41ST Annual SNAC International
EXECUTIVE LEADERSHIP FORUM

EXPERIENCE THE SPIRIT OF THE WEST.

SEPTEMBER 17–19, 2017
The Broadmoor | Colorado Springs, Colorado
WELCOME TO
THE BROADMOOR

The Broadmoor welcomes guests to a legendary Forbes Five-Star and AAA Five-Diamond resort with impeccable service and distinctive amenities. Here, the spirit of the West inspires the adventurer within, providing endless opportunities to explore the picturesque mountains, streams and canyons that have inspired generations. Experience an iconic Colorado Springs resort, where personalized luxury offers an escape from the ordinary and modern details blend seamlessly with the timeless European elegance of this historic hotel.
As a snack industry leader, it’s your job to be prepared for tomorrow’s generation of snack consumers that will shape the marketplace and have a major impact on how you do business. Disruption is touching every aspect of the snack industry, from retail to product to consumer trends. With a series of insightful educational sessions, workshops, and networking opportunities, SNAC’s 41st Executive Leadership Forum (ELF) will help you be at the forefront in this fast-changing environment.

Connect with old friends and new colleagues at the kick off reception and dinner on Sunday, September 17 at the Cheyenne Lodge. This elegant, covered terrace boasts stunning views of the Cheyenne Canyon above the Broadmoor West. The General Session on Monday morning, September 18 will feature experts on retail, e-commerce, new products and consumer insights. Roll up your sleeves during the breakout sessions on Tuesday morning, September 19, where you will have the choice of joining breakout workshops on developing a social media strategy or engaging a multi-generational workforce. We’ll come back together for a plenary panel session featuring the entrepreneurs dedicated to advancing the natural, organic food business.

The optional activities on Monday and Tuesday afternoons are filled with recreational networking opportunities that include the annual golf tournament, fly fishing, riding up to Pikes Peak on the Cog Railway, soaring on a zip line, touring the United States Air Force Academy and the Garden of the Gods, or taking a high-country jeep tour.

We will end with a closing reception in the elegant and historic Pompeian room, followed by dinner in The Broadmoor’s 1917 art deco Main Ballroom.
John Mackey, co-founder and co-CEO of Whole Foods Market, has taken the natural and organic grocer from a single store in Austin, Texas in 1978, to a $15.7 billion Fortune 500 company and top U.S. supermarket with more than 460 stores and 87,000 team members across the U.S., Canada and U.K.

While devoting his entire career to providing shoppers with high quality natural and organic foods, Mackey has also established a more conscious way of doing business. He led the company through more than 20 acquisitions and took Whole Foods Market public in 1992.

For 18 consecutive years, Fortune magazine has included Whole Foods Market on its “100 Best Companies to Work For” list. The company was named “America’s Healthiest Grocery Store” by Health magazine, the top retailer for seafood sustainability by Greenpeace and one of “America’s 25 Most Inspiring Companies” by Forbes. Fortune also ranked Whole Foods Market first in the food and drug store industry and No. 20 overall for the magazine’s “Most Admired Companies” list.

Phil Lempert will lead us through the dramatic changes occurring at retail today and what the future of retail looks like through the lens of both SNAC members, as well as the consumer. This session will also discuss how the changing demographics—in particular the aging millennials and upstart Gen Z—look at snacks and sustainability. Lempert’s future forecast will also peel back the curtain on how Silicon Valley’s foray into foods and beverages is changing the food world from farm to fork—and the implication for snack food companies.

Phil Lempert is founder and editor of SupermarketGuru.com, a website with a consumer panel of more than 100,000 opt-in participants nationwide who offer opinions on food and health-related issues and products.
MONDAY | September 18 | 9:00 – 10:00 am
WHAT YOU THINK YOU KNOW ABOUT SNACKING MAY BE ALL WRONG

The days of a 'snack' being thought of as solely chips, popcorn, nuts or the like are long gone. Today, a snack can truly be anything and consumed at any time of day. What consumers are demanding is changing, and what companies are offering is changing as well. This presentation will show what consumers are thinking about and what they are snacking on. It will also look at some of the newest innovations in snacks and provide insights on what may be ahead for snacks and snacking.

Lynn Dornblaser brings 30 years of product-trend knowledge to her work at Mintel. She applies her unique perspective on the market and new product development to tailored client research and extensive public speaking.

MONDAY | September 18 | 10:30 – 11:30 am
WHY ARE YOUNG PEOPLE FOOD OBSESSED AND WHAT IT MEANS FOR THE SNACK INDUSTRY?

Eve Turow Paul, author of *A Taste of Generation Yum*, millennial expert and brand advisor will discuss the profound impact technology has had on the human experience and our wants and needs. Those changes are most evident with millennials (1980-1996) and Generation Z (1996-2010)—which together now comprise over half of the U.S. population. Eve will share insights from her research on how these two generations are profoundly reshaping the food industry, as well as perspective on what it means for future snack trends.

