help processors meet the demand for sustainable operations
- ✓ **HEAR** from experts about the hot topics that matter most to you

“The Dairy Show keeps us informed of what’s out there, what’s **CUTTING EDGE** and what’s new either to the industry or to the consumer. It helps us stay on top of our game.”

Jeff Powell, President and General Manager, Roberts Dairy Company



International Dairy Foods Association  
1250 H St., NW  
Suite 900  
Washington, DC 20005

PRIORITY CODE: