REGISTER BY DECEMBER 1 AND SAVE $100 PER REGISTRATION!

The premier event for foodservice sales and marketing executives

February 21 - 23, 2007
La Quinta Resort & Club, Palm Springs, CA

"Shine the light on the topics of today"

WWW.TOP2TOPONLINE.COM

"Top2Top provides thought-provoking themes which allows our company to build platforms of success."

—Kurt Mungenast, VP of Marketing & Operations, Benchmark Sales
# Program at a Glance

Program of Events — February 21-23, 2007 – La Quinta Resort & Club, Palm Springs, CA

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY/SESSION</th>
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</thead>
<tbody>
<tr>
<td><strong>WEDNESDAY, FEBRUARY 21, 2007</strong></td>
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<tr>
<td>10:00 a.m. – 5:00 p.m.</td>
<td>Registration/Information Desk</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Welcome Lunch – NEW EVENT for all attendees</td>
</tr>
</tbody>
</table>
| 1:00 p.m. – 5:00 p.m. | General Session  
FSMA Update  
Value of Outsourcing Update  
Strategizing for Change: Regionalization & Consolidation |
| 6:00 p.m. – 9:00 p.m. | Opening Reception & Dinner  
Industry Award Presentation |
| **THURSDAY, FEBRUARY 22, 2007** | |
| 7:00 a.m. – 8:00 a.m. | Continental Breakfast |
| 7:30 a.m. – 5:00 p.m. | Registration/Information Desk |
| 8:15 a.m. – 9:15 a.m. | General Session  
Key Growth Strategies You Can’t Ignore |
| 9:45 a.m. – 12:30 p.m. | Concurrent Breakout Sessions (choice of three)  
- Contracts, Terminations and Confidentiality Agreements: Everything You Need to Know  
- Drive Sales Success, Support & Results through Regional Managers  
- Outsourcing the Sales Function ... The Real Costs of Field Sales  
- Create & Execute Focused Distributor Marketing Plans  
- Negotiate Effectively with Distributors by Understanding their Strategies  
- A Foodservice Perspective from Wall Street  
- Who Says Employee Retention and Recognition has to be Difficult?  
- Get What You Want with What You’ve Got!  
- Business Entertaining with Style |
| 12:30 p.m. – 1:30 p.m. | Group Lunch |
| 1:30 p.m. – 2:45 p.m. | Concurrent Breakout Sessions Continue |
| 3:15 p.m. – 4:30 p.m. | General Session  
Keynote Address – Monarch Foods, division of U.S. Foodservice  
Keynote Q & A |
| 4:30 p.m. – 6:00 p.m. | Vendor Spotlight |
| 6:00 p.m. – 7:30 p.m. | Reception |
| 7:30 p.m. | Dinner on your own |
| **FRIDAY, FEBRUARY 23, 2007** | |
| Optional Activities—Space is Limited. Requires pre-registration & additional fees. |
| 8:00 a.m. | Golf Outing  
Golf Clinic |
| 9:00 a.m. | Tennis Clinic  
Conference Adjourns |

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

Attendance at T2T is a member benefit. Only members and first-time, agency non-members may attend. If you are unsure of your membership status or wish to join, please contact Rick Abraham at rabraham@fsmaonline.com or 410-715-6673.

*Not applicable to manufacturers. All manufacturers are welcome to register.*
Bob Aiken, President, Monarch Foods, division of U.S. Foodservice joined USF in 2004 as Executive Vice President of Sales/Marketing & Supply Chain. In 2006, Monarch Foods was established to market, source and merchandise its private brand products. Prior to joining USF, Bob spent the first half of his career as an attorney and the second half as a general manager.

Mark Baum, Partner, Diamond Management & Technology Consultants leads their Consumer Packaged Goods practice. Mark is recognized as one of the leading experts in strategy, sales, marketing and merchandising activities in the food, beverage and consumer products industry. Previously, Mark was Executive Vice President of the Grocery Manufacturers Association and prior to that was President & CEO of the Association of Sales & Marketing Companies (ASMC).

Christine Cashen, Certified Speaking Professional is also a member of the National Speaker Association. She holds a bachelor degree in Communications and a Masters in Adult Education. Previous to hitting the speaker circuit, she was a university admissions officer, corporate trainer and broadcaster. Today, she is an expert in communicating effectively in the workplace and incorporates humor to connect with the audience.

