



**September 22, 2005**

**FOR YOUR FEEDBACK  
BY MONDAY, OCTOBER 3<sup>RD</sup>**

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## WINTER SPONSOR MEETING

The passing of Labor Day means one thing to us in Minnesota. It's winter. Actually it's sunny and 70 degrees – this week. We're certainly not ready for the snow, ice, and wind chill that's part of our winter season, but we're ready to start planning one of our favorite events – the Foodservice Rewards Sponsor Meeting.

We'd like your feedback on three meeting date options:



### Option 1 – December 7 and 8, 2005

With this meeting date close to the holidays, we'll meet near the Mall of America. Reward yourself for working hard and sharing your Foodservice Rewards experience by arriving early or departing late to complete your holiday shopping. The Mall of America is the nation's largest retail and entertainment complex and one of the country's top tourist destinations.



### Option 2 – February 22 and 23, 2006

### Option 3 – March 1 and 2, 2006

Winter in Minnesota means ice fishing. For our evening event, we'll catch and cook our own dinner. Just kidding. We'll stay indoors and enjoy the warmth and camaraderie of our coalition partners. Event details to be determined. Rest assured it will be fun and memorable.

Based on your feedback from the June Sponsor meeting, we're testing a new format. You told us you want to know how other Sponsors are using the program, what plans or commitments they've made for the year, how they're using the program in unique ways, and what their successes and challenges have been. To meet this goal, the majority of the business meeting will focus on Sponsors sharing information with each other. We'll do this through Sponsor presentations and Sponsor Speed Dating.

Each Sponsor will make a 15 minute presentation. The purpose of the presentation is to share with your coalition partners your Foodservice Rewards successes, challenges, and plans for the program. What you present is up to you — significant learnings, success in supporting sales, use of customized reports, new program initiatives, adding new products, using the system in non-traditional ways, promotion best practices, operator communication, etc.

We'll also organize Sponsor Speed Dating where each Sponsor spends 10 minutes with every other Sponsor. Use this time to ask questions, discuss ideas, make recommendations, or just get to know each other better.

Please respond to this update with one of the following responses by **Monday, October 3<sup>rd</sup>**:

- We prefer meeting DECEMBER 7 and 8, 2005.
- We prefer meeting FEBRUARY 22 and 23, 2006.
- We prefer meeting MARCH 1 and 2, 2006.
- Feel free to comment on the meeting format as well.