

The 2004 Conference of the
**Food Distribution
Research Society**



Adapting to Change

October 10-13, 2004



www.conted.vt.edu/fdrs/2004/

at the
Inn at Morro Bay
Morro Bay, California
www.innatmorrobay.com/morro_bay.asp

Hosted by

FDRS
Food Distribution
Research Society

and

CAL POLY

AGRICULTURE

The 2004 Conference of the
**Food Distribution
Research Society**

“Adapting to Change” is the theme of the 2004 Conference of the Food Distribution Research Society and was developed in recognition of concerns facing our society and the food industry. California is rich in agriculture and diversity. Program speakers have been configured in the areas of “American Food Retailing Growth,” “Cooperative Structures – Finance Alternatives – Cooperative Brand Creation – Cooperative Structure – Cooperative Regulations,” “Organics – panel of experts from industry and academia,” “Food Safety – Perishable Food Safety Management – Food Safety/HACCP,” “Wine Marketing – Peculiarities of Wine Market Logistics,” “Marketing Issues – panel of experts from industry and academia discuss Nutrition/Labeling/International Trade.”

Invited speakers from industry, academia, and government will share information about these “hot” and important topics, plus highlights from the summer FDRS Study Tour and Symposium in Spain and upcoming Study Tour details (Bangladesh).

Don't miss this opportunity to experience lively discussions, network with peers and enjoy California Diversity and wonderful weather in the land of wine, where even a Hollywood actor can become Governor. Come discover the Inn at Morro Bay, nestled by the water and surrounded by rolling hills. Unique among Morro Bay hotels, our expansive grounds are inside Morro Bay State Park's 4,000 acres. Within walking distance, an 18-hole golf course awaits you. Minutes away, you will find the quaint town of Morro Bay, California. It is ideally located on the Central Coast halfway between San Francisco and Los Angeles.

CAL  POLY

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University educators, researchers, food industry executives and managers, food consultants, and government analysts are the primary audience for this conference. Students interested in the food industry and commodity promotion evaluation are encouraged to attend.

Objectives of the Food Distribution Research Society

In May, 1960, a group of educators, researchers, and food industry executives met to discuss their mutual interest in the food distribution system. The open, frank discussion sparked enthusiasm among those involved, and this group organized the Food Distribution Research Society (FDRS). FDRS is a nonprofit organization composed of university educators, researchers, food industry executives, food consultants, and government analysts.

The primary purpose of the organization and its annual conference remain essentially unchanged from its inception:

1. To encourage meaningful and useful research in food distribution by providing a forum for discussion of food industry topics.
2. To recognize outstanding food industry research by awarding the Applebaum Scholastic Achievement Award for meritorious agribusiness research.
3. To serve as an information clearinghouse for current and future food industry research through publication of the Journal of Food Distribution Research, the quarterly FDRS Newsletter, and proceedings from its annual conference.
4. To encourage interaction and exchange among academic researchers, agribusiness teachers, business executives, industry specialists, and government.

FDRS holds the annual conference at a different site chosen by the officers and board each year. If you would like to be considered for hosting the annual conference, please send a request for more details to Mike Schroder (schroder@vt.edu) before this year's annual conference. Cal Poly State University, San Luis Obispo – College of Agriculture is proud to host the 2004 conference.



Saturday, October 9

- 1:00 pm – 5:00 pm S222 Meeting
 6:00 pm – 7:30 pm Student Case Study Competition Registration and Reception

Sunday, October 10

- 8:00 am – 12:00 pm FDRS Board Meeting
 11:00 am – 5:00 pm Case Study Competition
 11:00 am – 6:00 pm Registration
 6:00 pm – 8:00 pm General Reception
 “The Logical Approach to Wine and Food” by Bob Noyes