Chester Elton, Vice President, O.C. Tanner Recognition Company is a motivation and recognition consultant. He leads the way in providing leadership with the key ingredients for employee retention through recognition. He has been featured in The Wall Street Journal, Washington Post and New York Times and has written eight books, contributed to over 100 episodes on the Food Network and has consulted for Macy’s, Marriott, Hilton and more.

Ben Fischer, President, CROSSMARK Sales Agency provides strategic direction for head-quarter sales operations in the east, central and west regions of the U.S. He joined CROSSMARK in 1990 as an Account Executive and his skills have led to a variety of roles within the company including Southern Region VP, Director of Health and Beauty Care and Division President. He was named President of the Sales Agency in 2004.

Barry Maloney, Managing Partner, Maloney & Knox is general counsel to FSMA and is based in Washington DC. 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. He has provided legal counsel to FSMA and its predecessor organizations for over twenty years.

Tad Mancini, Chairman & CEO, Mancini Sales & Marketing leads his organization in sales, marketing, merchandising & consulting. He is also a partner in the ACBS and KCBS brokerage companies and has been involved in the food & drug industry for 28 years. He has sat on numerous advisory boards including Quaker Oats, Unilever, Borden, Eveready and more. He is a past Board Member of ASMC.

Brent Patmos, President & CEO, Perpetual Development specializes in equipping individuals and organizations with tools to achieve the pinnacle of sales, leadership and business skills. His background includes work in the retail food & food service industries along with broker & distributor firms. This makes him uniquely suited to work with FSMA.

Andrea Robinson, Master Sommelier & Author is one of the country’s leading wine educators and one of only 14 women in the world who have been appointed Master Sommelier by the prestigious Court of Master Sommeliers. She has earned a list of awards from the James Beard Foundation, Bon Appetit Magazine and Les Dames d’Escoffier International. Andrea has written eight books, contributed to over 100 episodes on the Food Network and has consulted for Macy’s, Marriott, Hilton and more.

Tim Sanders, Author & Motivator is an irresistible advocate for good values in the business world. His book, Love is the Killer App, shows how people who share generously can achieve professional success and is a New York Times bestseller. Tim served as the Chief Solutions Officer at Yahoo! from 2001 to 2003 and then served as their Leadership Coach until 2005. Today, he speaks professionally and consults business leaders on next generation strategies.

Jason Whitmer, Sr. Research Analyst & Partner, Cleveland Research Company is an expert in food retailing, food distribution and casual dining. His firm is an independent sell-side equity research firm. He has been recognized by The Wall Street Journal in its annual Best on the Street survey as the 2nd ranked analyst in the supermarket and drugstore industry and was Starmine’s top stock picker in 2003 for food retailing, number three stock picker in 2005, and number two in estimate accuracy in 2005.

Steve Wolfkenhauer, Consultant, SPW Consulting has 35 years experience in the foodservice distribution industry in varied positions from sales & marketing to training & development. For the past 17 years, he has consulted with over 600 wholesales distributors and manufacturers from niche to broad line in all 50 states.

Barry Wright, Sr. Director, Strategic Partners has facilitated over 600 developmental programs providing skill building with clients from Fortune 500 companies to national & international distributors as well as manufacturers. He brings his dynamic teaching style to areas of sales management, negotiation and leadership training.
WEDNESDAY, FEBRUARY 21

10:00 A.M. - 5:00 P.M.

Registration/Information Desk

11:30 A.M. - 12:30 P.M.

Welcome Lunch
All Registered Attendees Invited

1:00 P.M. - 5:00 P.M.

General Session

Welcome and Foodservice Update

Rob Monroe, FSMA Chair and President, Prestige Sales & Marketing.

Hear what FSMA accomplished last year and where we are headed in 2007. And, learn how you can benefit from our recently published Value of Outsourcing study.

Strategizing for Change: Regionalization & Consolidation

Mark Baum, Partner, Diamond Management & Technology Consultants, Inc.

PANEL PARTICIPANTS

Ben Fischer, President CROSSMARK Sales Agency
Tad Mancini, Chairman & CEO, Mancini Sales & Marketing
Manufacturer Panelists to be announced

The potential for widespread foodservice agency consolidation and regionalization is a hot topic. Agency regionalization is part of a broader topic of how manufacturers might choose to come to market in the years ahead.

While actively discussed, the number of foodservice companies pursuing a regionalized strategy remains relatively small. Therefore, there are lots of questions, but not many answers. Can foodservice learn from other industries to gain a peek at the future?

