



# AFFI-CON 2017

**BUSINESS OF FROZEN EXCELLENCE** MARCH 4-7  
SAN DIEGO

## SATURDAY, MARCH 4

### **8-8:30 a.m.**

AFFI and Food Export USA-Midwest & Northeast  
Frozen Food Buyer's Mission Orientation  
BAYSIDE

### **8:30 a.m.-5:30 p.m.**

International Buying Missions  
MARINA

### **Noon-6 p.m.**

Registration and Exhibits Open  
GRAND CD

### **5-6 p.m.**

First Timers Reception  
TBD

### **6-7 p.m.**

75<sup>TH</sup> Anniversary Welcome Reception  
*Sponsored by Henningsen Cold Storage*  
GRAND CD

### **7:30-9:30 p.m.**

Hall of Fame Zerocrats Dinner  
*(Invitation Only)*  
TBD

### **9:30-11 p.m.**

Jam Session  
*Music provided by Sierra Pacific Warehouse Group*  
GRAND A

## SUNDAY, MARCH 5

### **7 a.m.-5 p.m.**

International Buying Missions  
MARINA

### **8 a.m.-4:30 p.m.**

Registration and Exhibits Open  
GRAND CD

### **9-10 a.m.**

AFFI Logistics and Supply Chain Council Meeting  
*(AFFI Members Only)*  
GASLAMP

## SUNDAY, MARCH 5 (Cont'd)

### **9-10:30 a.m.**

FPPI Board of Directors Meeting  
BANKERS

### **10:30 a.m.-Noon**

International Issues Forum presented by AFFI's  
International Processors Council  
*(AFFI Members Only)*  
GASLAMP

### **Noon-1 p.m.**

Reimagine Frozen - A Celebration of Frozen  
GRAND B

### **2:30-4:30 p.m.**

The Future of Labeling  
*(AFFI Members Only)*  
GASLAMP

### **4:30-6 p.m.**

AFFI's NextGen Happy Hour  
TBD

### **6-7:30 p.m.**

Craft Beer & Wine Tasting Reception  
*Sponsored by Dreisbach Enterprises*  
GRAND CD

## MONDAY, MARCH 6

### **7 a.m.-4 p.m.**

Registration Open  
GRAND CD

### **7-9 a.m.**

AFFI Annual Meeting & Keynote Breakfast  
*Featuring Ken Gronbach, futurist*  
*Sponsored by Jasper Wyman & Son and Lineage*  
*Logistics*  
GRAND A

### **9 a.m.-1:30 p.m.**

International Buying Missions  
MARINA

**MONDAY, MARCH 6 (Cont'd)**

**9 a.m.-4 p.m.**

Exhibits Open  
GRAND CD

**10-11:30 a.m.**

AFFI's Public Policy Council Meeting  
(*AFFI Members Only*)  
GASLAMP

**Noon-1 p.m.**

AFFI Scientific Advisory Council Private Lunch  
(*Council members only*)  
TBD

**1-2:30 p.m.**

AFFI LM Strategy presented by AFFI's Scientific  
Advisory Council and the Frozen Food Foundation  
TBD

**2:30-4 p.m.**

Telling the Story of Frozen presented by the Frozen  
Food Foundation  
BANKERS

**5-6 p.m.**

AFFI Chair's Reception  
(*Invitation Only*)  
TBD

**9:30-11 p.m.**

After Hours Reception  
GRAND FOYER

**TUESDAY, MARCH 7**

**8 a.m.-1 p.m.**

Registration Open  
GRAND FOYER

**8:30 a.m.-1:30 p.m.**

Frozen Food Foundation Golf Classic  
RIVERWALK GOLF COURSE

**5-6 p.m.**

AFFI-CON Closing Reception  
TBD

**ALL EVENTS TAKE PLACE AT THE  
MANCHESTER GRAND HYATT  
UNLESS OTHERWISE NOTED.**

*Schedule as of 11.8.16*