Monday, October 11

- 7:30 am – 8:30 am Conference Registration
 7:15 am – 8:30 am Full Breakfast and Awards for the Case Study Competition (all conference participants are invited and encouraged to attend)
 8:30 am – 8:45 am **WELCOME** - Cal Poly State University – College of Agriculture University Admin.
 8:45 am – 10:00 am **KEYNOTE ADDRESS**– Dr. Tom Reardon
 “American Food Retailing Growth”
 10:00 am – 10:15 am **BREAK** (Beverages)
 10:15am – 11:15 am **COOPERATIVE STRUCTURE**
 “Finance Alternatives” – Mark Semmens, DA Davidson
 “Cooperative Brand Creation” – Shermain Hardesty, UC Ag Econ/Ext
 “Cooperative Structure” – Michael Riley, Diamond Nuts
 “Cooperative Structure Regulations/Development” – James Haskell, RCD-USDA
 11:15 am – 11:30 am Highlights from the 2004 FDRS Study Tour and Symposium to Spain – Randy James
 11:30 am – 1:00 pm **AWARDS LUNCHEON**
 1:00 pm – 3:15 pm **ORGANICS**
 Coordinator – Neal MacDougall, Agribusiness Dept. Cal Poly
 Panel: Albert Straus, Straus Family Creamery
 Paul Dolan, Fetzer Winery
 Joe Montecalvo, Food Science – Cal Poly State University
 3:15 pm – 3:30 pm **BREAK** (Beverages and Snacks)
 3:30 pm – 5:00 pm **FOOD SAFETY**
 Coordinator – Rudy Pompa
 “Perishables Food Safety Management” – Ryan Harrison, Coastal Berry-Oxnard
 “Food Safety-HACCP” – Tom Lorish, Consult TreeCrops
 6:00 pm – 9:00 pm **PRESIDENTIAL RECEPTION AND BANQUET**
 “Kari Lynn Kittinger’s Irish Dance Group”



Tuesday, October 12

- 7:30 am – 8:30 am Continental Breakfast
- 8:30 am – 10:00 am **MARKETING ISSUES: NUTRITION/LABELING/INTERNATIONAL TRADE**
 Coordinator – Brad Rickard, Agribusiness Dept. Cal Poly
 Panel: Jenni James, Penn State University
 Lisa Cork, FreshIdeas/Massey University, New Zealand
- 10:00 am – 10:15 am **BREAK** (Beverages)
- 10:15 am – 11:30 am **WINE MARKETING**
 Coordinator – Bill Amspacher, Agribusiness Dept. Cal Poly
 “Peculiarities of Wine Market Logistics” – Steve Gross, The Wine Institute
- 11:30 am – 12:30 pm **BUSINESS LUNCHEON**
- 1:00 pm – 6:00 pm Talley Farms Wine/Vegetable Production and Packing Tour or Golf Tournament
- Dinner on your own

Wednesday October 13

- 7:15 am – 8:00 am Breakfast Breads and Beverages
- 8:00 am – 10:00 am **RESEARCH SESSIONS** (there will be a separate room for Poster Presentations during the Research Sessions)
- 10:00 am – 10:15am **BREAK**
- 10:15 am – 11:50 am **RESEARCH SESSIONS** (there will be a separate room for Poster Presentations during the Research Sessions)

For more information on the conference program, contact: Dr. Jim Ahern at (805) 756-5030 or e-mail: jahern@calpoly.edu. Stay in touch with the program developments through the conference website at: www.conted.vt.edu/fdrs/2004/.

THE CASE STUDY COMPETITION

This is the fifth annual FDRS pre-conference student case study competition. All schools are encouraged to send one or more teams to this competition to be held on Sunday, October 10.

The FDRS Case Study Competition allows students to demonstrate their ability to apply knowledge of agribusiness, particularly food distribution and agricultural economics, to real-world situations. Teams of three to five students present their analyses and recommendations for the case study. Most of the members of each team must be undergraduate students. Teams of three or four members can have one student who is pursuing a Masters degree, and teams of five could have two students who are pursuing a Masters degree. Registered teams will receive a copy of the case 30 days prior to the competition. All contestants are encouraged to register and participate in the rest of the FDRS conference.

Team members are invited to a special student poolside reception on Saturday, as well as the Sunday evening reception. This year, there will again be a special breakfast focusing on the student-industry professional exchange and new this year, all participants of the conference will attend the breakfast where the winning teams will be recognized. Students are encouraged to register for the remainder of the conference and stay (class schedule permitting) Monday, Tuesday, and Wednesday. A special student rate is available for those that would like to stay for the conference.

For additional information and resources regarding the competition, check out the case study competition website located at: <http://webct.ufl.edu:8940/public/FDRSCase/index.html>.

