

# 19th Annual Tri-State Dairy Convention Hilton Wilmington Riverside Wilmington, NC

March 22-24, 2012

Register Now  
and Enjoy  
a Fabulous  
Weekend in  
Wilmington!

## Education Sessions

**Deuce McAllister**, former NFL running back with the New Orleans Saints will kick-off the education sessions on Friday morning, March 23.

Join Deuce as he presents information relating to background on his NFL experience, school milk and the importance of milk to children, the "Fuel Up To Play 60" NFL program and SUDIA's involvement and the importance of maintain a relationship with your SUDIA contact.



*Deuce McAllister  
sponsored by SUDIA*

Following McAllister's session, **John Oleson**, Stainless Motors, will address the group.



North Carolina **Commissioner Steve Troxler** will wrap-up the morning with updates on the state's support of the dairy industry, including processing and farming, the Dairy Advantage Program, the recent successful combination of the Milk Inspection Division from NCDEHNR into NCDA and budget issues with NCDA and the State in general and how he sees that

impacting dairy and regulatory.

On Saturday, March 24, the educational programming will continue with comedian, **Gary Robertson**.

You will not want to miss



Robertson's, "Modern Life: If I Knew It Was Going To Be Like This, I Would Have Asked For More Instructions."

**Kevin Anyanwu**, SPX Flow Technology will wrap up the convention with his session on plate heat exchanger design as it applies to dairy applications.

The Tri-State Dairy Convention, sponsored by the Carolina/Virginia Dairy Association and the South Carolina Dairy Association, is an educational and networking weekend for dairy processors, suppliers and producers.

## The Hilton Wilmington Riverside

The Hilton Wilmington Riverside hotel in Wilmington, North Carolina serves as the convention headquarters. Located on the Cape Fear Riverfront in beautiful downtown it is surrounded by history and is warm with hospitality.

It is very important that you **make your hotel reservations before February 19!** After this date, the room block will be lifted and rooms will be released to the public. To make your hotel reservations and secure the convention room rate (\$159), call the Hilton Wilmington Riverside at 910.763.5900. Be sure to reference the group booking code: TSB.



Hilton Riverside, Wilmington, NC  
March 22-24, 2012  
Sponsored by the Carolina/Virginia Dairy Products  
Association and South Carolina Dairy Association

## Social Events

The social events will begin with the Thursday night **Welcome Reception**, March 22, from 6-7 p.m. Enjoy good fellowship, along with light refreshments. For some, the evening is open for dinner on-your-own. The **CVDPA 25-ers Club Dinner** will be held this evening, beginning at 7:15 p.m. 25-ers Club members will receive a separate notice with full details. Later in the evening, visit the **Hospitality Suite** for drinks and snacks.

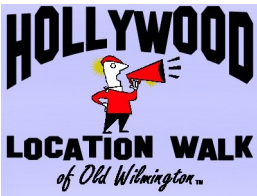
Friday evening, March 23, join your fellow Tri-state friends for a **reception** from 6-7 p.m. Enjoy light hors d'oeuvres and plenty of cold beverages. Again, have dinner on-your-own; but remember to polish-off your evening with a visit to the Hospitality Suite for late-night festivities.

On Saturday evening, March 24, gather for the **president's reception** from 7-7:30 p.m.; followed by a special **murder mystery dinner**. Come and join us for

the **'Murder in the Dairy Plant'**. Here's your chance to partake in a unique and exciting production. The cast sets the stage for intrigue, murder and mayhem. The audience holds the key to unlock the mystery and uncover the conspiracy. Right before your eyes the plot thickens as you get to know the personalities and hear the clues that obviously identify the murderer or do they? Who knows? You could be the murderer!

## "Murder in the Dairy Plant"

## Activities



**It's Lights, Camera, Action** on Friday, March 23 from 2-4 p.m.! Join

one of Hollywood East's most entertaining Directors on a name dropping, movie and TV extravaganza through one of America's largest living film sets; Wilmington, North Carolina! See real locations and actual sets for some of Wilmywood's biggest movies and TV shows.

Join Liz Biro at 10:30 a.m. on Saturday morning, March 24, for a **Culinary Adventure Walking Tour**. Downtown Wilmington is a food lover's dream, and this tour gets to the heart of this delicious area. A melting pot of flavors make up the fabulous menu of food, cocktail and wine tastings at choice downtown res-



taurants. Plus, you'll hob nob with the city's top chefs, go inside its best kitchens, and get a cooking lesson, too.

There's plenty to do and see during your free-time in Wilmington. Airlie Gardens, Arboretum, Bellamy Mansion, Bergwin-Wright House, Cameron Art Museum, Cape Fear Museum and Carolina Beach are all within 15 miles of the convention headquarters. For more information on what to do in Wilmington, visit the concierge desk at the Hilton Wilmington

## Cape Fear National at Brunswick Forest

On Saturday March 24, tee-off at 12:30 p.m. on one of the recently named "**Top 10 Best Courses You Can Play in NC - 2011**" by Golfweek. A challenging, visually stunning golf course designed to use the natural areas encompassing the golf course to enhance the aesthetics of the golf course and the golf course to enhance the natural areas around the

course. Cape Fear National will be a fun course to play!