Eve Turow Paul studies the wants and needs of young people around the world. She investigates the latest research in psychology, sociology, anthropology, speaks to thought leaders and interviews people of the millennial and Gen Z generations to gain a better understanding of their anxieties, hopes and passions. She then looks at how individuals soothe themselves and fulfill many of their needs through food culture, where young people overwhelmingly spend their discretionary incomes.
Social Media Bootcamp: Ignite Your Strategy

Brittany Oat, Founder, bSocial Strategy

Are you ready to take ownership of your social media strategy? Award-winning social media strategist Brittany Oat will give you a deep understanding of the benefits of social media and practical tools to develop a winning social media strategy that will take you into the future. This strategy will enhance your online reputation, empower you to maintain a positive social media presence and guide you on damage control in the face of trouble.

Audience Outcomes:
- Create meaningful brand experiences through storytelling
- Use emerging trends in influencer engagement, brand advocacy and social commerce
- Connect with millennials via social media

Next Generation Leadership/ Collaboration: Keys to Engaging a Multi-Generational Workforce

Ryan Jenkins, Internationally published author and columnist, Inc.com.

Fifty-two percent of workers say they are least likely to get along with someone from another generation. For the first time in history, there are five generations in the workplace, each with a varying perspective of work, leadership and communication. As more and more of emerging generations enter the workplace and marketplace, the generational divide will widen.

The generational divide at work has never been more daunting than it is today. In order to thrive tomorrow, organizations must leverage the unique strengths and experiences of each generation and create a workforce that can lead, work and communicate seamlessly across generations.

Audience Outcomes:
- Gain extreme clarity around who the generations are
- Learn why generations matter
- Understand each generation’s perspective of leadership, communication, technology, and work
- Learn four key steps to engaging a multigenerational workforce
- Strategies for engaging a multigenerational workforce
Panel Discussion with “Better for You” Snack Makers

In many respects, Colorado is the Silicon Valley for the natural, organic food movement that is sweeping the country. The final General Session at the 2017 Executive Leadership Forum will bring together both founders and funders of these innovative food companies. Learn about their journey creating new products, and markets, and how they are disrupting the food business.

SPEAKERS INCLUDE—

Livio Bisterzo, CEO and Founder, Green Park Brands

Kristy Lewis, CEO and Co-Founder, Quinn Snacks

Tom Spier, Founder and Managing Partner, Boulder Food Group

Carole Buyers, CFA, Managing Partner, Boulder Investment Group Reprise (BIGR)
**PROGRAM SCHEDULE**

**SATURDAY | September 16**

6:00 – 9:00 pm  
Chairman’s Reception/Dinner  
*(Invitation Only)*  
Penrose Room

**SUNDAY | September 17**

7:30 – 8:30 am  
Executive Committee Meeting  
*Russell Boardroom (Private)*

8:45 – 11:00 am  
Board of Directors Meeting  
*Robert Trent Jones Room (Private)*

12:00 – 7:30 pm  
Registration Opens  
*Mountain View Foyer*

7:00 – 10:00 pm  
Opening Reception/Dinner  
*Cheyenne Lodge*

**MONDAY | September 18**

7:00 – 11:30 am  
Registration Opens  
*Rocky Mountain Foyer*

7:00 – 8:00 am  
Plated Breakfast  
*Rocky Mountain Ballroom*

8:00 – 11:30 am  
General Session  
*Rocky Mountain Ballroom*

8:00 – 9:00 am  
Phil Lempert, *Supermarket Guru*

9:00 – 10:00 am  
Lynn Dornblaser,  
*Director, Innovation & Insight, Mintel*

10:00 – 10:30 am  
Networking Break

10:30 – 11:30 am  
Eve Turow Paul, *Journalist and Advisor*

**OPTIONAL ACTIVITIES (Times subject to change)**

12:30 – 5:00 pm  
Pikes Peak Cog Railway

12:30 – 5:30 pm  
Golf Tournament

1:00 – 4:00 pm  
Soaring Zip Line Adventure

6:45 – 11:00 pm  
Colorado Springs Dine-Around or Open Evening
TUESDAY | September 19

7:00 – 11:30 am  Registration Opens  
Rocky Mountain Foyer

7:00 – 8:00 am  Buffet Breakfast  
Mountain View Terrace

8:00 – 9:30 am  Breakout Sessions  
Rocky Mountain Ballroom AB and CD

  Brittany Oat  
  Ignite Your Social Media Strategy
  or
  Ryan Jenkins  
  Multigeneration Collaboration