Contact contest coordinator Al Wysocki about the competition at wyssocki@ufl.edu, or by phone at (352) 392-1826 ext. 403.

Lisa Cork

Lisa Cork has been called “a marketing dynamo” and with 16 years experience in the food marketing and distribution industry, this lady knows her stuff. She was involved in the American produce industry for 5 years where she became most well known as “The Broccoli Lady” for the role she played in sending former President George Bush ten tons of broccoli. For the past 10 years, she has been based in Auckland, New Zealand where she has built a successful business working with food clients around the world. Lisa is a professional speaker and one of only 11 New Zealander’s to hold the international APS accreditation. She is a University Lecturer and recently both wrote and taught New Zealand’s first post-graduate paper in Retail Food Marketing. She is a popular magazine columnist and the author of a world first book, “15 Fresh Ideas - Secrets of a Produce Marketer Revealed.” For more information, visit: www.freshproducemarketing.com.



Paul Dolan

Paul Dolan, former President of Fetzer Vineyards, was named Managing Director, California Wines of Brown-Forman Wine Group in July of 1997 after having been Winemaker for Fetzer since 1977. In 1991, Dolan was named “Winemaker of the Year” by Dan Berger, wine columnist for the Los Angeles Times. In addition to his role as President of Fetzer Vineyards, Dolan works within the Brown-Forman Wine Group to further its quest to become a global wine producer, sourcing quality wines from all over the world for various brands within the Brown-Forman portfolio. Dolan’s personal interest in sustainable business practices, including organic farming and resource conservation, has been successfully integrated into the day-to-day operations at Fetzer. Dolan’s vision and management of the winery have resulted in countless awards for their leading-edge conservation methods, as well as their socially responsible business practices. His vision is easy for him to articulate: “Fetzer will continue to be recognized as the environmentally and socially conscious winery, committed to making the highest quality, best valued wines in the world.” Dolan is a member of the Board of Directors of the Wine Institute and Businesses for Social Responsibility. He is also involved in Global Partners, formerly known as World Runners, an organization that is improving basic quality of life for village communities in Tanzania and other parts of the world. Dolan is also the author of *True to Our Roots: Fermenting a Business Revolution* published by Bloomberg Press in 2003.



Steve Gross

Steve is Director of State Relations at Wine Institute, where he has been employed since 1986. Steve’s duties entail overseeing the activities of Wine Institute’s State Relations Field Staff as they track state legislation affecting the wine industry, as well as coordinating Wine Institute’s legislative and regulatory activities with staff, contract lobbyists and member wineries. Steve began his Wine Institute tenure as a Legal/Legislative Assistant, and also worked as Administrative Services Manager before assuming his current position in 1995. Steve regularly participates in many national programs dealing with issues facing the wine industry, both on the legislative and regulatory levels. Also, he is deeply involved in various public policy forums that are currently working toward reforming California’s governance structure, the state’s education and public finance systems, as well as environmental and sustainability issues. A native of Nebraska, Steve brought to Wine Institute knowledge garnered during his ten years of employment in the on-sale food and beverage industry, as well as extensive experience in political campaigns and legislative activism.



Shermain Hardesty

Shermain Hardesty is an Extension Economist in the Department of Agricultural and Resource Economics, University of California—Davis. She is responsible for research, education and outreach programs related to cooperatives and food marketing issues. Dr. Hardesty served as Director of the University's Center for Cooperatives from March 2002 through its closure in January 2004. Previously, she was principal of Food Marketing & Economics Group, a consulting firm based in Davis, California. She specialized in evaluating domestic and international marketing opportunities for produce, processed food products and agricultural commodities. Since 1993, she has served as the primary instructor for the class, Getting Started in the Specialty Food Business, offered by University of California—Extension, Davis. Prior to founding Food Marketing & Economics Group in 1991, Shermain Hardesty held the positions of Director of Financial Planning and Senior Economist at the Rice Growers Association of California, a rice marketing cooperative, between 1986 and 1990. Her responsibilities included conducting market research, developing new products, coordinating promotion programs and structuring financing programs. Dr. Hardesty earned her Ph.D. in Agricultural Economics from the University of California, Davis, where she has also taught marketing courses. She served as a member of the faculty of the Department of Agricultural Economics at Michigan State University from 1984 through 1986. During 1996-97, she served as President of the American Marketing Association, Sacramento Valley Chapter. Her other professional affiliations include the National Cooperative Business Association, North Central Region Committee on Research on Cooperatives, American Agricultural Economics Association, Food Distribution Research Society and the International Food & Agribusiness Management Association.