The cost per golfer is \$125 for early-bird registration and \$150 for regular registration. This price includes green fees, cart, box lunch and cold beverages. Visit the course by going to [www.capefearnational.com](http://www.capefearnational.com)



## Schedule of Events

### THURSDAY, MARCH 22

2-4 p.m.	CVDPA Board Meeting
3-7 p.m.	Registration Open
4-11 p.m.	Dairy Bar Open
6-7 p.m.	Welcome Reception
7:15 p.m.	* CVDPA 25-ers Dinner
9-midnight	Hospitality Suite

Dinner on your own for all other attendees

### FRIDAY, MARCH 23

7:45 a.m.-Noon	Registration Open
7:45 a.m.-Noon	Dairy Bar Open
7:45-8:15 a.m.	Breakfast
8:15-9:15 a.m.	Kick-off address with <b>Deuce McAllister</b> , former NFL running back with the New Orleans Saints
9:15-9:30 a.m.	Milk Break
9:30-10:15 a.m.	General Session with <b>John Oleson</b> , Stainless Motors
10:15-10:30 a.m.	Milk Break
10:30-11:30 a.m.	General Session with <b>Commissioner Steve Troxler</b>
2-4 p.m.	* Hollywood Location Walk
4-11 p.m.	Dairy Bar Open
6-7 p.m.	Cocktail Reception
9-midnight	Hospitality Suite

Dinner on your own for all attendees

### SATURDAY, MARCH 24

7:30-10:30 a.m.	Registration Open
7:30-11 a.m.	Dairy Bar Open
7:30-8 a.m.	Continental Breakfast
8-9 a.m.	General Session with comedian, <b>Gary Robertson</b>
9-9:15 a.m.	Milk Break
9:30-10:30 a.m.	General Session with <b>Kevin Anyanwu</b> , SPX Flow Technology
10:30 a.m.	* Culinary Adventure with <b>Liz Biro</b>
10:30-10:45 a.m.	Mid-Atlantic Dairy Food Boosters Business Meeting
10:45 a.m.	SCDA Board of Directors Meeting
12:30 p.m.	CVDPA Annual Business Meeting
4-11 p.m.	* Golf Tournament at Cape Fear National at Brunswick Forest
7-7:30 p.m.	Dairy Bar Open
7:30-11:30 p.m.	Presidents' Reception "Murder in the Dairy Plant" Murder Mystery Dinner

### SUNDAY, MARCH 25

8:30 a.m.	Convention Committee Meeting
11 a.m.	Hotel Check-out

\* Optional Events—see registration form for individual fees

## Note Deadlines for Registration and Hotel Reservations

Sunday Feb. 19 is the cut-off date for making reservations at the Hilton Wilmington Riverside Hotel. After the Feb. 19 deadline, the Hilton will release the Tri-state room block and reservations will be accepted on a space-available basis, at the hotel's prevailing rate.

Also Feb. 19 is the deadline for Early-Bird registration. Convention registrations postmarked or Fax-dated after Feb. 19, will be subject to the regular registration rates.

To make your hotel reservations and secure the convention room rate (\$159), call the Hilton Wilmington Riverside at 910.763.5900. Be sure to reference the **group booking code: TSB**, or visit the Hilton web site at <http://tinyurl.com/Tri-State12>

Your pre-registration form should be completed in full and returned with appropriate payment to the Tri-state office at 2501 Aerial Center Parkway, Suite 103, Morrisville, NC 27560. Please make copies for additional attendees.

**DEADLINES: Hotel reservations and Early-bird registration – Feb. 19.**



Register Today

## MISCELLANEOUS INFORMATION

- Business casual attire is appropriate throughout the weekend; although some attendees choose to “dress-up” on Saturday evening.
- Arrive to the educational session’s on-time to have your chance at winning an “on-time” attendance prize.
- 2012 association dues for CVDPA and SCDA should be paid in full prior to the convention or non-member registration fees will be required. You may submit CVDPA dues with this form.
- HOTEL CHECK IN: 3 p.m./CHECK OUT: Noon

## Sponsorship Opportunities Are Available

As always, Convention Champions will continue to support the social activities, hospitality suite and special events. If an “exclusive sponsorship” or “co-sponsorship” is what you’re looking for, there are several convention events that are available. All of these contributions help the Tri-state Dairy Convention to provide those little extras which add to the success of the weekend. For more details and to participate, fill out the Convention Champion/ Sponsorship form included.

## Don’t Miss...

### ASSOCIATIONS AT WORK!

Both CVDPA and SCDA will hold Boards of Directors meetings during the convention. The CVDPA Board of Directors will meet Thursday, March 22, from 2-4 p.m. The SCDA Board of Directors will meet on Saturday morning, March 24, from 10:30 – 10:45 a.m., as well as the Mid-Atlantic Dairy Food Boosters. The CVDPA Annual Business Meeting will be held just following at 10:45 a.m.

