For additional biographical information on our speakers, visit www.FSMAonline.com and click on the Top2Top logo.

**com·mu·ni·ty** (kə myōonətee) noun

a community is a social unit of any size that shares common values or interests

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**DISCOUNTS**
for Multiple Registrants!
Real Savings to Bring More of Your Key Players

**EARLY BIRD SPECIAL**
Members Register by October 31st and save $300 per registration!
Non-members save $200

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**THE 21ST ANNUAL**
**FSMA**
**TOP2TOP**
**CONFERENCE AND**

**5TH ANNUAL**
**FSMA TEAM**
**EXECUTIVE SUMMIT**

**FEBRUARY 9 - 12, 2015**
**PARK HYATT AVIARA**
**SAN DIEGO**

**THE PREMIER EVENT**
**FOR FOODSERVICE**
**SALES & MARKETING**
**EXECUTIVES**

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MONDAY
FEBRUARY 9

11:00 A.M. – 5:30 P.M.

Welcome Center
Registration
Lanyards sponsored by Synergy Enterprises
Program & Directory sponsored by Dot Foods

8:00 A.M. – 1:00 P.M.

Reverse Shot Gun
Golf is Back!

And we are picking up the tab (well, almost)
Networking is a key component of the Top2Top event. The Park Hyatt has one of the best resort golf courses in America according to Golf Digest and Golf Magazine, and was rated the #1 golf resort in San Diego by readers of Condé Nast Traveler, making it the perfect year to bring golf back. Our golf outing is casual play so you can relax while building critical business relationships on a spectacular course in southern California in February – it doesn’t get much better!

• Golf fee $50.00 (no refunds) Limited Space Available.
  We will keep a waiting list if we sell out.
• Put together your own foursome or we can assign you to a foursome
• Golf clubs ($85) and shoe rentals ($15) available.
  Contact the golf club to reserve, 760-603-6900

12:00 P.M. – 5:30 P.M.

TEAM One2All Meetings

In its 2nd year! TEAM One2All Meetings is a sales meeting format for the manufacturer to present to all their current agencies at one time. FSMA will invite agencies per the manufacturer’s request and the manufacturer will set the agenda. All participants must be members and Top2Top registrants.

TEAM Executive Summit

FSMA proudly announces its 5th Annual TEAM (Together Everyone Achieves More) Executive Summit in conjunction with Top2Top to enhance collaboration in your annual strategic planning process. Top level executives from both the manufacturer and the sales & marketing agency will meet to set mutual goals and develop plans together to increase profitable sales growth plus have the opportunity to strengthen partnerships.

One2All

A sales meeting format where the manufacturer can meet with all its member agencies in a single meeting to present and focus on topics critical to the entire group (i.e. marketing initiatives, new product introductions, and company strategies)

One2All meetings will take place prior to Top2Top programming; the afternoon of Monday, February 9 and morning of Tuesday, February 10

One2One

The traditional one-on-one meetings to dig deeper and discuss critical topics that lead to success and growth for both the manufacturer and its agency partner (i.e. strategize for the coming year and implement common goals for a particular geographic market or segment, or brainstorm on how to overcome challenges facing both companies)

One2One meetings will take place immediately following the conclusion of Top2Top: the afternoon of Wednesday, February 11 and morning of Thursday, February 12

Manufacturers register for TEAM (check with Sharon Boyle for availability, sboyle@fsmaonline.com) and FSMA will invite agencies based on manufacturer requests. All persons participating in TEAM must be registered Top2Top attendees AND current 2014 FSMA members. All TEAM meetings will be scheduled by FSMA.

Bring your high-level decision makers to maximize the opportunity to grow. It is imperative that meeting participants include senior executives with responsibility for overall company strategy (i.e. owner, CEO, president, VP of sales). Participants should have the authority to make significant commitments and changes, and to implement strategies agreed upon during the meetings. This approach will lead to the most impactful and profitable meetings that will greatly benefit both the manufacturer and the agency.