Ryan Harrison

Ryan is a TQM manager at Coastal Berry in Ventura. Coastal believes that customer satisfaction is the key to success. For this reason we are the only produce company that has instituted a Total Quality Management (TQM) program. By using the philosophies of W. Edwards Deming we have created a program that builds quality into our products at their inception. Coastal's goal is to grow a product to our individual customer's specifications for quality. A Statistical Process Control System allows employees to make information-based decisions on quality. The database can be sorted so all decision-makers can use the mathematical information and fine-tune their operation.



James E. Haskell

James is Assistant Deputy Administrator for Cooperative Service, Rural Business-Cooperative Services. James is an USDA honored employee for outstanding achievement "52nd Annual Honor Awards: *For Personal and Professional Excellence.*" The Rural Cooperative Development Grant Program was established under the 1996 Farm Bill to provide grants to nonprofit corporations and institutions of higher education for the primary purpose of improving the economic condition of rural areas through the development of new cooperatives and improving operations of existing cooperatives. Emphasis is placed on those projects with high potential to improve rural business activity through the cooperative form of business. Rural Business-Cooperative Service (RBS) may offer up to \$10 million by the end of fiscal year 2003 to fund Agricultural Innovation Centers that will provide technical and business development assistance to producers interested in selling value-added agricultural commodities or products.



Jenni James

Jenni is an Assistant Professor of Agricultural Economics at Pennsylvania State University. A California native, she received three degrees at the University of California, Davis: a bachelors in agricultural and managerial economics, and masters and doctorate degrees in Agricultural and resource economics. Jenni's research interests include the effects of agricultural policies and how they can influence product quality, policies related to commodity marketing boards, and consumer demand for food and agricultural products. Most of her current research focuses on consumer demand for particular product characteristics, in particular, whether a product has been developed using modern agricultural biotechnology. Along with co-authors, Jenni has received two awards from the Western Agricultural Economics Association for outstanding published research. Jenni teaches in Penn State's Agribusiness Management undergraduate program, which emphasizes business skills applied to agricultural and food markets. She teaches Agribusiness Problem Solving, an Excel-based class, Food Product Marketing, and Agribusiness in the Global Economy. She has been on the faculty at Penn State for 4 years.



Tom Lorish

Tom is a technical consultant living in Los Osos, CA. Working throughout central California, and the Pacific Northwest, he helps organizations develop, implement, and maintain Food Safety & Quality programs, including GMPs, GAPs, HACCP, ISO 9000, and EUREPGAP. His company, Ag₂Tek, specializes in Agriculture and Food Processing.



Bob Noyes

Dr. Bob Noyes, Professor Emeritus of Food Science, taught in the Food Science and Nutrition Department at California Polytechnic State University (Cal Poly) in San Luis Obispo, CA for the past 30 years. His wine related efforts at Cal Poly included teaching two classes, one on the commercial production of wine and beer and another on the sensory evaluation and enjoyment of wine. He was the advisor to the Cal Poly Vines to Wines Club, a very active group of young people who are planning on careers in the wine industry. In 1999, he had an eight-month sabbatical working with Tim Hanni (MW) of Beringer Wine Estates and WineQuest LLC. He now consults in both the food and wine industries and gives wine related lectures around the country. Bob was raised in the state of Vermont, received his Ph.D. in Food Science at the University of Georgia in 1974, and he and his wife Sandra have lived in San Luis Obispo since then. Bob is a retired Lieutenant Colonel (Army Reserves), has served on the executive committee of the Institute of Food Technologist (IFT) (a 30,000 member scientific society regarding food), is a Past President of Phi Tau Sigma, the national Food Science honorary fraternity. He was recently elected a Fellow of the IFT and is currently the Secretary of the San Luis Obispo Exchange Club. While at Cal Poly, Bob taught courses in Fruit and Vegetable Processing, Sensory Evaluation of Food, Food Law and Regulation, Wine and Beer Production, and Sensory Evaluation of Wine. Bob enjoys gardening, hearing from friends and former students, traveling with his wife and being with their two grown sons, talking about and trying new wines, and most especially a tight line at the end of a bent fly rod. He also enjoys helping others learn about the wonderful world of wine and is looking forward to meeting you.



