



SPONSOR UPDATE



January 31, 2006

**FOR YOUR FEEDBACK
BY FRIDAY, FEBRUARY 10TH**

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MARCH 2006 SPONSOR MEETING – “Shared Learning, Shared Success”

You spoke, we listened. The March Sponsor Meeting is brand-spanking-new from top to bottom. Taking place March 1st and 2nd the theme of this meeting is “Shared Learning, Shared Success.” Your feedback after our last meeting indicated that you want to know more about the activities and results of your fellow Sponsors. For this meeting, we’re focused on helping you help each other build a stronger Foodservice Rewards Coalition. So how’s the meeting new? Let me count the ways:

1. It’s All About You – You are the principal teachers and drivers of this meeting.
2. Got Question? – Got a burning question for another Sponsor? Go ahead and ask during the Speed Dating portion of our meeting.
3. Host Sponsor – General Mills has graciously offered to host the meeting at their world headquarters.
4. Not Just Another Tasty Dinner – Keeping with our educational theme we’ll be dining at and touring the interactive Mill City Museum.

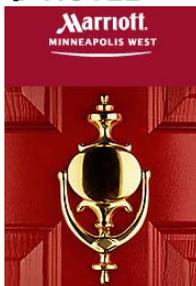
In order to book hotel rooms, plan meals, and arrange for transportation, please respond to this update by **Friday, February 10th**. As you finalize travel plans, please forward your travel itinerary to Mike Lucas at michael.lucas@biworldwide.com

► ARRIVAL AND DEPARTURE

Wednesday Arrival — For those flying to Minneapolis, plan to arrive at the Minneapolis-St. Paul International Airport (MSP) by 3:00 PM on March 1st. If you’re driving, plan to arrive at the hotel by 4:00 PM. The shuttle bus to the dinner event leaves the hotel at 5:30 PM.

Thursday Departure — Our meeting concludes at 4:00 PM on March 2nd. Transportation will be provided from the meeting to the airport. You’ll arrive at the airport by 5:00 PM.

► HOTEL



We have reserved a block of rooms at the Marriott Minneapolis West hotel, 15 miles northwest of the Minneapolis-St. Paul Airport. Located at 9960 Wayzata Blvd., Minneapolis, the hotel is less than a mile from General Mills. Marriott completed a \$14 million renovation of this hotel in June 2005 and provides a wide array of amenities including down comforters and pillows and wireless internet access. Also on the property is Kip’s Irish Pub & Restaurant, an authentic Irish pub purchased in Ireland and reconstructed at the hotel by Irish construction workers. We’ll meet at Kip’s for breakfast on Thursday. Rooms rates are \$149 per night. **By responding to this update your hotel reservation will be made. Please do not call the hotel to book a room.** For more information on the Marriott, call 952-544-4400 or visit www.MarriottMminneapolisWest.com.

► WEDNESDAY EVENING EVENT



Mill City Museum
Minneapolis, Minnesota
www.millicitymuseum.org

From 1880 to 1930, the flour mills of Minneapolis fueled the city's growth and dominated the world's flour production. As a result, Minneapolis became known as The Mill City. On Wednesday night, we'll spend an entertaining and educational evening in the historic ruins of the Washburn "A" Mill. You'll

learn all about flour milling and its impact on the growth of the food manufacturing industry and Minneapolis. We'll feast on fine food and drink in the rustic foyer of the museum, and be treated to a multi-sensory, interactive journey through the museum. For more information, visit www.MillCityMuseum.org. Great company, great food, and great knowledge in a unique, historic setting. Don't miss it!

► SPONSOR MEETING



The General Mills World Headquarters will serve as the site for our March meeting. Unlike previous meetings, BI will present for only two hours. The remainder of the day will be focused on Sponsor presentations and Speed Dating, where every Sponsor will have an opportunity to sit down with every other Sponsor for a one-on-one. This is an excellent opportunity to ask those burning questions and expand your program success. Don't forget to bring a stack of business cards to share. Who knows, we may even have a visit from the Pillsbury Dough Boy or Betty Crocker herself.

► YOUR ASSIGNMENT

Yes, you have homework - you can't share if you don't prepare. We're asking each Sponsor to give a brief 10-15 minute presentation on the Foodservice Rewards topic(s) of your choice. The purpose of your presentation is to help the coalition grow stronger by sharing with your Coalition partners your methods for success and overcoming challenges. The coalition is strongest when we all do well. Below are some idea starters:

- How has FSR changed the way your company interacts with operators, manages operator marketing, views budgeting, and develops products?
- In what unique ways are you using FSR?
- How are you marketing your company's involvement in FSR?
- How have you overcoming program challenges?
- How are you using the distribution channel in creative ways?
- What successes and recommendations do you have related to:
 - Using trade shows and/or your sales team to increase enrollment and engagement.
 - Using your data to support marketing, sales, product development, CRM systems.
 - Increasing impact of operator promotions.

In addition to the topic(s) you choose to discuss, we'd like every Sponsor to complete the following statement:

For 2006, we're committed to doing _____ to increase operator enrollment and engagement and make the Coalition stronger.

Send your presentation to Mike Lucas. It will be dropped into PowerPoint slides.



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SPONSOR UPDATE

► MISCELLANEOUS

- Attire — For all activities, attire is business casual.
- Expenses — BI covers all events, meals, event transportation, and transportation to the airport after the meeting. Sponsors are responsible for expenses related to transportation to and from Minneapolis and all hotel charges.
- Airport Transportation — Taxi service from the airport costs approximately \$35.
- Special Needs — Please let us know if you have any special dietary, hotel, transportation or other needs that we can accommodate.

► RESPONSE

Please respond by **Friday, February 10** with following information:

- Number and name of staff who will be attending from your company.
- Number of hotel rooms needed.
- Travel itinerary (arrival/departure times).
- Special needs.

We look forward to seeing you in Minneapolis in March!