For more detailed TEAM information, visit www.fsmaonline.com and click on the Top2Top logo or contact Sharon Boyle, 800-617-1170 or sboyle@fsmaonline.com

2:00 P.M. – 5:00 P.M.

Advisory Councils Meeting

Invitation only

5:30 P.M. – 6:30 P.M.

Board of Directors Reception

Invitation only

Sponsored by Hershey’s Food Service
TUESDAY
FEBRUARY 10

9:00 A.M. – 5:00 P.M.

FSMA Connections
- The Networking Lounge
A place to relax with casual yet thoughtful conversation, or brainstorm about your next strategic plan of action.
Sponsored by Del Monte Foods

8:00 A.M. – 5:00 P.M.

Welcome Center
Registration
Lanyards sponsored by Synergy Enterprises
Program & Directory sponsored by Dot Foods

8:00 A.M. – 12:00 P.M.

TEAM One2All Meetings continued

9:00 A.M. – 11:30 A.M.

Ask the Lawyer Desk
Barry Maloney, managing partner of the Washington, D.C. based law firm Maloney & Knox, PLLC and general counsel to FSMA, will be available to answer your legal questions. Just stop by the Ask the Lawyer Desk. Barry will be happy to share his expertise on issues such as contracts, commissions or any other top of mind topic. Be sure to bring along any relevant documents for Barry's review. FSMA members only.

11:30 A.M. – 12:30 P.M.

Welcome Lunch
All registered attendees invited
An excellent start to your Conference experience!

1:00 P.M. – 5:30 P.M.

GENERAL SESSION
Grow Your Business like a Billion Dollar Brand –
What Big Brands Know
Gerry O’Brion, former executive with Red Robin, Quiznos, Coors and Proctor & Gamble

Grow your business like the big guys, using the same strategies they use, regardless of your size or budget. Gerry O’Brion was most recently VP of Marketing for Red Robin Gourmet Burgers, a $1 billion brand, and VP of Marketing for the $1.5 billion Quiznos restaurant chain. He knows our world, the foodservice world, and he will generate real ideas you can use immediately.

Gerry O’Brion, a nationally recognized marketing executive, has distilled that experience into strategies any business can use. You will learn the five critical questions your company should be asking to stay relevant today. This presentation will be packed with information, strategies and case studies from several different industries that you can leverage right now in your business.

What you’ll learn:
• The one thing that matters to all business
• Five things to do before you start marketing
• Getting customers to choose you
• Game changers for growth
• Reinventing your business when things get bad

FSMA Update
Rick Abraham, FSMA President/CEO
Glen Gallas, FSMA Board Chair and President, Supreme Great Lakes

Afternoon Break
Sponsored by The NPD Group

Trends Impact the Consumer Choice
Warren Solochek, Vice President, Client Development, The NPD Group

In the current slow growth environment in which we all work, restaurant operators and their suppliers need a better understanding of the major trends that are impacting consumer choice. In his presentation, Warren Solochek will outline some of the major trends taking place in the industry and how the agency and the manufacturer can use them to their advantage to build sales.

The Rebound of the Independents
Bob Goldin, Executive Vice President, Technomic

Bob Goldin will discuss how and why independent operators are experiencing improved performance and provide perspectives on what to expect in the future. Special attention will be placed on sourcing practices, including the growing importance of local and fresh.