Thomas Reardon

Tom joined the Department of Agricultural Economics at Michigan State University in 1992. Before that he worked the 8 years after his Ph.D. with the International Food Policy Research Institute. He teaches the upper-level undergraduate course in International Agrifood Industries and Markets and the graduate course in International Agricultural Development, both in Fall Semester. Tom is the Deputy Director of the MSU project Partnerships for Food Industry Development – Fruits and Vegetables, PFID-F&V, funded by USAID. He is also a founding member of the Institute for Food and Agricultural Standards, funded by the National Science Foundation. He coordinates MSU work in Guatemala on the PFID-F&V project, collaborating with colleagues from the Association of Non-Traditional Product Exporters of Guatemala. Tom focuses his research on the rapid rise of supermarkets in developing countries, and the implications of that rise for agrifood systems, trade, and development in general. The bulk of the work focuses on implications for fruit and vegetables and dairy sectors, the foci of agricultural diversification initiatives to improve the lives of small farmers and firms. The extremely rapid rise of supermarkets in only one decade in developing regions constitutes a fundamental sea change in development, with profound implications for poor rural households and small farms and firms. Tom has done collaborative work on this theme in Latin America, East/Southeast Asia, Eastern/Southern Africa, and in Central/Eastern Europe. In most of the countries in these regions there is rapid multi-nationalization and consolidation of the supermarket sector. Moreover, the food product procurement systems of supermarkets differ substantially from those of traditional retail, whether state or private. These changes in procurement systems include: (1) a shift from local store-by-store procurement to nationally centralized big distribution centers; (2) a shift from the use of traditional brokers to new specialized/dedicated wholesalers; (3) a shift to preferred supplier systems; (4) a shift to high private standards of quality and safety. These changes change the conditions facing farmers, creating important opportunities and challenges in the international agrifood system. Dr. Reardon's global view of food retailing and procurement will set the stage for the 2004 FDRS Conference.



Bradley J. Rickard

Bradley Rickard completed his undergraduate and masters degrees in Agribusiness at the University of Guelph, in Canada. Brad has worked in fruit production, in the agricultural chemical sector, and interned in Australia. In 2003, he received his Ph.D. in Agricultural and Resource Economics from the University of California, Davis where he studied the economic effects of domestic support and trade barriers applied to markets in the tomato processing industry. Currently, he is an assistant professor in the Agribusiness Department at California Polytechnic State University, San Luis Obispo and a member of the Canadian Agricultural Economics Society and the Western Agricultural Economics Association. His primary duty at Cal Poly is teaching, and his research interests are in the areas of agricultural and food policy, traceability issues, and the economics of nutritional recommendations.



Michael P. Riley

Michael is Vice President and Chief Financial Officer for Diamond of California, the market leader of culinary and inshell nuts. In his role as CFO, he led a major reshaping of the company's capital structure that eliminated grower retains, added a Trust Preferred Offering, went into the private placement market for long term debt and utilized the retained earnings of a growing nonpatronage business. The last private placement earned an NAIC 1 credit rating, putting Diamond in the top tier of quality borrowers. He was actively involved in Diamond's transition away from the joint marketing and administrative structure of Sun-Diamond (which represented Sun-Maid Growers, Sunsweet Growers and Diamond) to a completely independent entity. Diamond has grown from \$190 million in annual sales to over \$300 million in the four years since operating under the new structure. He has worked for Diamond since 1988. Prior to Diamond, he held treasury and accounting positions for Sun-Diamond and Foster Poultry Farms. He graduated with a B.A. from California Lutheran College and and M.B.A from California State University, Stanislaus.



Mark J. Semmens

Mark is a Managing Director of Investment Banking for D.A. Davidson & Co., one of the nation's leading regional investment firms. Mr. Semmens has extensive experience in providing investment banking services to clients in the western and midwestern U.S., including public offerings, private placements, mergers, acquisitions and divestitures. In 2003, he led the team that structured and sold the \$86 million perpetual preferred stock offering for CHS, Inc. Since then, Mr. Semmens and his colleagues have prepared various analyses and presentations regarding equity capital alternatives for cooperatives.