Agencies and manufacturers from the retail supply chain have experienced this trend first hand. While differences exist between retail and foodservice, the trends of consolidation and regionalization have remarkable similarities across all industries.

We can learn through real life experiences from those that chose to change to a regionalized model and those that stayed with the traditional model in existence today.

In this opening session, you will hear from a panel of agencies and manufacturers that have lived through these changes. Representatives from a national sales agency and an independent agency will discuss their experiences, along with two manufacturers, one that nationalized and one that chose the independent sales agency structure.

You will hear:

• What are the benefits & drawbacks to a regionalized or independent coverage model?
• How have manufacturers reacted to new coverage models?
• Can the two strategies co-exist?
• What are the factors I should consider to make my decision?

Harnessing the Power of Great Relationships

Tim Sanders, former Chief Solutions Officer & Leadership Coach, Yahoo!

Happy employees and satisfied customers drive business. Tim Sanders will provide advice in his dynamic presentation on how to build relationships using knowledge, networking and compassion. Based on his New York Times bestseller, Tim outlines a neo-Carnegie approach to better business. He will provide proof through case studies and examples that a positive work environment and positive customer dialogue always produces better profits as well as customer and employee satisfaction.

“FSMA helps me to keep a big picture in mind. Top2Top invigorates me and helps keep my head in the game!”

Bob Watson, President, Watson & Associates
Wednesday, February 21, continued

6:00 P.M. – 9:00 P.M.
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 presentation of FSMA’s Jerry Waxler Industry Service Award.

THURSDAY, FEBRUARY 22

7:00 A.M. – 8:00 A.M.
Continental Breakfast

7:30 A.M. – 5:00 P.M.
Registration/Information Desk

8:15 A.M. – 9:15 A.M.
General Session
The Key Growth Strategies You Can’t Ignore
Brent Patmos, President & CEO, Perpetual Development
As the head of your firm, you know what keeps you up at night. Increasing sales is not optional. Sales growth is the direct result of increasing your focus on your sales process. Attendees will take away the 7 key strategies for sharpening that focus and igniting sales growth. These aren’t the same old ideas you’ve heard before. Everyone in your company needs to be able to communicate, live and model your sales process strategy otherwise you haven’t really nailed it. This session will provide you with a one page format that will help you make it happen. Get ready to take action immediately.

9:45 A.M. – 2:45 P.M.  (CHOICE OF 3)
Nine 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 a.m. and 1:30 p.m.
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. Attendance 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.

#1 Contracts, Terminations and Confidentiality Agreements: Everything You Need to Know
Barry Maloney, Managing Partner, Maloney & Knox
FSMA Legal Counsel Barry Maloney is an expert on agency/manufacturer law. In this session, Barry will offer information and tips to help you better understand agency contracts, confidentiality and non-compete agreements, and your post-termination rights. Attend this session and be better prepared when confronted with legal issues affecting your business.

“Top2Top deals head on with burning issues in a positive forum that gets everybody on the same page and closer to a conclusion”
Tom Hills Jr., VP Sales/Owner, Pilgrims of New England
#2 Drive Sales Success, Support & Results Through Regional Sales Managers

Brent Patmos, President & CEO, Perpetual Development

Are you being “micro-managed?” Gain control of your productive sales time by maximizing the relationship with your regional sales manager. Attending this session will equip you with the ability to identify the key values that drive the decisions & priorities of RSM's. What you learn will result in improved efficiency, productivity and increased sales. Agencies and manufacturer attendees will acquire the proactive steps needed to work together toward common goals, reduced conflict and increased return on invested time.

#3 Outsourcing the Sales Function … The Real Costs of Field Sales

Bob Trinkle, Author and former agency owner

Estimating the cost of a single field sales office or a network of many field sales offices has mostly been a process of financial jujitsu or guesswork. Many actual expenses of a captive field sales organization are buried in a manufacturer’s financial statements thereby causing a decision maker to grossly underestimate the real cost of field sales. Not having the correct information can lead to bad decisions. This presentation includes a demonstration of the Cost Calculator which will illustrate 70 itemized expenses/costs associated with any field sales office – Agency or Direct. This information can now be accurately determined by senior managers for the first time. Understanding (and being able to correctly identify) all of the real cost of field sales is vital to both the agency and manufacturers. Having all of the tools necessary to defend the value proposition of an outsourced sales force is vital for anyone in the selling business.