• Which type of independent operators are “winning” and why
• New independent operator demands and practices
• What suppliers and their agents need to do to maintain and grow their relevance with independent operators

Navigating a New Foodservice Supply Chain
Laura MacPhail, Principal, The Hale Group

The Sysco and US Foods merger will impart long term change to the foodservice supply chain. Restaurant operators will be at the center of these changes as the distribution channels look to drive efficiencies while increasing culinary innovation and strengthening their value proposition. The Hale Group and Datassential have teamed up to develop a series of reports and strategic analyses regarding the merger. Hear a review of their findings from Laura MacPhail of The Hale Group and learn how the merger will impact operators’ purchase decisions:

• Who do they buy from
• What do they buy
• Why do they buy

For additional biographical information on our speakers, visit www.FSMAonline.com and click on the Top2Top logo.
Last Man Down: A Fireman’s Account of 9/11
Richard Picciotto, FDNY Chief
Sponsored by Food Service Enablers

The highest-ranking firefighter to survive the World Trade Center collapse, and the last fireman to escape the devastation, FDNY Chief Richard “Pitch” Picciotto was on a stairwell between the sixth and seventh floors of the North Tower when it collapsed on September 11, 2001. An FDNY battalion commander, his is the harrowing true story of an American hero, a man who thought nothing of himself and gave nearly everything for others during one of our nation’s darkest hours.

In a presentation modeled after his best-selling book, Last Man Down, Chief Picciotto offers a tribute to the lives that were lost on September 11, 2001. His recount is not one of death and destruction, but a celebration of life and its unpredictable nature. Picciotto offers an eyewitness account of the defining historical event of our lives; his story is that of a man, a hero, and a tragic event that inspired a nation.

You will hear an outspoken account of that indelible day that is not only shaking but inspiring.

6:30 P.M. – 9:00 P.M.

Reception and Dinner
Be sure to join us for the most popular and ‘must attend’ networking event at Top2Top each year. An excellent opportunity to network with your peers, catch up with friends new & old, and relax & dine on the Chef’s choice selections. Jacket, no tie, requested.

Jerry Waxler Industry Service Award
We will honor this year’s recipient of the Jerry Waxler Industry Service Award. The Award is presented every other year to honor an individual from the membership to make our industry more aware of the many contributions made by sales agencies. The winner is well respected by his peers, has a strong record of leadership, and has made significant effort to foster the development of the industry.

The Soar Award
For the first time, FSMA will honor a sales person within a member agency that has shown the qualities of an individual with the potential to rise up through the ranks as a leader and innovator. This person is an achiever, is well respected by colleagues, works with integrity and leads by example. Their future is bright as a forward thinker in the ever changing landscape of foodservice.

7:00 A.M. – 8:00 A.M.

Breakfast
Sponsored by The J.M. Smucker Company

8:00 A.M. – 12:00 P.M.

Welcome Center
Registration

8:00 A.M. – 12:00 P.M.

FSMA Connections – A Networking Lounge
Sponsored by Del Monte Foods

What Makes the Great Ones Great:
The 16 Characteristics of True Champions
Don Yaeger, New York Times Best-Selling Author and longtime Associate Editor for Sports Illustrated

Don Yaeger has had the opportunity to spend time with some of the greatest winners in the world of sports. Don will not only bring stories from the lives of winners like Michael Jordan, Walter Payton, Chris Evert, John Wooden, Serena Williams, Shaquille O’Neal and Phil Mickelson, he will also teach us “Sixteen Consistent Characteristics of Greatness” from his personal accounts gathered from more than 20 years of interviews with legends like Walter Payton, Jimmy Connors, Dot Richardson, Shaquille O’Neal, Michael Jordan, John Wooden, Pat Riley, and Dale Brown. These bits of greatness are highlighted in four categories of these superstar’s lives.

Learn from the best in sports:  • How they Prepare  • How They Work  • How They Live

This session is worth the early start time on day two of Top2Top!
1. **The Power of a Trained Memory**  
   *Ron White, World Renowned Memory Expert*

   Let’s admit it! We could all use a little help when it comes to remembering. What was that guy’s name that you just met three minutes ago? How am I going to remember all that I want to say in my next presentation? I am making a toast at my daughter’s wedding; can I remember that poem or quote to make it extra special? Memory is a tricky thing but we can train ourselves to do it better. And Ron White is just the person to teach us a few ‘tricks of the trade’. He can memorize a deck of shuffled cards in 1 minute & 27 seconds and will memorize a 50 digit number forwards and backwards LIVE in this session and give you the skills to do the same! In 2013, Ron listed from memory 2,200 names of the fallen war heroes who lost their lives in the war in Afghanistan. Amazing!