Albert Straus

Albert Straus is the President and Founder (1994-present) of Straus Family Creamery of Marshall, CA in Marin County. Albert converted his family's dairy to organic in 1993, making it the first certified organic dairy west of the Mississippi. He then opened Straus Family Creamery to bottle milk and other organic dairy products under the family name. Since 1996, two other dairies have become an extended part of Straus Family Creamery. Albert continues to be active in farmland protection and environmental issues. Albert's on farm projects include growing silage, no-till planting, water waste reduction and the recent installation of a methane digester. The dairy is now powered with methane captured from the farm waste. Albert received his B.S. in Dairy Science at California Polytechnic State University, San Luis Obispo, in 1977. Awards given to the Albert and the Straus family include the 1998 Steward of the Land National Award in Recognition of outstanding efforts in land stewardship, farmland conservation policy and the use of environmentally and economically sustainable farming practices and the 2002 Ecological Farming Conference Sustie Award in recognition for their Leadership in Sustainable Agriculture and Organic Farming.



Inn at Morro Bay

60 State Park Road

Morro Bay, California 93442

1-805-772-5651 or 800-321-9566

Come discover the Inn at Morro Bay, nestled by the water and surrounded by rolling hills. Unique among Morro Bay hotels, our expansive grounds are inside Morro Bay State Park's 4,000 acres. Within walking distance, an 18-hole golf course awaits you. Minutes away, you will find the quaint town of Morro Bay, California. It is ideally located on the Central Coast halfway between San Francisco and Los Angeles.

Of Central Coast towns, Morro Bay most resembles a New England whaling village. Minutes away, San Luis Obispo waits to be explored. At the Inn, Cape Cod-style buildings are surrounded by the scent of massive eucalyptus trees and the lush microclimate of our flower gardens. This is Morro Bay, California. If you're looking for something special in Morro Bay hotels, you've found it.

The Inn at Morro Bay features an outdoor heated pool, complimentary beach cruiser bikes, complimentary range balls at Morro Bay Golf Course, and a full-service spa on site. Our 97 guestrooms feature featherbeds, fireplaces, and a private balcony with a hydrotherapy spa.

Fresh seafood served with a dash of Pacific Rim flavor awaits you at the Orchid Restaurant or the Bay Club. Imagine the view as you look out on the sunset, the bay, and Morro Rock.

Morro Bay, California offers life in the slow lane. But don't stop there. Shop for antiques in town, or watch rare birds in the National Estuary. Spend a gourmet afternoon wine tasting in the lush countryside of Paso Robles. Also, Hearst Castle, historic San Luis Obispo, and centuries-old missions wait to be explored. Harbor cruises from Morro Bay, California are offered daily. That is, if you can tear yourself away from our grounds!

For more information about the Inn at Morro Bay, check out their detailed website at: www.innatmorrobay.com/

LODGING

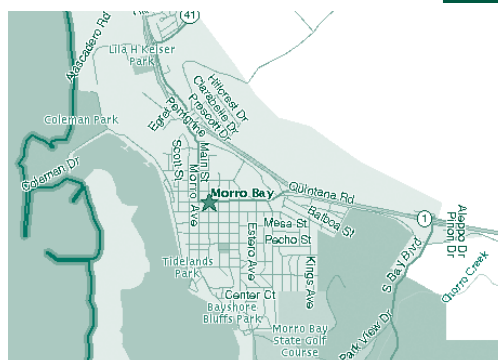
A block of lodging rooms is being held at the hotel at the special conference rate of \$139 plus tax per room per night for deluxe single/double occupancy rooms. Please make your reservation with the FDRS Room-Block (the conference is committed to filling so many rooms at the hotel). To reserve a room, please contact the Inn at Morro Bay Reservations at 1-805-772-2238 ext. 1717 – Group Rooms Coordinator between 8 a.m. – 5 p.m. (PST) Monday - Friday or 800-321-9566. Be sure you tell them that you are with the FDRS Conference. Rooms at the conference rate are available beginning Saturday, October 9th through Wednesday, October 13th. Check-in time is 4:00 p.m.; check-out time is 12:00 p.m.