#4 Create & Execute Focused Distributor Marketing Plans

Steve Wolkenhauer, Consultant, SFW Consulting

Steve has spent his career helping foodservice distributors, manufacturers and sales agencies enhance pretax performance through better alignment and execution of marketing programs.

In this session, attendees will hear how to create proactive, strategic and focused marketing plans that get the “biggest bang for the buck” for all. If you are seeking better results marketing to distributor customers, than this session is for you!

This interactive session will provide:
• A thorough understanding of distributor profitability challenges and how product management decisions are made
• A process for designing and aligning more effective promotions and DSR product knowledge training programs
• A more effective, results based, distributor business review process

#5 Negotiate Effectively with Distributors by Understanding their Strategies

Barry Wright, Senior Director, Strategic Partners

• Maintaining Margins
• Growing Lines
• Differentiating Offering
• Avoiding Substitution by Competitors
• Overcoming Inertia
• Developing Long Term Relationships

These are just a few of the challenges that you and your team encounter on a daily basis. The ability to change the future outcomes is indeed a skill. A skill we can learn, hone and continue to improve no matter what your experience, knowledge and success. We can clearly benefit from the ability to negotiate effectively. This workshop will allow you to see, hear and feel that what people think, plan, say and do are not always aligned. Your ability to innovate your own thinking, to raise the goals and build solid meaningful relationships whilst understanding the tactics used by distributors make this a program a must attend.

#6 A Foodservice Perspective from Wall Street

Jason Whitmer, Senior Research Analyst, Cleveland Research Company

As a sell-side research analyst, Jason Whitmer publishes research on SYSCO and the overall foodservice industry for the investment community. Given his regular interaction with senior management as well as institutional investors, Jason will outline the most important financial and strategic variables facing the company and the industry. This
includes current trends and a future outlook on the pace of sales, corporate initiatives, competitive positioning, product/portfolio analysis, and multiple cost components. More detailed color will be provided on SYSCO’s redistribution network, which is by far the most powerful tool over the long term for the company to lower distribution costs across the supply chain. Finally, there will be a discussion of what is most important to investors and what makes (or will make) the shares go up or down, particularly since there is a growing amount of pressure for SYSCO management to re-accelerate its earnings power.

#7 Who Says Employee Retention and Recognition has to be Difficult?

Chester Elton, Vice President, O.C. Tanner Recognition Company

Using a combination of non-cash recognition and simple training for the presentation of formal awards, many of today’s leading companies are successfully transforming their corporations into “Carrot Cultures” — creating workplaces where employees are committed, profitability is high, and retention is among the best in their industries. In a presentation that highlights the latest research from his new book The Carrot Principle, author Chester Elton will illustrate how companies spread the power of retention & recognition and how every organization can implement simple principles that work no matter what the size of your business or the make up of your people.

You’ll learn:
- Retention/recognition/motivation programs do not need to be complex or expensive.
- Most non-monetary and formal recognition doesn’t have the impact it should. With a few simple ideas used in America’s best companies, you can increase the impact of the recognition presentation.
- The impact of recognition on your organization can be measured.

#8 Get What You Want With What You’ve Got!

Christine Cashen, certified Professional Speaker

We are all being asked to do more with less. Quit whining about the things you can’t change. You have what it takes right now to make a difference. This interactive program gives you the tools to get the absolute best with what you’ve got! Christine will help you take those skills to the next level. Join Christine to laugh and learn as she shows you the way. You can get what you want both personally and professionally! After this program you will:
- Enhance communication to build relationships
- Discover quick and easy tips to have more time and energy
- Handle conflict and difficult people like a pro
- Get practical and creative strategies for less stress and more fun in all areas of your life.

#9 Business Entertaining with Style

Andrea Robinson, Master Sommelier & Author

Are you hosting a dinner with important clients and the wine list intimidates you? When the waiter uncorks your wine, do you know if you should smell the cork or swirl the wine, and why? Or are you comfortable with your choice of wines but want to expand your knowledge through the eyes of an expert? Andrea Robinson, Master Sommelier, author and TV host, will take you on an interactive journey of wine tasting and food pairing. You’ll explore the ins and outs of the major wine grapes and styles, and receive pro pairing tips to make the most of all your favorite wines and foods. Take a break from the serious business issues yet enhance your professional savoir-faire at your next business dinner.

3:15 P.M. – 4:30 P.M.

