



October 11, 2006

**FOR YOUR FEEDBACK
BY TUESDAY, OCTOBER 17TH**

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NOVEMBER 2006 SPONSOR MEETING



As you know, our upcoming Sponsor Meeting is scheduled for November 8th and 9th, and we can't wait. Not only do we get to hobnob with our wonderful Sponsors, but we also get to meet in Glendale, California, headquarters of Nestle USA. Snow showers are falling in Minneapolis today, but not in Glendale. Our gracious hosts have guaranteed us a warm, sunny visit in November. Thanks Nestle!

► SPONSOR MEETING SCHEDULE

Tuesday, November 7th

- Travel (for those furthest away)

Wednesday, November 8th

- Sponsor Travel
- One-On-One Meetings – 8:00 AM to Noon
- Bus to Nestle – 12:15 PM to 12:45 PM
- Session I – 1:00 PM to 5:00 PM
- Bus to Pasadena – 5:00 PM to 5:30 PM
- Happy Hour – 5:30 PM to 7:00 PM

Thursday, November 9th

- Bus to Nestle – 7:15 AM to 7:45 AM
 - Session II – 8:00 AM to Noon
 - Lunch - Noon to 12:45 PM
 - Session III – 12:45 PM to 5:00 PM
 - Bus to Pasadena – 5:00 PM to 5:30 PM
 - Dinner & Evening Event – 6:00 PM to ???
- #### Friday, November 10th
- Travel



► ONE-ON-ONE MEETINGS

Due to flight schedules, many of you will arrive in Pasadena on Tuesday. On Wednesday morning you have the opportunity to meet with your Coalition Manager, Tiger Beaudoin, or Todd Crane to discuss program and promotion results, marketing plans and strategy, additional training needs, and other program issues. One-On-One sessions are available from 8 AM to Noon. Please contact me for more information or to schedule a one-on-one meeting with Foodservice Rewards representatives.

► MEETING AGENDA

We've expanded our Sponsor Meeting to allow more time for interaction with Foodservice Rewards representatives, roundtable discussions on how to increase the effectiveness of Foodservice Rewards, and learning how your organization can enhance its participation in Foodservice Rewards. As always, we have a full agenda. This meeting includes the use of lectures, roundtable discussions, breakout sessions, and speed dating specifically to discuss Foodservice Rewards topics.

1. Where Are We Today?

- Foodservice Rewards Metrics

2. Where Are We Going Tomorrow?

- Foodservice Rewards Vision

3. How Will We Get There?

- A. Sponsor Participation
- B. Sponsor Support
- C. Sales Support
- D. Operator Support

4. What's New?

- A. Recent Program Changes
- B. FSR-Foodservice.com Partnership
- C. Updated Operator Website
- D. Updated ExtraPoints Newsletter

5. Sponsor Case Studies

6. Sponsor Speed Dating

- A. With Sponsors in other categories to discuss specific Foodservice Rewards topics

► YOUR ASSIGNMENT

The following topics will be discussed in our breakout sessions. Please be prepared to discuss the following:

- How you support Foodservice Rewards at tradeshows – what works, what doesn't work, what other materials or support would be useful.
- How you support Foodservice Rewards on your website, in your ads, and in operator collateral.
- What you like and dislike about the support you receive from your Coalition Manager, and what type of additional support would be beneficial.
- How your Sales department supports Foodservice Rewards, and what's needed to increase the effectiveness of their involvement.
- How your company supports operator enrollment, participation, and retention.

► HOTEL AND ENTERTAINMENT



We have reserved a block of rooms at the Hilton Pasadena Hotel, a cozy boutique-style hotel. Located at 168 South Los Robles Avenue, the hotel is seven miles from Nestle and 35 miles from the Los Angeles International Airport. The Hilton Pasadena provides a wide array of amenities including wireless high speed internet access, pool, whirlpool, and fitness center. Rooms rates are \$149 per night plus tax. The hotel is located just blocks from Old Pasadena, where we'll enjoy our evening events. Old Pasadena is a designated historic district, which was restored to feature the architecture, colors, and styles dominant in the area from 1925 to 1940. Old Pasadena is a pedestrian-friendly area boasting a wide variety of shopping, dining, nightlife, and housing options.

For information about the Hilton, call 626-577-1000 or visit www.Hilton.com. For information about Old Pasadena, visit <http://www.pasadenacal.com/oldpas.htm>.

Please note: If you responded to our last update and informed us of your Sponsor Meeting attendance, your hotel reservation will be made for you. Please do not call the hotel to reserve a room. If you plan to attend and have not yet notified us, please respond ASAP to ensure a room is reserved for you at the group rate.

► AIR TRAVEL

Airports closest to Glendale include the Burbank-Glendale-Pasadena Airport (BUR), Los Angeles International Airport (LAX), and Long Beach Airport (LGB).

► MISCELLANEOUS

- Attire - For all activities, attire is business casual.
- Expenses – BI covers event transportation on Wednesday and Thursday and meals on Thursday. Sponsors are responsible for expenses related to transportation to and from Pasadena, Tuesday and Wednesday meal expenses, and all hotel charges.
- Airport Transportation – Taxi service from LAX takes about one hour and costs about \$40 (see Hilton Website).
- Special Needs – Please notify us if you have any special dietary, hotel, transportation or other needs that we can accommodate.

► RESPONSE

Please respond with your travel itinerary by **Tuesday, October 17.**

We look forward to seeing you in California in November!