Please make your reservations **before September 11, 2004**. After this date, the room block will be dropped, and the conference rate can no longer be guaranteed.

The hotel requires that any changes in your departure date be confirmed directly with the hotel no later than October 2. Otherwise, you may be responsible for paying for the remaining nights if you leave early.

Accommodations: 16 Petite Queen rooms, 25 Double-Double rooms (eight with spa), 52 King rooms with spa, and three Bay View King rooms. In addition, we offer one private waterfront cottage with two fireplaces, roman tub, walk-in closet, large screen television, and spacious deck with hydrotherapy spa.

Amenities: Our guest rooms are equipped with television, complimentary HBO, CD player, feather bed, coffee maker, iron and ironing board, and refrigerator. Nightly turndown service, complimentary use of cruiser bicycles and complimentary range balls at the golf course are furnished upon request. Several rooms have a hydrotherapy spa, fireplace, and stunning bay views.



From San Francisco and the Bay Area

Quick Route (US 101):

1. Take Hwy 101 south.
2. In Atascadero, exit Hwy 41 and follow west to Morro Bay. (16 miles)
3. Once in Morro Bay, turn left at the four-way flashing stop sign onto Main Street.
4. Continue on Main Street through the city of Morro Bay to Morro Bay State Park. (2.2 miles)
5. As you enter the Park, The Inn at Morro Bay will be on your immediate right, opposite the golf course.
(If you reach the State Park campground, you've gone too far.)

Scenic Route (Pacific Coast Highway):

1. Take Hwy 1 south.
2. Once in Morro Bay, exit at Main Street and turn right.
3. Continue on Main Street through the city of Morro Bay to Morro Bay State Park. (2.2 miles)
4. As you enter the Park, The Inn at Morro Bay will be on your immediate right, opposite the golf course.
(If you reach the State Park campground, you've gone too far.)

From Los Angeles and Santa Barbara

1. Take Hwy 101 north to San Luis Obispo.
2. Exit at Santa Rosa Street/Hwy 1 north to Morro Bay and Hearst Castle.
3. When exiting the freeway, bear right and turn right onto Santa Rosa Street.
4. Follow Santa Rosa Street over Hwy 101 and out of town, at which point it will become Hwy 1. (.3 miles)
5. Continue north on Hwy 1 into Morro Bay. Exit at Main Street. (12 miles)
6. When exiting the freeway, bear right onto Main Street, which will pass underneath the highway.
7. Continue on Main Street through the city of Morro Bay to Morro Bay State Park. (2.2 miles)
8. As you enter the Park, The Inn at Morro Bay will be on your immediate right, opposite the golf course.
(If you reach the State Park campground, you've gone too far.)

Travel by Air

You can travel directly into San Luis Obispo Airport, which is the closest and approximately 30 minutes from the Inn at Morro Bay.

The following airports are also options, but will require a drive of several hours:

Los Angeles International Airport

San Jose International Airport

San Francisco International Airport

Orange County Airport

For assistance with airline reservations, check out the web sites at:

www.travelweb.com/

www.expedia.com/

www.travelocity.com/

www.bestfares.com/

For additional information on activities in the Morro Bay area, go to

www.innatmorrobay.com/morro_bay.asp.



HOW TO REGISTER

All attendees, including speakers, are required to register for the conference. A number of fee options are available, and are listed on the registration form on the next page.

There are three ways you can register:

- Fill in the form on the next page, clip and mail with check or credit card payment to:
Conference Registrar, Continuing and Professional Education, Virginia Tech-Mail Code 0272,
702 University City Blvd, Blacksburg, VA 24061.
- Fax the form with your credit card payment to the Conference Registrar at (540) 231-3306.
If you wish, you may telephone your credit card information to the Conference Registrar at
(540) 231-5182.
- Register online and pay by credit card on our secure website by going to
www.conted.vt.edu/fdrs/2004/

To qualify for the early fees, your registration and payment must be received by:
September 10, 2004.

