

2014 American Butter Institute Board of Directors Meeting

The Fall meeting is a great opportunity to network and learn more about the growing trend in the butter industry. We have had a successful butter campaign and the meeting will provide results and give you an opportunity to have an open and frank discussion on issues affecting your business.

Registration Costs:

Member: \$425

Spouse/Guest: \$125

Registration cost includes Thursday reception and dinner, Crème Brulee Event, Friday breakfast and lunch.

Location:

The Westin Beach Resort & Spa
321 North Ft. Lauderdale Beach
Boulevard
Ft. Lauderdale, FL 3330r
Phone: (954) -467-1111
www.westinftlauderdalebeach.com



Join us October 9-10, 2014 in Ft. Lauderdale, FL for the American Butter Institute Board of Directors Meeting. The meeting will highlight the positive message of butter in recent months, the success of the social media campaign and it's effects on the growth in the category and opportunities for partnerships in the future as well get an update on industry and regulatory issues as well as an Economic and Market outlook.

Who Should Attend?

Butter manufacturers, handlers, brokers, committee members, and spouses are all encouraged to attend the meeting.

Hotel Information

The meeting will take place at the Westin Beach Resort & Spa in Ft. Lauderdale, FL. The hotel guest room rate is \$189 per night plus 5 % sales tax and 6% county tax. In addition, you will receive 20% off parking fees. Complimentary guest room internet each night. The room block at the group rate is available from Wednesday, October 8 through Saturday, October 11, 2014. **The cut-off date for discounted room reservations is Tuesday, September 16, 2014.** After that date, the room rate will be confirmed on a space and rate-available basis.

Hotel Reservations: Please contact the hotel directly to make your reservations by calling **800-325-3535**. **Be sure to mention "American Butter Institute" to receive the discounted rate.**

Airport Transportation: The Westin is about a 15-minute drive from Fort Lauderdale's airport, and under an hour from Miami International Airport. Taxis, shuttles, and private car services are plentiful at both airports, and you'll also find all the major rental car companies. Taxis fare from Fort Lauderdale Airport to the resort is \$20-25 .

Hotel Parking: Valet or self parking at the hotel is available at a cost of \$22 overnight. Rates are subject to change.

For more information about Ft. Lauderdale, please visit: <http://www.westinftlauderdalebeach.com/things-to-do-in-ft-lauderdale>

Conference Attire: Attire for the ABI Meeting is Resort/business casual.



Golf Information

The hotel can make tee times at several golf courses that are private or semi-private. The courses are close to the Westin. Resort. If you are interested in playing, please contact the Westin's Concierge Desk at **954-245-3030** for booking information and reservations.

Available Courses:

Lago Mar Country Club—Course is 25 minutes from the Westin. This is a Private Course.

Diplomat Golf—Course is 25 minutes from the Westin.

Plantation Preserve Golf Course & Club—Course is 20 minutes from the Westin.

Jacaranda Golf Course—Course is 20 minutes from the Westin.

Other Activities

Here is a list of other activities offered close to the hotel:

Intercoastal Tour: Offered by The Riverfront Cruises or Carries B Cruises

Tour of the Everglades:

Snorkeling Tour: A snorkeling tour with SeaExperience

Sunset Sail Tour: A sunset sail tour with Spirit of Lauderdale

Fishing tours on a private boat

If you are interested in play golf of any of these activities, please contact the Westin's Concierge Desk at **954-245-3030** for booking information.