   Ron will teach you techniques to:
   - Triple your memory
   - Build confidence by giving speeches without notes
   - Build relationships by recalling names and faces
   - Memorize pages of product knowledge instantly
   - Never lose a sale because you forget part of your presentation
   - Increase productivity when you don’t have to relearn information
   - And much more

2. **Industry Perspective: The Sales Agency as the Key to Reaching the Independent Operator**  
   *George Monahan and Pat Powers, Founders, The Clover Group*

   With the foodservice industry growth flat and industry assets over capacity, margins have been under assault. Distributors are consolidating and putting their focus on large customers to grow their business. Similarly, manufacturers and agencies have turned toward the largest operators to justify the rising costs of making a sales call. With everyone trying to “own” the largest operators, the independent is seeing a decline in service. Tremendous opportunity lies in the fact that manufacturers are struggling to reach the 270,000 independent operators through the traditional approach. These independents will increasingly turn to “self serve” methods if our industry doesn’t find pathways to bring them value.

   In this breakout, hear from Clover Group, two former Gordon Food Service executives, on the opportunity for the agency to become the Key to Reaching the Independent Operator. Whether you are national, regional or an independent, Clover Group’s George Monahan and Pat Power will lay out four fundamental strategies that will help you tip the playing field in your favor:
   - Data and Category Management
   - Leveraging Local Relationships
   - Developing a Cash and Carry Support model
   - Develop eMarketing Capabilities

3. **It’s App-tastic: 60 Apps in 60 Minutes**  
   *Jim Spellos, Tech Guru and President, Meeting U.*

   Do you still have your computer? Or is your business becoming more productive and more mobile by using tablets instead? Whether you’re using an iPad, Android or Windows 8 device, without knowing the best productivity apps available, you’re not using your time most efficiently. This fast-paced session will review and showcase 60 of the most useful apps for the business professional. Attendees are encouraged to bring their tablet and smart phones and share their favorite apps with their peers.

   After participating in this session, the attendee will be able to:
   - Identify 60 of the most useful business apps available
   - Understand how the Android and Windows mobile solutions compare against the Apple apps
   - Use their mobile devices more effectively for business applications

4. **Straight from the Source: The Truth about Collaboration and Category Management**

   **MODERATOR**
   *Jim Spellos, Tech Guru and President, Meeting U.*

   **PANELISTS**
   - Kristie Sanders, Director, Category Leadership, Lamb Weston
   - Barrie Carmel, Corporate Vice President, Pricing and Margin, Reinhardt FoodService
   - Operator Panelist to be announced

   Category Management within foodservice is generating a lot of buzz in our industry lately, but what does it mean? This session will step you through an example of how true collaboration can work between a foodservice manufacturer, a distributor and an operator. The process outlined today will feature three thought leaders and innovative thinkers who are passionate about the value and growth opportunities this approach will bring to each of their businesses. Together they will demonstrate how distributors, manufacturers and operators use data to drive insights and work together to grow their business in a strategic, profitable way and discuss how the agency helps all three gain results.
Restaurant Depot (RD), now with over 100 locations is strategically located in 27 states throughout the USA. RD has been supplying independent food businesses from large cash and carry warehouse stores since 1990. In an era of little to no foodservice growth, Restaurant Depot continues to grow at an estimated 15+% and now has an estimated $8B in sales, ranking them in the top 5 of foodservice distribution nationwide. As the total number of foodservice distributors shrinks due to consolidation, Restaurant Depot can offer suppliers and sales agencies a healthy sales opportunity looking to expand sales into the independent operator segment.

At this session, Clark will focus on how suppliers and agencies can best partner with Restaurant Depot for mutual growth and success. Come and learn where RD is headed, and how you can grow with them.