9:30 – 10:00 am  Networking Break

10:00 – 11:30 am  Panel Discussion with “Better for You”  
Snack Makers

6:45 – 7:15 pm  Closing Reception  
Pompeiian

7:15 – 9:30 pm  Closing Dinner  
Main Ballroom

8:30 – 9:30 pm  Keynote Closing Dinner Speaker  
John Mackey, CEO, Whole Foods  
Main Ballroom

OPTIONAL ACTIVITIES  (Times subject to change)

12:00 – 5:00 pm  Fly Fishing
12:30 – 5:00 pm  U.S. Air Force Academy/Garden of the Gods Tour
1:30 – 4:30 pm  High-Country Jeep Tour
MONDAY | September 18

12:30 – 5:00 pm  Pikes Peak Cog Railway
One of the most popular tours you can take is an unforgettable trip to the 14,115-foot summit of Pikes Peak! Sit back, relax and take in the splendors of Colorado as the highest cog railway in the world takes you through hidden valleys, past groves of quaking aspens and over the tundra at timberline. Once on the summit, you will see the same unparalleled vistas that inspired Katherine Lee Bates to write “America the Beautiful!” Lunch included. $225/per person

12:30 – 5:30 pm  Golf Tournament
Get ready for rolling fairways, multi-level greens and demanding hazards at the stunning yet formidable West Course. At 6,800 feet, this 18-hole course has more doglegs and steeply-angled greens than the East Course, and offers breathtaking views of both the mountains and Colorado Springs. The West Course plays tighter off the tee, with more heavily tree-lined holes, and also gives players an array of spectacular approach shots. Lunch included. $325 per person/$75 club rentals

1:00 – 4:00 pm  Soaring Zip Line Adventure—Woods Course
This exciting zip line adventure lets you soar over the amazing landscape around the famed Seven Falls. Experienced guides make this a fun and meaningful experience for both novice and experienced zip liners. Lunch included. $265/per person

6:45 – 11:00 pm  Colorado Springs Dine-Around
Are you craving a restaurant with an atmosphere that’s just as memorable as the food? Believe it or not, it isn’t too hard to come by in Colorado Springs. These three unique Colorado Springs restaurants have been meticulously selected to guarantee you will have an unforgettable dining experience. The first stop for drinks and hors d’oeuvres is Springs Orleans, an award-winning restaurant with a taste of New Orleans. With chic décor with custom artwork, Springs Orleans offers an upscale yet laid-back atmosphere. The second stop for salad and entrées will be The Famous Steakhouse, an elegant, classic steak house environment at Colorado Springs’ finest upscale steak house and winner of multiple people’s choice and food writers’ awards. The final stop is at Edelweiss, authentic German cuisine, family-owned and operated for over 50 years, where we will enjoy award-winning tortes and cold German beer in the Ratskeller with its stone walls and cozy booths. $195/per person
TUESDAY  |  September 19

12:00 – 5:00 pm  Fly Fishing
Take full advantage of this fisherman’s paradise on a half-day fly fishing trip. Experienced guides offer full instruction to novice fisherman, while giving local insight to more experienced anglers, allowing everyone to make a great catch. Includes lunch, transportation, license, and gratuities. $275/per person

12:30 – 5:00 pm  U.S. Air Force Academy and Garden of Gods Tour
The USAFA is set against the Rampart Range of the Rocky Mountains, providing a beautiful setting for this 18,000-acre property that houses over 4,000 cadets. You will see the Visitor’s Center, an authentic B-52, and the world-famous Academy Chapel. Leaving the Academy, you will head southwest to the Garden of the Gods, one of the most breathtakingly scenic spots in the state. Once prime hunting grounds for the Ute Indians, this park offers a taste of Colorado’s colorful history combined with beautiful scenery. Lunch included. $150/per person

1:30 – 4:30 pm  High-Country Jeep Tour
Those who seek a more rugged Jeep experience are sure to enjoy this tour! You will travel in custom-made, open-air 4x4 Jeeps on dirt roads and trails high in the mountains of the Pike National Forest. As you cross alpine meadows and rushing streams, you will experience vistas of indescribable beauty laid out before you, each one more breathtaking than the last. Cameras are a must to capture the incredible scenery! $225/per person
THE BROADMOOR
1 Lake Avenue | Colorado Springs, CO | 719.634.7711

HOTEL RESERVATIONS
You may reserve your room online at—
https://aws.passkey.com/event/49172718/owner/8026/landing or call 800.645.7711 and mention your affiliation with SNAC International to get the group rate of $327 (inclusive of the resort fee). This negotiated rate is available until August 15 or until the room block sells out, whichever comes first. All rooms are subject to sales tax of 9.65%. A public improvement fee of 2.25% will be assessed to all purchases at The Broadmoor. Check-in is after 4:00 pm; check-out is before noon.

