Bon Appétit

Carolinas Food Industry Council
13th Annual Convention

Sunday, July 23 through Wednesday, July 26, 2017
Myrtle Beach, SC
Each year grocers and suppliers come together at the CFIC Convention to do business, recognize and celebrate our successes, and foster relationships that will grow the industry for years to come.

Bon Appétit! Bring your appetite and join the Carolinas Food Industry Council (CFIC) for the 13th Annual Convention. The CFIC Convention is scheduled for Sunday, July 23 - Wednesday, July 26, 2017, at the Myrtle Beach Hilton Resort. (Yes, it’s a bit of a departure from our traditional Thursday-Sunday dates!)

The CFIC Convention offers business networking opportunities, presentations from top executives in the food trade, and educational sessions for grocers and suppliers in the Carolinas.

While this three-day event is not a trade show, it does offer a variety of opportunities for vendors to showcase their products and for grocery retailers to sample products, learn about services, and build a rapport with vendors and other food industry associates.

SUNDAY EVENTS

Pick up your name badge and welcome packet at the registration desk so you can enjoy lunch, soft drinks and snacks in the CFIC Café. Then enjoy some time on your own until CFIC kicks the evening off with an adult-only new member welcome reception, immediately followed by the Family Fun Night and Buffet Dinner. Before the night ends, attendees age 21+, are invited to a dessert reception.

MONDAY EVENTS

Keynote Speaker

Karl Schoemer
The New Reality: How to Make Change Your Competitive Advantage

During this year’s opening session, keynote speaker Karl Schoemer will pick up and elaborate on themes covered by keynote speakers at past CFIC Conventions by addressing the subject of change and adaptation. Karl’s notable clients include Kroger, Intel, IBM, Ford Motor Company, and State Farm Insurance. Karl helps managers, teams and organizations develop the skills and beliefs necessary to manage the change process and improve productivity. Upon registration for the CFIC Convention, you will receive a link to Karl’s New Reality handbook to get you primed for the session. A hard copy of the handbook, plus an interactive learning guide will be distributed at the opening session.

Retail Breakout Sessions

On Monday and Tuesday, independent grocers will have the opportunity to hear from North and South Carolina WIC representatives on transitions to eWIC in both states. Grocers can also hear from the USDA Food Safety and Inspection Service (FSIS) about staying compliant with meat grinding rules. Stay tuned for additional sessions to be added in coming weeks!

One-On-One Business Meetings

CFIC Retailers will participate in private meetings with convention sponsors. Attendees from each sponsor company are responsible for securing and scheduling meetings directly with participating retailers. Retailers’ contact information will be sent to all registered sponsor attendees in February. CFIC staff encourages vendors to allow for a minimum of 10 minutes between meetings as they are located throughout the Hilton property. Participating retailers include Carlie C’s IGA, C&S Wholesale Grocers, Food Lion, Harris Teeter, Ingles Markets, Lowes Foods, Merchants Distributors, Inc., Piggly Wiggly and W. Lee Flowers.

Evening Reception/Dinner on Your Own

After a day of meetings, CFIC invites all adults for a reception to mingle and network. Enjoy hors d’oeuvres while you gather to meet for dinner on your own,
TUESDAY EVENTS

Presidents’ Presentations

Start the day hearing from presidents and senior executives from four of CFIC’s largest retail chain members: Food Lion, Harris Teeter, Lowes Foods and Merchants Distributors.

Each retailer will give a 45-minute presentation that will highlight their company’s initiatives and areas of focus for 2017 and beyond. After each presentation, retailers will be available for a brief Q&A. Bring your business cards for this unmatched networking opportunity!

Meetings, Meetings and More Meetings

CFIC knows that offering more time for meetings is essential for attendees looking to get business accomplished. While plenty of private indoor meeting rooms will be available, feel free to take your meeting outdoors for a relaxed, casual setting.

Platinum Sponsor Reception

This invitation-only reception is an exclusive event for CFIC Platinum Convention Sponsors and select retailers. Platinum sponsors receive quality face time with grocers while overlooking the ocean. Invitations to the reception will be e-mailed directly to invitees and admission tickets will be in the welcome packet.

President’s Reception and Dinner

During the Tuesday evening reception and dinner, CFIC President Rod Antolock will be recognized for his commendable service to the Council. Mr. Antolock has served on the CFIC Board of Directors for five years; and with over 40 years in the grocery industry he was promoted to President of Harris Teeter in 2015. CFIC has been fortunate to have benefited from Mr. Antolock’s expertise and knowledge of the food industry.

Outstanding Supplier of the Year Award

CFIC’s supplier member companies are unfailingly supportive of the council and many supplier members are attuned to the council’s primary focus: legislative involvement. Each year CFIC recognizes and acknowledges the support of one exemplary supplier by presenting the annual Outstanding Supplier of the Year Award. Join us Tuesday evening to learn which supplier member company will receive this honorable recognition in 2017.

Frequently Asked Questions

Q: What’s included in the registration fee?
A: The following events are included:
- Three breakfast and lunch buffets
- Two dinner events
- Three reception/networking events
- Keynote educational session
- Four Presidents’ Presentations
- Opportunities to meet One-on-One
- Retailer breakout sessions
- Children’s event (Tuesday evening)

Q: What can my child do on Tuesday night?
A: CFIC offers Tuesday evening childcare at the Hilton from 5:30 - 9:30 pm for children ages 5-12 at no cost. Parents MUST remain on-site and be attending President’s Reception and Dinner. Sign up on-site at the Registration Desk by 7:00 pm on Monday, July 24, 2017.