Keynote Address

Bob Aiken, President, Monarch Foods
Mark Eggerding, Senior Vice President, Sales & Merchandising, Monarch Foods
Monarch Foods is a division of U.S. Foodservice

As President of the Monarch Foods Division of USFS, Bob has responsibility for the entire USFS procurement function. Bob will present his strategies for managing over $4 billion in private brand sales and his strategy for the growth of national brands within USFS. He will also share how Monarch Foods will handle product development, sourcing, marketing and quality assurance across all product categories.

Mark will discuss how your company can best support this new centralized purchasing strategy within USFS, including the role of sales agencies at the local market level.
You will learn:
• How to better match your sales strategy to the needs of this #2 national broadliner
• How to best grow your brands within Monarch Foods
• How national and distributor brands will co-exist at Monarch Foods
• What Monarch Foods needs from agencies and their manufacturers to be successful

4:30 P.M. – 6:00 P.M.
**Vendor Spotlight**
Mix & Mingle & Learn about the latest innovations being offered by our Allied Members in a relaxed casual atmosphere. Just Allied Members will be available in a private room to discuss your business needs, and learn more about your business so they can offer ways to improve your business strategies. This is also an additional opportunity to network with your peers and share ideas.

6:00 P.M. – 7:30 P.M.
Reception

7:30 P.M.
Dinner on your own

FRIDAY, FEBRUARY 23

**Morning Activities (requires pre-registration & additional fees)**

*Space is Limited! All Activities Optional. Register Early!*

*Use the All-Inclusive registration rate to register for either golf activity.*

**#1 Golf Outing – La Quinta Resort Dunes® Course, 8am Tee Time, Shotgun Start**
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 will be accommodated whenever possible.

The golf outing will include golf fees, transportation, bag transfer and continental breakfast. The Pete Dye designed Dunes Course provides a relaxing round of golf surrounded by dramatic landscapes. Out of the traditional Scottish mold, this links-style course favors accuracy from the tee allowing access to its well-guarded greens. The Dunes Course is ranked among Golf Digest’s “Top 75 Resort Courses” in America.

**#2 Novice Golf Clinic, 8am**
You’ve always wanted to get into the ‘swing’ of things but you’re not quite ready to jump onto the golf course and go it alone. This two-hour program delivered by the world renowned Jim McLean Golf School will focus on the basics, develop your swing, and build your confidence for playing your first, or next, round of golf. (Minimum number of participants required – sign up today!)

*Golf Clinic includes state of the art video analysis, equipment, transportation & continental breakfast.*

**#3 Tennis Clinic, 9am**
All levels of players will benefit from this morning event on the courts. Whether a beginner, or a tournament competitor, come out to learn personal tips from a pro. Join the Director of Tennis from La Quinta’s world class tennis club for one and a half hours of aerobic fun including drills and games. This is your opportunity to learn on the sun-drenched courts of Palm Springs and take back your new skills to your home court with bragging rights. (Minimum number of participants required – sign up today!)
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 or 410-715-6673.

Early-Bird Discount
Register by December 1st to receive a $100 Early-Bird Discount. Registrations received after December 1 will pay the full rate—so don’t delay—register today!

Agency/Manufacturer Meetings
We respectively 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@cox.net.

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!
• $239 single/double room
• CALL La Quinta Resort & Club for reservations: 800-598-3828. Be sure to request the FSMA Top to Top Conference rate to receive the special room rate.
• ONLINE reservations available at www.laquintaresort.com. Enter the group/convention code: ZFSMA to receive the special room rate.

Hotel Cancellations
To avoid loss of deposit or penalties, hotel cancellations must be made 72 hours or 3 days prior to your arrival date.

Transportation
The Hotel is located 20 miles from Palm Springs International Airport. Taxi cabs are available at approximately $60 one way. For a list of car services, visit our T2T website at www.top2toponline.com

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 Top-to-Top 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 resort’s pro shop ahead of time to reserve clubs. Or contact Sandra Savino of FSMA at ssavino@cox.net. A set of Callaway clubs is available for $70 rental fee and shoes are $20. Prices subject to change.

Attire
Dress for all association-sponsored events is resort casual; no jackets or ties required for any FSMA-sponsored events. Meeting rooms tend to be cool, so you may prefer to have a light jacket or sweater available.