With the resort fee, you can enjoy:
• Unlimited access to the Fitness Center
• Admission to a nightly movie and select matinees in The Broadmoor Theater
• Art/History tour: Tuesday, Thursday, Saturday at 10:30 am
• Tennis Round Robins: Monday, Wednesday, Friday at 4:30 pm
• One-hour use of paddle boats (in season)
• PressReader Application and daily newspaper delivery
• Daily group fitness classes
• In-room evening bottled water and ice delivery
• Golf Clinic: Tuesday, Thursday, Saturday at 3:00 pm
• Horticultural Tour: Wednesday, Friday at 2:00 pm (seasonal)
• Resort and local activity shuttle service to Cheyenne Mountain Zoo, Starsmore Center, The Broadmoor World Arena and Seven Falls

CANCELLATION/ARRIVAL OR DEPARTURE CHANGE
In order to prevent a cancellation or change in date penalty (fee of two (2) nights room rate), a cancellation or reduction of arrival or departure dates must be confirmed no later than 72 hours prior to arrival date.

DRESS CODE/ATTIRE
Resort casual is the theme for the educational sessions. The opening party at Cheyenne Lodge is outdoors at the top of Cheyenne Mountain and casual/western attire is appropriate. The closing reception/dinner is evening attire: suit/tie for gentlemen and cocktail attire for ladies.

TRAVEL
The Broadmoor is located 10 miles/21 minutes from Colorado Springs Airport and 88 miles/1 hour 25 minutes from Denver International Airport.

Round trip and one-way shuttle service between both Colorado Springs Airport and Denver International Airport and the resort can easily be arranged through The Broadmoor Transportation Department once you have finalized your flight plans. Please call 719.362.3276 to arrange reservations or learn more about airport shuttle services and other transportation options.

PARKING
Valet parking is available to all overnight guests. The charge is $29/night. Valet parking is complimentary for day visitors. The Parking Garage is self-parking for a 24-hour period and costs $22/night, with in and out privileges. Day charges are $4/first hour and $2/each additional hour up to a maximum of $10/day.

Rental Partners: Alamo, Enterprise, National. For rental car assistance, please contact our Broadmoor Concierge at 866.837.9482 or by email at viprental@ehi.com.
**2017 REGISTRATION FORM**

**REGISTRATION FEES**

**ON OR BEFORE MONDAY |** August 28, 2017
- SNAC Members $1,795
- Non-SNAC Members $2,195
- Spouse $795
- Spouse $1,195

**AFTER MONDAY |** August 28, 2017
- SNAC Members $1,895
- Non-SNAC Members $2,295
- Spouse $895
- Spouse $1,295

**TOTAL**
- $________
- $________

**CHOOSE OPTIONAL ACTIVITIES**

**MONDAY |** September 18
- Golf Tournament $325
- Rental Clubs (Left or Right – please circle) $75
- Please Indicate Handicap ______
- Pikes Peak Cog Railway $225
- Zip Line Adventure $265
- Colorado Springs Dine-Around $195

**TUESDAY |** September 19
- Fly Fishing $275
- U.S. Air Force Academy/Garden of the Gods Tour $150
- High-Country Jeep Tour $225

**REGISTER ONLINE AT SNACINTL.ORG**

Feel free to register online at www.snacintl.org or complete the registration form and email it to avalentino@snacintl.org. You can also mail it to Abby Valentino with your payment (see reverse side for address). Registration deadline, to be included in the registration list is Monday, August 28, 2017.

Cancellations will be refunded, less a $400 processing fee, until Monday, September 4, 2017. After Monday, September 4, no registration fees will be refunded.
PLEASE NOTE THAT THIS INFORMATION WILL BE USED ON YOUR CONFERENCE BADGE.

Name _______________________________________________   Title ________________________________________________________

Nickname for Badge ___________________________________   Email ____________________________________________________

Company _____________________________________________________________________________________________________

Address ______________________________________________________________________________________________________

City / State / Zip __________________________________________________________________________________________________

Office Phone __________________________________ ___________    Cell Phone  ___________________________________________

SPOUSE/GUEST REGISTRATION

Name _______________________________________________   Nickname for Badge ___________________________________

Cell Phone __________________________________ ___________    Email _____________________________________________

Emergency Contact Name and Phone _____________________________________________________________

METHOD OF PAYMENT

☐ Check Enclosed (payable to SNAC International)  ☐ Credit Card

Name on Card ______________________________________________________________________________________________________

Credit Card Number ______________________________________________________________________________________________

Exp. Date/Security Code _____________________________________________________________

TOTAL (Registration Fee and Optional Activities) $ _________________________

Signature ________________________________________________________________________________________________
## 2017 EXECUTIVE LEADERSHIP FORUM

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42ND Annual SNAC International
EXECUTIVE LEADERSHIP FORUM

September 27–29, 2018
Ritz Carlton, Amelia Island
Fernandina Beach, Florida