Q: What other activities are available for kids?
A: We hope that you and your family will join us for the Sunday Family Fun Night for a carnival and buffet dinner! During the day, the Hilton and Embassy offer children’s activities by the pool. More information will be in your welcome packet when you arrive at the Convention. If you want to check out Myrtle Beach, stop by the Hilton concierge desk for recommendations.

Q: What is the dress code?
A: The dress code for the entire convention is business casual with the exception of Tuesday night’s dinner which is “beach dressy” (think sundresses for women, sport coats for men).
Registration

To attend the convention all CFIC members and guests must register. Take advantage of the discounted early bird rate and register by Friday, May 5, 2017. To register, login to the CFIC member portal at www.cficweb.org or send your registration form to Brenna Favara at brennaf@cficweb.org.

CFIC Café and Sampler Sacks - Compliments of Convention Sponsors

Thanks to CFIC's convention sponsors, all registered guests will receive a large sampler sack filled with a variety of generously donated samples and coupons.

Whether you want something salty or something sweet, something green or in between, the CFIC Café can’t be beat! The CFIC Café will have a hot breakfast and lunch buffet each day. Frozen and refrigerated items, snacks and beverages, including fresh coffee, will be available during all CFIC Café hours. See the schedule of events for exact meal times and café hours.

If you are a convention sponsor and want to donate product, contact CFIC staff at (919) 832-0811.

Hotel Rooms

Contact the Hilton Myrtle Beach Resort and Kingston Plantation by phone at (800) 876-0010 or online at www.kingstonshores.com to secure your hotel room. Although the discounted group rate for the conference ends on Friday, June 23, 2017, the most popular rooms sell out well in advance of that date. Make your reservations soon and be sure to reference CFIC’s conference code “FOO” to receive the discounted rate.

CFIC greatly appreciates and thanks the North Carolina Department of Agriculture for their partnership and for continuing to provide and prepare fresh produce!
Silent Auction

Funds $100,000 in educational scholarships & $50,000 donation to the Feeding America Food Banks

CFIC’s educational and charitable foundation, the Retail Consumer Alliance (RCA), hosts a Silent Auction at the CFIC Convention to raise proceeds for the Everett and Trudy Suddreth Scholarship of Excellence program as well as for the Feeding America Food Banks for North and South Carolina.

Silent Auction items will be on display in the Palisades Conference Center throughout the Convention. Bidding will end Tuesday evening and winning bidders will be notified via text during the dinner. You do not need to be present in order to win. All items must be picked up by Wednesday morning to avoid incurring shipping charges.

Donations Needed

To donate items please go to https://cficweb.ejoinme.org/silentauction. Click on the “Item Donation” tab on the top bar and follow the instructions. Contact CFIC staff with any questions.

Live Auction

Your Product

11 States  •  2,000+ Stores  •  Prime Shelf Space

You Do the Math!

The Live Auction is all about competition, as shelf space for two items in 2,000+ stores will be up for grabs. Supplier companies will bid on two opportunities to place one SKU into 2,000+ stores in 11 states for six months. Special thanks to C&S Retail Services, Food Lion, Harris Teeter, Ingles Markets, Lowes Food Stores, Merchants Distributors Inc., and W. Lee Flowers/Floco Foods for their continued participation. Please notify CFIC staff in advance if you plan to bid so that special seating may be reserved for you on Tuesday evening.
Schedule of Events

Sunday, July 23
9:00 am - 7:00 pm  Registration Desk
11:30 am - 5:00 pm  CFIC Café
5:00 pm - 6:00 pm  New Member Welcome Reception *
6:00 pm - 8:30 pm  Family Fun Night and Buffet (Silent Auction Bidding Begins)
9:00 pm - 11:00 pm  Dessert Reception *

Monday, July 24
7:00 am - 7:00 pm  Registration Desk
7:00 am - 4:00 pm  CFIC Café
7:30 am - 9:00 am  Opening Session
9:15 am - 11:00 am  Scholarship Award Winner Announcements
9:15 am - 5:00 pm  Keynote Speaker: Karl Schoemer
5:30 pm - 8:00 pm  Retail Breakout Sessions
9:15 am - 11:00 am  One-On-One Business Meetings
9:15 am - 5:00 pm  Reception *
5:30 pm - 8:00 pm  Dinner on your own

Tuesday, July 25
7:00 am - 4:00 pm  CFIC Café
8:00 am - 10:45 am  Presidents’ Presentations
8:00 am - 11:30 am  Retail Breakout Sessions
11:00 am - 4:00 pm  One-On-One Business Meetings
5:30 pm - 6:30 pm  Platinum Sponsor Reception *
6:45 pm - 7:30 pm  President’s Reception *
8:00 pm  Silent Auction Closes
7:30 pm - 9:00 pm  President’s Dinner, Live Auction & Awards *

Wednesday, July 26
7:00 am - 10:00 am  CFIC Café
8:00 am - 12:00 pm  One-On-One Business Meetings
9:00 am  CFIC Board of Directors Meeting

* Adult-only social event