### STEP INTO THE DAIRY BAR

Visit the Dairy Bar in between educational sessions and conference happenings. The Dairy Bar is the perfect place to take a break and socialize while enjoying a glass of cold milk from Dairy Fresh and delectable ice cream treat from Pet Dairy!

### PARTICIPATE IN THE REVERSE RAFFLE

The Reverse Raffle benefits the scholarship programs supported by both associations. Only 100 tickets will be sold at a cost of \$50 per ticket. Purchase your raffle tickets by completing the registration form or on-site at the convention registration desk.



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### Attention Suppliers

Mid-Atlantic Dairy Boosters Dues may be paid along with your registration fees. Note these dues go to fund scholarships at NCSU and VA Tech (and historically, a gift to Clemson University)

# TRI-STATE DAIRY CONVENTION REGISTRATION

Please check one:       Processor       Supplier       Producer       Other

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Guest (if attending; please be sure to include the names of all persons who are attending meal and/or conference functions): \_\_\_\_\_

Indicate if you need any special assistance (physical and/or dietary needs) at the meeting: \_\_\_\_\_

## PLEASE CIRCLE APPROPRIATE REGISTRATION, DUES AND OPTIONAL EVENT CATEGORIES BELOW.

REGISTRATION FEES, DUES AND OPTIONAL EVENTS	EARLY RATE (postmarked by Feb. 19)	REGULAR RATE (postmarked after Feb. 19)
Members of CVDPA or SCDA	\$325/single \$499/couple	\$375/single \$549/couple
Non-members of CVDPA or SCDA	\$395/single \$550/couple	\$445/single \$600/couple
Banquet Only	\$80	\$80
CVDPA Associate Dues + _____ Additional Contacts	\$100 + \$15/additional contacts	\$100 + \$15/additional contacts
CVDPA Processor Dues	Based on sales (contact the association office for an invoice)	
CVDPA 25ers Dues (members only; not guests)	\$15	\$15
Mid-Atlantic Dairy Boosters Dues	\$40	\$40
SCDA Dues	Dues for SCDA should be paid directly to SCDA by separate check.	
CVDPA 25ers Dinner	\$50/per person x _____	\$50/per person x _____
Hollywood Location Walk	\$10/per person x _____	\$10/per person x _____
Culinary Adventure with Liz Biro	\$38/ per person x _____	\$38/per person x _____
Golf Tournament at Cape Fear National	\$125/ per person x _____	\$150/per person x _____
Reverse Raffle Tickets	\$50/per ticket x _____	\$50/per ticket x _____
Convention Champion	\$250	\$250
Convention Exclusive or Co-Sponsorship (see next page)	\$ _____	\$ _____

**Total payment due: (you may write one check for all items above and for sponsorship (see next page) \$ \_\_\_\_\_**

Payment Method:       VISA       MasterCard       AMEX       Mailing Check (payable to CVDPA)

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Card Security Code: \_\_\_\_\_

Signature (required) \_\_\_\_\_

**WAIVER OF LIABILITY** The undersigned, in consideration of his/her registration at the 2012 Tri-State Dairy Convention, releases, holds harmless and discharges the associations, management staffs and their agents, from any and all actions, claims and demands which may arise out of an accident, casualty or occurrence during said convention. Your signature below acknowledges acceptance of these provisions of registration for all those listed on this form.

Signature (required) \_\_\_\_\_

**Fax registration forms to 919.459.2075; Email to linda@imiae.com or mail to address below.**

Tri-State Dairy Convention, 2501 Aerial Center Parkway, Suite 103, Morrisville, NC, 27560 phone: 919.459.2076, fax 919.459.2075

# TRI-STATE DAIRY CONVENTION SPONSORSHIP OPPORTUNITIES

This year's convention will again offer the option to be an "Exclusive Sponsor;" "Co-Sponsor;" or "Convention Champion!"

These convention events are available for "Exclusive or "Co" Sponsorships.

The minimum contribution for a "Co-Sponsor" is \$500.

- Golf Prizes @ \$1,000
- Hospitality Suite @ \$1,000
- Morning Milk Break @ \$500/each or \$1,500/all three breaks
- Friday Night Cocktail Reception @ \$3,000
- Wine with Dinner on Saturday night @ \$1,000
- Saturday Night "Murder in the Dairy Plant" Murder Mystery Entertainment @ \$1,500

These convention events will be supported by the "Convention Champions," similar to previous years.

The commitment for a "Champion" is \$250.

- Welcome Reception
- General Sessions
- Special Activities
- Saturday Continental Breakfast
- Saturday Night Dinner



All "Sponsors" and "Champions" will be recognized on a sign prominently displayed at the convention, in the official convention program and in the news bulletins of both associations. In addition, all representatives of the sponsoring companies will wear "Champion" or "Sponsor" ribbons on their badges during the convention.

## MY COMPANY WILL SUPPORT THE CONVENTION!

Please list your company information exactly as you want it printed for signs, program, etc.

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I want to be an "Exclusive Sponsor" for this event \_\_\_\_\_

I want to "Co-Sponsor" for this event \_\_\_\_\_

I want to be a "Convention Champion!"

You may include your Sponsorship or Convention Champion contribution along with your registration fees.