Conference Schedule

Thursday, October 9

5:30 pm—6:00 pm Meeting Registration

6:00 pm—7:00 pm Welcome to Florida Reception

7:00 pm—8:00 pm Welcome Dinner

8:00 pm—9:00 pm Crème Brulee Reception

Friday, October 10

April 8

7:00 am—8:00 am Continental Breakfast

8:00 am—2:00 p.m. Board of Directors Meeting

Draft Board Agenda

Presiding: **David Riemersma—President**
Irv Holmes—President-Elect

1. Call to Order Riemersma
2. Roll Call Miner
3. Introduction of Guests
4. Minutes* - ABI Board Meeting – 4-29-14
5. Financial Report* Miner
- Financial Update—September 30, 2014
- FY 2014 Budget
6. **Guest Speaker: Bree Hester—”Baked Bree” Food Blogger**
7. Marketing Report::
-Consumer Take-Away Results Ellenberger
- Butter Promotion Update Bykowski
- Market & Economic Outlook Vitaliano
8. Regulatory Report Galen
9. CWT Update Miner
10. Washington Update & Q & A Mulhern
11. President's Remarks Riemersma
12. Nominating Committee Report* Korsmeyer
-Election of Officers
- 2015 Board of Director Nominees
- Presentation of Outgoing President's Plaque
13. Future Meetings Miner
-2015 ABI/ADPI Meeting—April 26-28—Hyatt Regency, Chicago, IL
-2015 Fall Meeting—October 9-10, - Loews Ventana Canyon Resort—Tucson, AZ
14. Other Business Holmes

15. Adjournment

*Board Action Needed

Event Sponsorship Opportunities

General Sponsorship

General Sponsorship is available. Benefits include: Company recognition and logo placement at event and post– ABI press releases, ABI webpage (your company logo will be linked to your website), and recognition during meeting.

Event Sponsorship

An Event Sponsorship provides your organization a more exclusive sponsorship level. Event sponsorship includes all benefits of the General Sponsorship along with the additional benefits outlined with each event. You may provide single sponsorship for a particular event, or you may co-sponsor an event.

Thursday, October 9

Welcome to Florida Reception

Minimum Contribution: **Single sponsor: \$5000**

Two Co-sponsors: **\$2,500 each**

Benefits include - Single Sponsor: One (1) complimentary conference registration (**\$425 value**); General Sponsorship benefits package, special signage and recognition at event.

Two Co-sponsors: General Sponsorship Benefits Package, signage and recognition at event.

◆ **Butter Industry Leadership Dinner**

Minimum Contribution: **\$5000/each (Two co-sponsors)**

Benefits include: One (1) complimentary conference registration (**\$425 value**); General Sponsorship benefits package, special signage and recognition at dinner.

Friday, October 10

◆ **Continental Breakfast**

Minimum Contribution: **Single sponsor: \$2,000**

Two Co-sponsors: **\$1,000 each**

Benefits include: Single Sponsor: One (1) complimentary meeting registration; General Sponsorship benefits package, special signage and recognition at dinner.

Two Co-Sponsors: General Sponsorship benefits package, signage during breakfast and recognition at event.

◆ **Lunch Buffet**

Minimum Contribution: **Single sponsor: \$2000**

Two Co-sponsors: **\$1,000 each**

Benefits include: Single Sponsor: General Sponsorship benefits package, special signage and recognition at dinner.

Two Co-Sponsors: General Sponsorship benefits package, signage during breakfast and recognition at event.

General Sponsorship: _____



Sponsorship Commitment Form

Please indicate below whether you are interested in General Sponsorship or Event Sponsorship along with the amount of your sponsorship contribution. If you are interested in Event Sponsorship, please designate the date and the event you wish to sponsor (or co-sponsor). **All sponsorship commitment forms, payments, and logos are due by September 9, 2014.**

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Event Sponsorship: _____ Date of event: _____

General Sponsorship: _____

Check Enclosed: _____

Mark an "X" if you would like to be invoiced: _____

Conference Registration Form

Refund Policy – Cancellations will be accepted through September 9, 2014. Refund requests must be made in writing and mailed or faxed to American Butter Institute. Refunds will not be made after September 9, 2014.

Last Name _____

First Name _____

Spouse/Guest Name (if applicable): _____

Title _____

Company _____

Street _____

City/State/Zip _____

Phone _____

Email _____

Please check here if you require special meals or accommodations.

Describe briefly:

Registration: The registration fee includes:

- Welcome Reception & Dinner– October 10th
 - Buffet Breakfast & Lunch
- _____ *I/We plan to attend the Welcome Reception & Dinner*
- _____ *I plan to attend the Friday Buffet Breakfast*
- _____ *I plan to attend the Friday Lunch*

	Amount Due
Registration	\$425 _____
Spouse/Guest Fee	\$125 _____
Total Amount:	_____

Please indicate number of attendees: _____

Check Payment: Make checks payable to American Butter Institute. You may submit payment for sponsorship and meeting registration together. Completed registration forms with check payment should be mailed to:

American Butter Institute
Attn: Anuja Miner
2101 Wilson Blvd., Suite 400
Arlington, VA 22201