The Resort
La Quinta Resort & Club is a legendary Hollywood—hideaway resort and meeting destination, renowned since 1926 for its charm and serenity. Frank Capra loved it so that he penned his classic It’s a Wonderful Life and other classic films here. Today, La Quinta boasts 90 holes of some of the country’s best golf, a world class spa & tennis club, the best of shopping and seven delectable restaurants including AZUR offering guests innovative California cuisine prepared with French cooking methods.

The Location
La Quinta Resort & Club
49-499 Eisenhower Drive
La Quinta, CA 92253
760-564-4111
888-527-8979
www.laquintaresort.com

Attendance at T2T is a member benefit. Only members and first-time, agency non-members may attend. If you are unsure of your membership status or wish to join, please contact Rick Abraham at rabraham@fsmaonline.com or 410-715-6673. Not applicable to manufacturers. All manufacturers are welcome to register.
Please type or print clearly. Please copy this form for additional registrants.

Note: Registration is also available online at www.Top2TopOnline.com

### Registration Form

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<td>spouse/guest's name (as it should appear on badge)*</td>
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Are you a first-time Top2Top Conference attendee? ___ Yes ___ No
Is your company an FSMA member? ___ Yes ___ No ___ Not Sure
Do you plan to stay at La Quinta Resort & Club? ____ Yes ____ No
If not, please let us know where you plan to stay _______________________________________________________

(This is for internal use only. We appreciate the information.)

### Registration

(Note: The All-Inclusive rate includes one optional golf activity on Friday, February 23rd: Golf or Golf Clinic. Tennis Clinic must be signed up for separately – use basic registration fee plus $85 fee for tennis.)

#### Members

<table>
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<tr>
<th>Early Bird Special: For Members Only Register by December 1, 2006 and pay:</th>
<th>Register after December 1, 2006 and pay:</th>
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<tr>
<td>q Member $ 995</td>
<td>q Member $ 1,095</td>
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<tr>
<td>q Member All-Inclusive $ 1,195 (includes one golf activity)</td>
<td>q Member All-Inclusive $ 1,295 (includes one golf activity)</td>
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<tr>
<td>q Spouse/Guest* $ 330</td>
<td>q Spouse/Guest* $ 330</td>
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<td>q Tennis $ 85</td>
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<td>Total Amount Due = $ ___</td>
<td>Total Amount Due = $ ___</td>
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#### NON-Members

| q Non-Member $ 1,750                                                      | q Non-Member All-Inclusive $ 1,950 (includes one golf activity) |
| q Spouse/Guest* $ 330                                                     |                                                                 |
| q Tennis $ 85                                                            |                                                                 |
| Total Amount Due = $ ___                                                  | $ ___                                   |

*Spouse/Guest (for both member and non-member) Registration includes a conference breakfast, (2) lunches, (2) receptions and (1) dinner. 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.

If you registered for the All-Inclusive rate, please check one golf activity for Friday, February 23rd (See page 9 for activity descriptions):

- q Golf Outing—Will you need rental clubs? ___ Yes ___ No
- q Novice Golf Clinic
- q I would like to participate in the Friday morning Tennis Clinic for an additional $85 which I will add to my registration total. ___ Yes ___ No

### IMPORTANT: Please provide your workshop preferences when registering to ensure seating in your preferred sessions.

PLEASE RESERVE A SEAT FOR ME IN THE FOLLOWING WORKSHOPS!

Number your workshop preferences 1 – 5. We will make every effort to honor your #1, #2, and #3 choices on a first-come, first-served basis. FSMA members receive priority.

- q Contracts, Terminations and Confidentiality Agreements
- q Drive Sales Success, Support & Results through RSMs
- q Outsourcing the Sales Function...Real Cost of Field Sales
- q Create & Execute Focused Distributor Marketing Plans
- q Negotiate Effectively with Distributors by Understanding Strategies
- q A Foodservice Perspective from Wall Street
- q Who Says Employee Retention and Recognition has to be Difficult?
- q Get What You Want with What You've Got!
- q Business Entertaining with Style

- q Enclosed is a check payable to the Foodservice Sales & Marketing Association for the total registration fees (U.S. dollars only) OR
- q Charge my: ___ AmEx ___ MasterCard ___ Visa Total amount due: $ __________

- credit card number
- credit card security code
- expiration date
- print cardholder's name
- cardholder's signature
- billing address of cardholder

### 3 Easy Ways to Register:

- Mail completed form and check to: FSMA, 9192 Red Branch Rd, Suite 200, Columbia, MD 21045
- Fax completed form with credit card payment to 410.997.9387.
- Register online at www.Top2TopOnline.com