Refund and Cancellation Policy:

Requests for refunds will be honored if received no later than seven calendar days prior to the start of the conference, less a \$50 administrative charge. However, another person may be substituted at any time for this program. In the unlikely event that this program is cancelled or postponed due to insufficient enrollments or unforeseen circumstances, the university will fully refund registration fees but cannot be held responsible for any other expenses, including cancellation or change charges assessed by airlines, hotels, travel agencies, or other organizations.



Virginia Tech does not discriminate against employees, students, or applicants for admission or employment on the basis of race, gender, disability, age, veteran status, national origin, religion, sexual orientation, or political affiliation. Anyone having questions concerning discrimination should contact the Office for Equal Opportunity. If you are a person with a disability and require any auxiliary aids, services, or other accommodations for this conference, please discuss your accommodation needs with Shelly Jobst at 540-231-7084 or TDD 1-800-828-1120 by September 24, 2004.

VT/170/0804/1.5M/250341

The 2004 Conference of the Food Distribution Research Society

Conference Registration Form

Inn at Morro Bay October 10-13, 2004

Please print or type—

Register online at: www.conted.vt.edu/fdrs/2004/

Name _____ Title _____

Organization _____ SS# or FID # _____
(for refund purposes only)

Address _____

City _____

State _____ Zip _____

Daytime Phone No. _____ Fax No. _____

E-mail _____

Signature _____

Registration Fees for the Full Conference (includes the following meals: reception on Sunday, full breakfast on Monday, continental breakfasts on Tuesday and Wednesday, refreshment breaks on Monday through Wednesday, lunch on Monday and Tuesday, reception and banquet on Monday)

(Speakers are required to register as well)

- \$395 Early Registration Fee for FDRS Member – must be submitted or postmarked by September 10, 2004
- \$445 Early Registration Fee for non-member – must be submitted or postmarked by September 10, 2004
- \$495 Standard Registration Fee (members and non-members) – if submitted or postmarked after September 10, 2004
- \$250 Student Registration Fee (please include photocopy of current student ID) – does not include participation in Case Study Competition – submitted or postmarked anytime before start of conference

Daily Registration Fees (includes all the group meals listed above for that day only)

- Select day(s): Sunday Monday Tuesday Wednesday
- \$195 per day Standard Registration Fee – submitted or postmarked anytime before start of conference
 - \$100 per day Student Registration Fee (please include photocopy of current student ID) – does not include participation in Case Study Competition – submitted or postmarked anytime before start of conference

Case Study Competition Fees: The registration is \$100 per team plus \$50 per team member.

- \$100 Entry Fee per Team for Student Case Study Competition ▶▶▶
(each team must pay this fee to participate plus the \$50 individual fee)

Names of Team Members
(Each team member must pay the individual \$50 fee and fill out the address/content information on a separate registration form.)

- \$50 Registration for Individual Team Member for Student Case Study Competition (each team member must pay this fee)
(Case study students staying after the Breakfast on Monday for the conference must also register individually under the student registration option above)

Optional Activities

- \$40 Extra Ticket for Guest at Sunday's Reception
 _____ Number of extra guest tickets Name of Guest(s) _____
- \$65 Extra Ticket for Guest at Monday's Banquet
 _____ Number of extra guest tickets Name of Guest(s) _____
- \$50 Tour Option On Tuesday - Talley Farms Wine/Vegetable Production and Packing Tour (The tour is not included in the standard registration fee and is limited in the number that can attend)
 _____ Number of tickets
- \$60 Golf Option on Tuesday - Morro Bay Golf Course
 _____ handicap (approximately) _____ \$10 Club Rental

\$ _____ **Total Amount Enclosed**

Method of Payment — (Credit Card Info. must be included with a faxed registration —
 Check or Credit Card is acceptable with a mailed registration)

- Check enclosed. Make check payable to: Treasurer, Virginia Tech – FDRS Meeting
- Credit Card: Visa MasterCard AMEX

Credit Card No. _____ Exp. Date _____

Name of Cardholder _____

Return with information and/or payment by September 10, 2004 to receive the early registration fee (no staples, tape, or paper clips, please) to: Conference Registrar, Continuing and Professional Education, Virginia Tech-Mail Code 0272, 702 University City Blvd., Blacksburg, VA 24061 / phone (540) 231-5182 OR fax (540) 231-3306 with credit card number

Office Use			
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Cut along dotted line and mail to Conference Registrar



Register online at
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