Come hear how you can strengthen YOUR relationship with PFG and what their plans are down the road and into the future. Don’t miss the last session of the Conference. It is worth the wait!

George Holm, President/CEO, Performance Food Group
As the parent company to a leading family of foodservice distributors, Performance Food Group delivers food and food-related products to more than 150,000 independent and national chain restaurants, quick-service eateries, pizzerias, theaters, schools, hotels, healthcare facilities and other institutions across the United States through its four operating divisions -PERFORMANCE Foodservice, ROMA Food, Vistar and Customized. Altogether, PFG’s family of distributors offers synergies that give customers the best variety in choice of high quality products and the strength of industry-wide relationships to better serve its customers.

Come hear how you can strengthen YOUR relationship with PFG and what their plans are down the road and into the future. Don’t miss the last session of the Conference. It is worth the wait!

8:00 A.M. – 12:00 P.M.
TEAM One 2One Meetings
Continues
Each TEAM Meeting will be 45 minutes in length with a 15 minute break to move to the next meeting. Meetings will be scheduled at 8:00 a.m., 9:00 a.m., 10:00 a.m., and 11:00 a.m.

12:00 P.M.
TEAM Executive Summit Adjourns
The Resort
Situated on Southern California’s sun-drenched Pacific Coast, Park Hyatt Aviara Resort is a luxurious seaside hotel in Carlsbad, California, just north of San Diego, where you are inspired to relax. From atop a high ridge on the shore of Batiquitos Lagoon, a wildlife sanctuary and a place of natural beauty, and overlooking the Pacific Ocean, Park Hyatt Aviara is a AAA Five Diamond San Diego resort that’s far from ordinary.

Savor fresh, organic California cuisine at our acclaimed restaurants and bars. Our North San Diego resort also features expansive facilities for meetings and special events, enhanced by complete resort amenities, from fine dining and catering, to a luxurious spa. Enjoy the sparkling pools, play a game of tennis, get energized in the fitness center or experience our Arnold Palmer designed 18-hole championship golf course.

Transportation
The Hotel is located 30 miles from San Diego International Airport and 15 miles from both downtown San Diego and the University of California, San Diego. The Hotel is also within walking distance of the train station and the trolley.

Packing Options - Valet Overnight: $20

Accommodations & Reservations – Rooms sell out early! Don’t delay, call today!
Note: Registrants are responsible for making their own reservations. Room reservations are contingent on registration.

The Hotel is located 30 miles from San Diego International Airport. Transportation services are recommended through La Costa Limousine, www.lacosalimo.com or call the concierge desk at the Park Hyatt Aviara for additional suggestions, 760-448-1234.

Warning:
We recommend that you only reserve your hotel room directly with the Park Hyatt Aviara or Hyatt Reservations. FSMA has been notified that unauthorized housing vendors have contacted individuals who may be attending Top2Top and the TEAM Executive Summit offering hotel reservation services.

Please note that FSMA has not authorized any third parties to handle hotel reservations for its conferences or to use our name or trademarks on information they send to our members and/or potential attendees.

Hotel Cancellations
If you cancel your hotel reservation prior to your arrival date by 3pm EST to avoid penalties.

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.

Golf Outing Cancellations
There will be no refunds for the FSMA Golf Outing.

Golf Transfers
No transfer of golf outing registrations will be allowed after Friday, December 31st. Cancellations received after December 31st are non-refundable. The entire fee, less the $100 processing fee, will be refunded for cancellations received between December 15th and December 31st. Cancellations received after December 31st are non-refundable.

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Download our Conference Mobile App: Search your iOS or Android app store for Top2Top 2015

For more details, scan our QR code or visit www.FSMAonline.com and click on the T2T logo

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Foodservice Sales & Marketing Association
1810J York Road, #384,
Lutherville, MD 21093

SAN DIEGO CA
February 9-12, 2015

GOLF IS BACK!
Take advantage of this networking event at one of America's best resort golf courses. Only $50 to Play!

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